



モニタリングレポートのサンプル

モニタリングレポート

サイトのアクセス解析を行い、**網羅的なモニタリング**を可能にします。



サイトの**現状把握**と数値の急な変化や**異常値**を特定

こんな**キーワード**が気になったら！

アクセス解析

サイトモニタリング

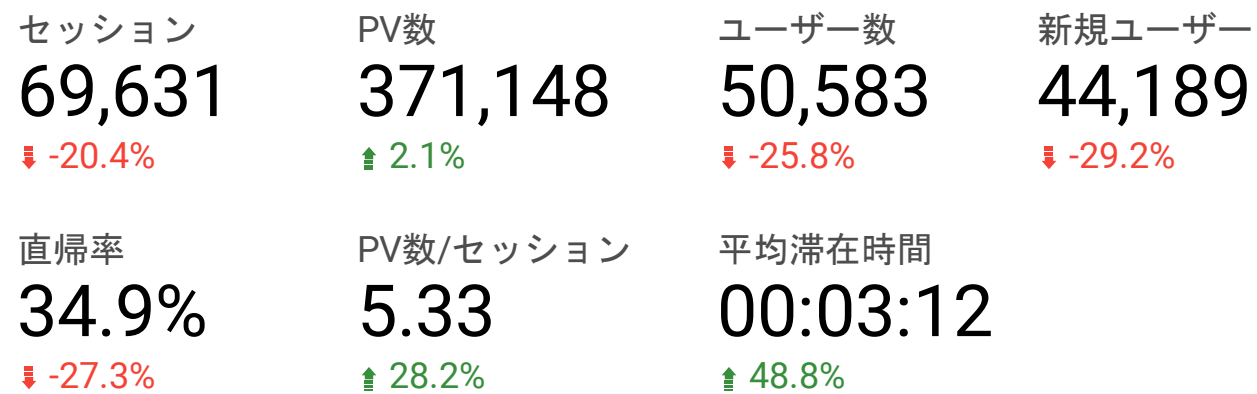
レポート作成

具体的な内容は次のページから

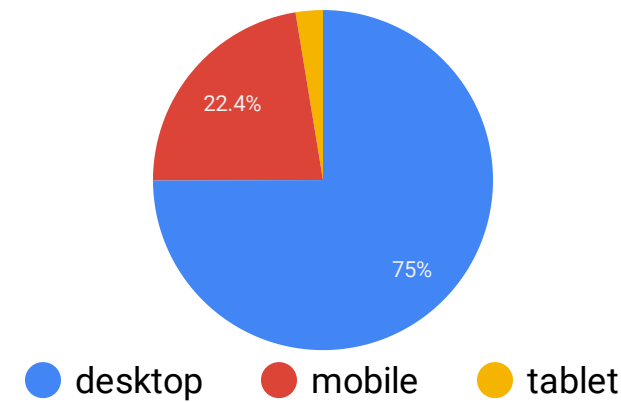
サイト概況：全体

PC/Tablet Smartphone ユーザー共通

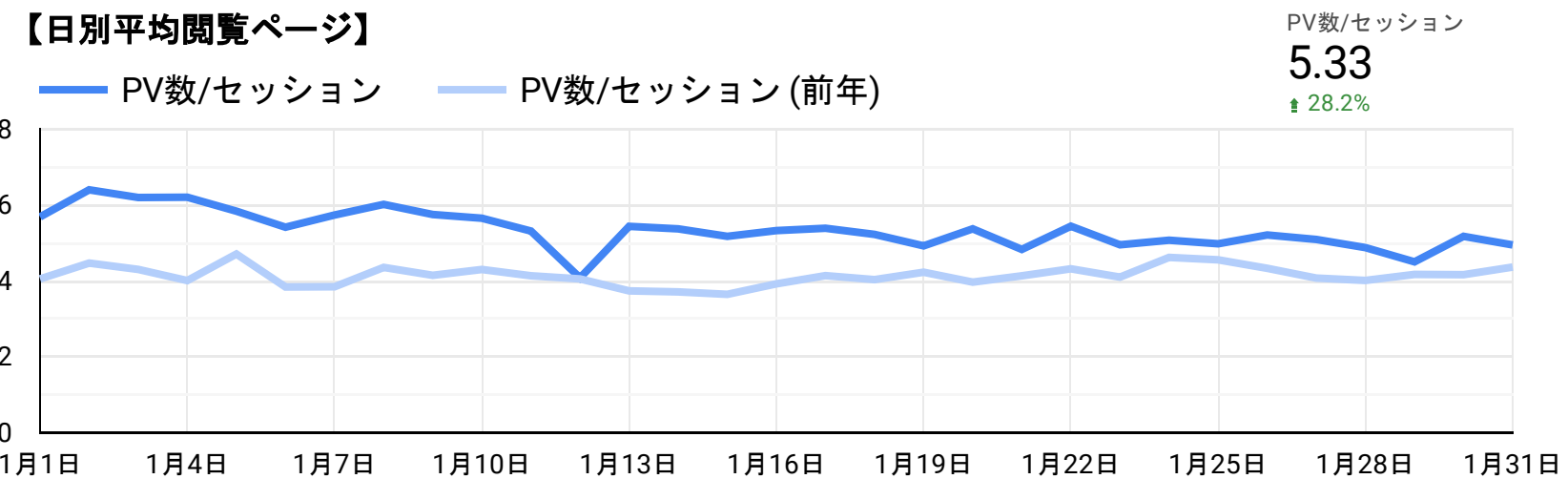
