

Ecommerce Conv. Rate Definition

Users

326,693

⬇️ -8.3%

Form Fills Button Clicks

1,498

⬆️ 109.2%

Submissions Complete

6,043

⬆️ 15.9%

Goal Conversion Rate

7.58%

⬆️ 17.1%

Product Revenue

\$2,301,869.00

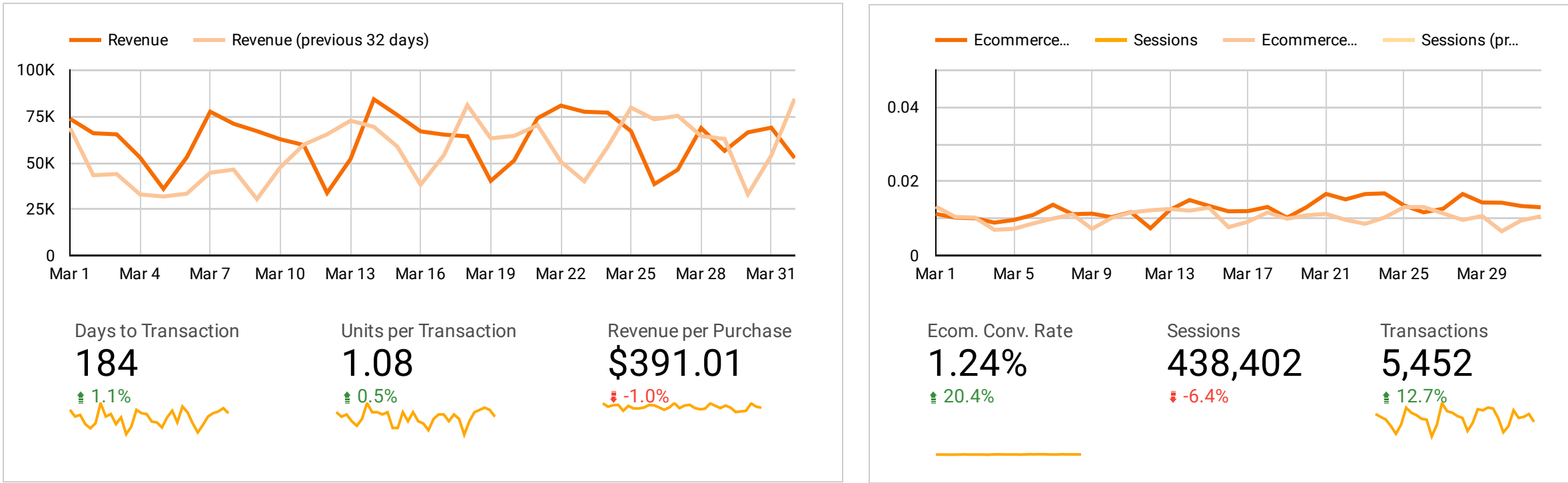
⬆️ 12.2%

Ecommerce Conversion Rate

1.24%

⬆️ 20.4%

Overview of your user behaviors [Days to Transaction Definition](#)