【ユーザー概要】



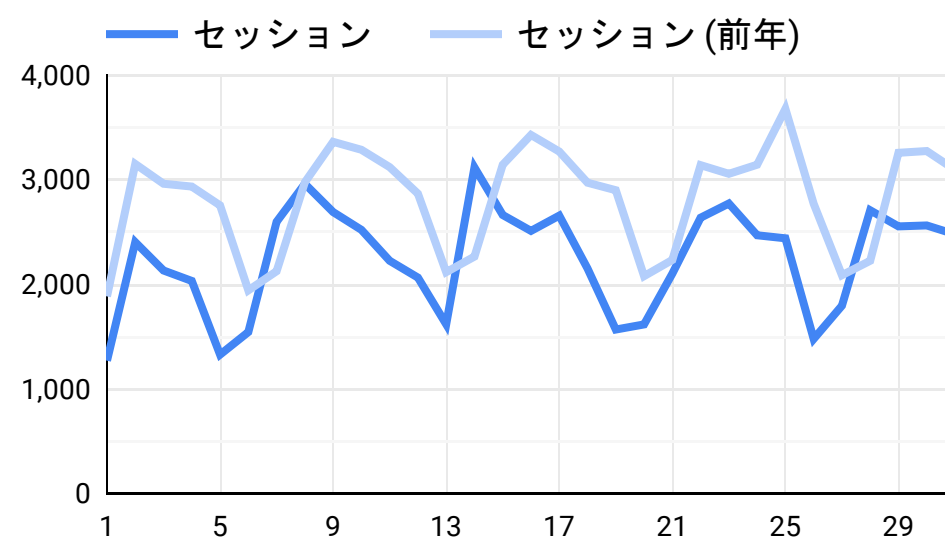
【セッション割合】



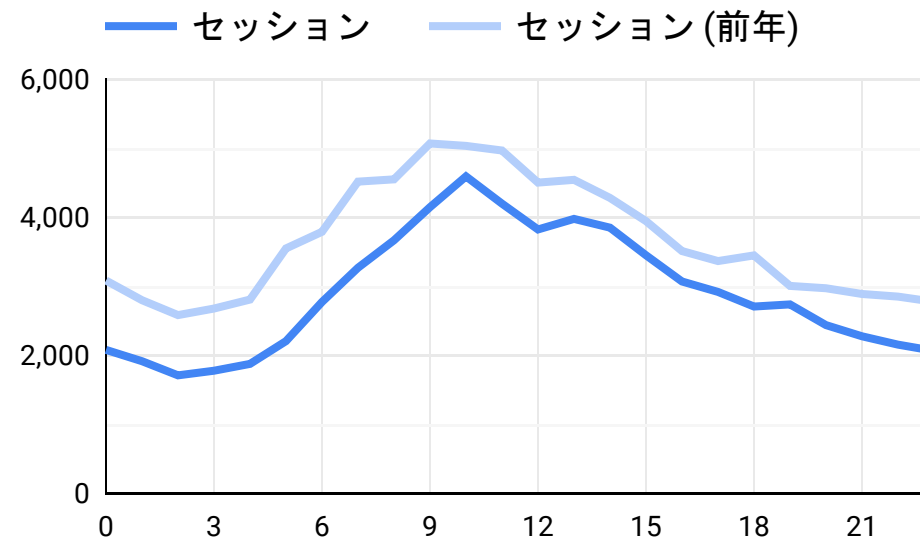
【日別平均閲覧ページ】



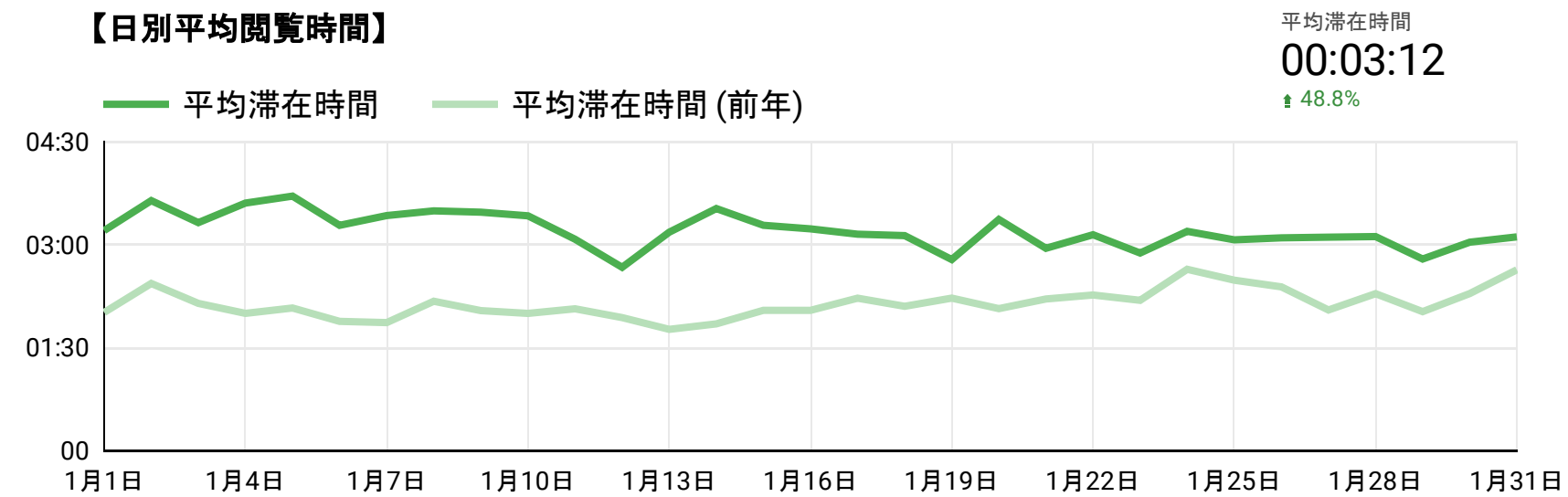
【日別セッション数】



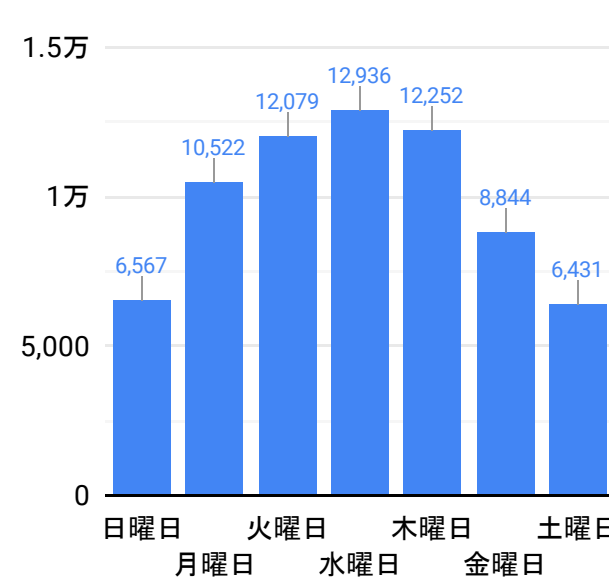
【時間別セッション数】



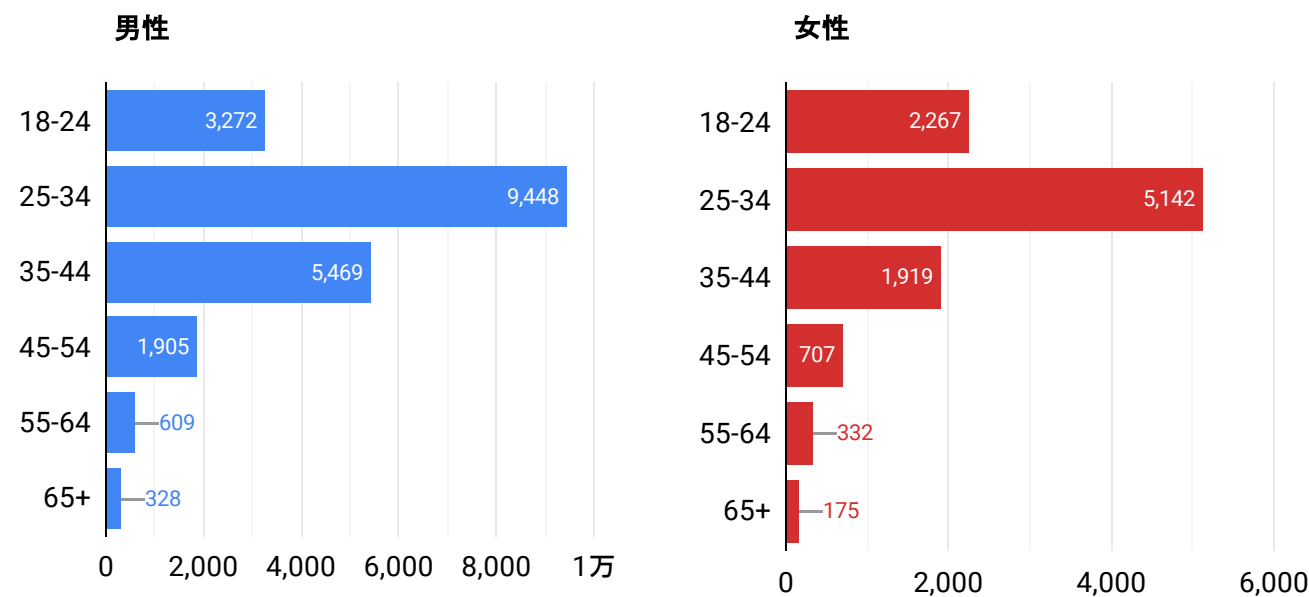
【日別平均閲覧時間】