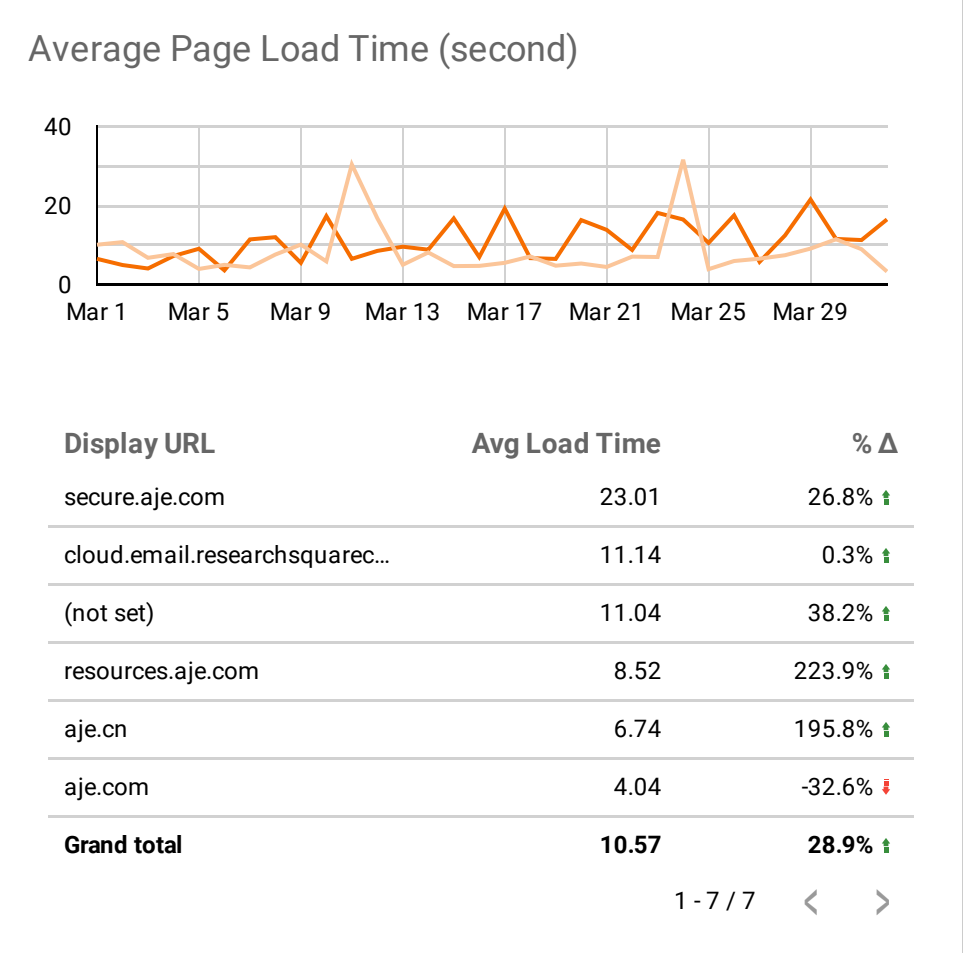
Revenue per Product

\$391.01

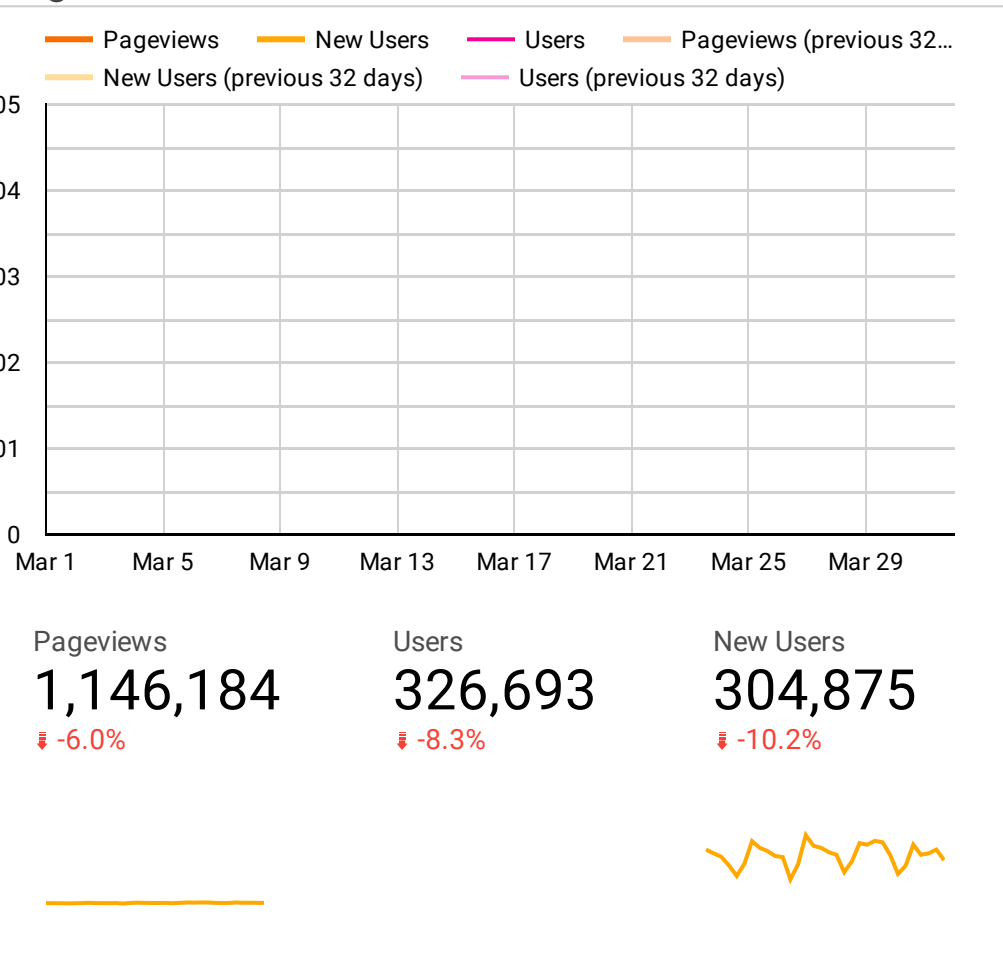
Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Ses...	Avg Session Duration	Free Trial E...	Register Acco...	Submissions Comp...	Goal Conversi...	Ecommerce Con...
google / cpc	142,950	108,603	98,128	75.85%	1.46	00:01:03	1,220	124	391	4.99%	0.28%
google / organic	100,062	89,739	85,009	74.72%	1.62	00:02:49	7	120	303	1.89%	0.31%
(direct) / (none)	65,178	48,631	43,606	43.24%	4.4	00:07:25	105	1,532	2,233	12.6%	3.11%
Baidu / PPC	23,475	16,032	14,886	64.44%	2.25	00:07:33	0	107	171	1.7%	0.62%
twitter / social	11,519	11,467	11,180	67.51%	1.97	00:00:34	0	0	0	0.02%	0%
googleads.g.do...	10,618	10,050	9,184	79.23%	1.46	00:00:58	0	5	17	1.51%	0.15%
baidu / organic	10,524	6,155	4,124	30.82%	6.44	00:09:26	2	248	632	11.73%	5.2%
springer.com / r...	9,253	7,031	5,816	32.16%	5.09	00:10:29	0	66	34	45.21%	0.28%
So360 / PPC	6,074	4,453	3,688	64.72%	2.76	00:03:35	0	54	92	3.56%	1.27%
Grand total	438,402	326,693	304,875	63.63%	2.61	00:04:07	1,498	3,917	6,043	7.58%	1.24%

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How does your website perform?



Pageviews and Users

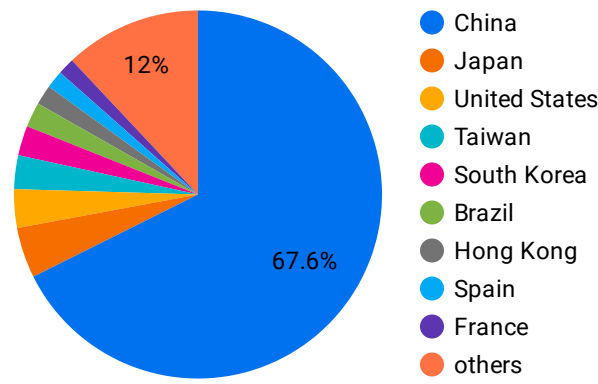


Country [Analytics.google.com is illegal in China, but the tag still fires](#)

	Country	Transactions	Δ	Sessions	Δ	Ecommerce C...	% Δ
1.	China	3,687	624 ⬆️	126,416	17,995 ⬆️	2.92%	3.2% ⬆️
2.	Japan	210	-22 ⬇️	7,738	-1,471 ⬇️	2.71%	7.7% ⬆️
3.	United States	187	23 ⬆️	50,262	-9,027 ⬇️	0.37%	34.5% ⬆️
4.	Taiwan	161	-13 ⬇️	13,013	7,904 ⬆️	1.24%	-63.7% ⬇️
5.	Brazil	149	-4 ⬇️	17,012	1,493 ⬆️	0.88%	-11.2% ⬇️
6.	South Korea	133	-5 ⬇️	4,142	-2,654 ⬇️	3.21%	58.1% ⬆️
7.	Spain	101	13 ⬆️	11,844	4,806 ⬆️	0.85%	-31.8% ⬇️
8.	Hong Kong	93	14 ⬆️	7,697	3,921 ⬆️	1.21%	-42.2% ⬇️
9.	France	76	-16 ⬇️	2,566	166 ⬆️	2.96%	-22.7% ⬇️
10.	Germany	65	-1 ⬇️	5,011	388 ⬆️	1.3%	-9.1% ⬇️
11.	Mexico	50	1 ⬆️	8,403	745 ⬆️	0.6%	-7.0% ⬇️
12.	Italy	46	0	4,329	-1,245 ⬇️	1.06%	28.8% ⬆️
13.	Poland	40	4 ⬆️	4,263	-57 ⬇️	0.94%	12.6% ⬆️
14.	Chile	38	26 ⬆️	1,634	796 ⬆️	2.33%	62.4% ⬆️
	Grand total	5,452	616 ⬆️	438,402	-29,850 ⬇️	1.24%	20.4% ⬆️

Revenue Share By Country

GA tracked 86% of Total Revenue in 2021



Products

Product SKU	Product Revenue	% Δ	Product Revenue per Purchase	% Δ	Quantity	% Δ
Translation-Spanish	\$26,199	42.3% ⬆️	\$436.65	9.1% ⬆️	60	30.4% ⬆️
Translation-Portuguese	\$17,157	21.1% ⬆️	\$408.5	3.8% ⬆️	42	16.7% ⬆️
Translation-Japanese	\$4,901	67.8% ⬆️	\$1,225.25	25.8% ⬆️	4	33.3% ⬆️
Translation-Chinese	\$86,809	-2.5% ⬇️	\$1,009.41	-3.7% ⬇️	86	1.2% ⬆️
Touch-Up Editing For Translation	\$0	-	\$0	-	4	100.0% ⬆️
Touch-Up Editing	\$0	-100.0% ⬇️	\$0	-100.0% ⬇️	51	54.5% ⬆️
Table Formatting	\$3,960	-21.4% ⬇️	\$77.65	-15.3% ⬇️	51	-7.3% ⬇️
Scientific Editing	\$28,000	-23.1% ⬇️	\$3,500	5.8% ⬆️	8	-27.3% ⬇️
Journal Recommendation	\$16,500	-2.7% ⬇️	\$150	0.0%	110	-2.7% ⬇️
Illustration	\$3	50.0% ⬆️	\$1	0.0%	3	50.0% ⬆️