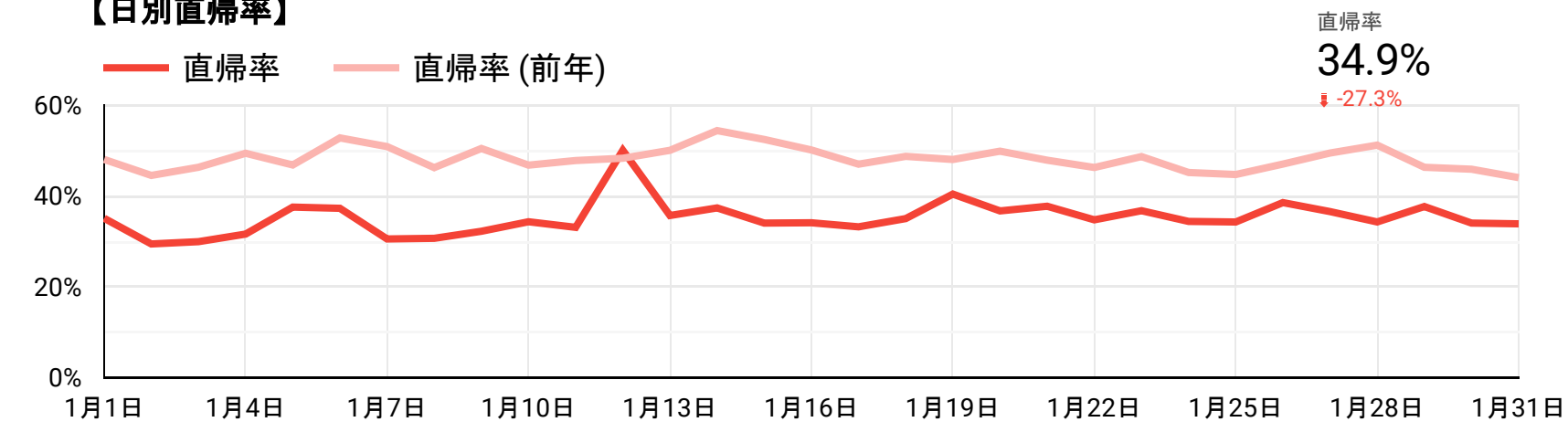
【曜日別セッション数】



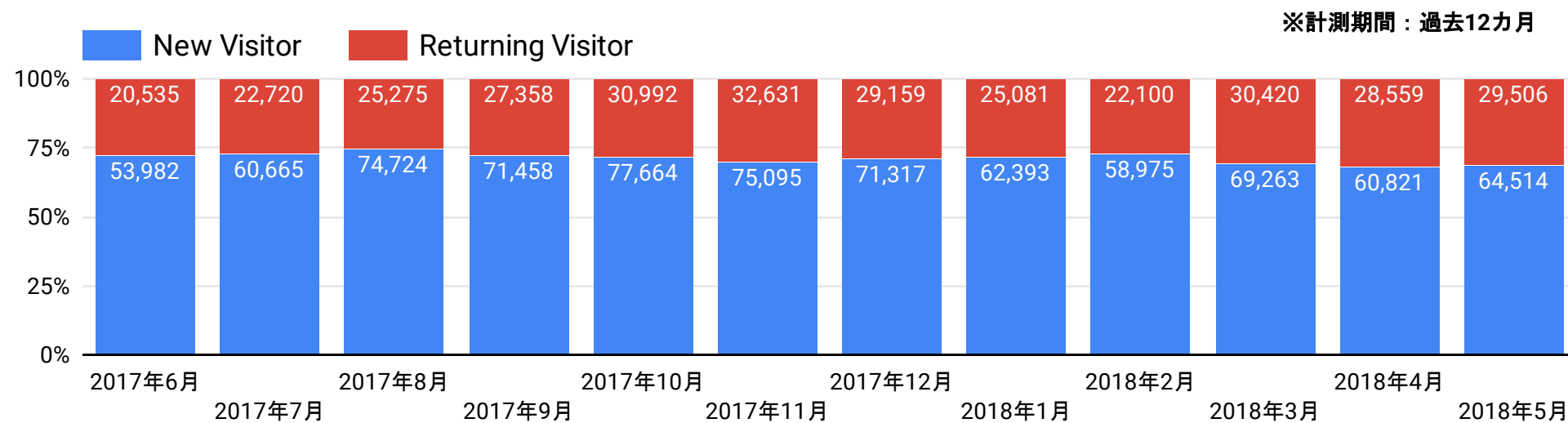
【年齢・性別セッション数】



【日別直帰率】



【月別新規・リピーターセッション割合】



【都道府県/市区町村別セッション数】

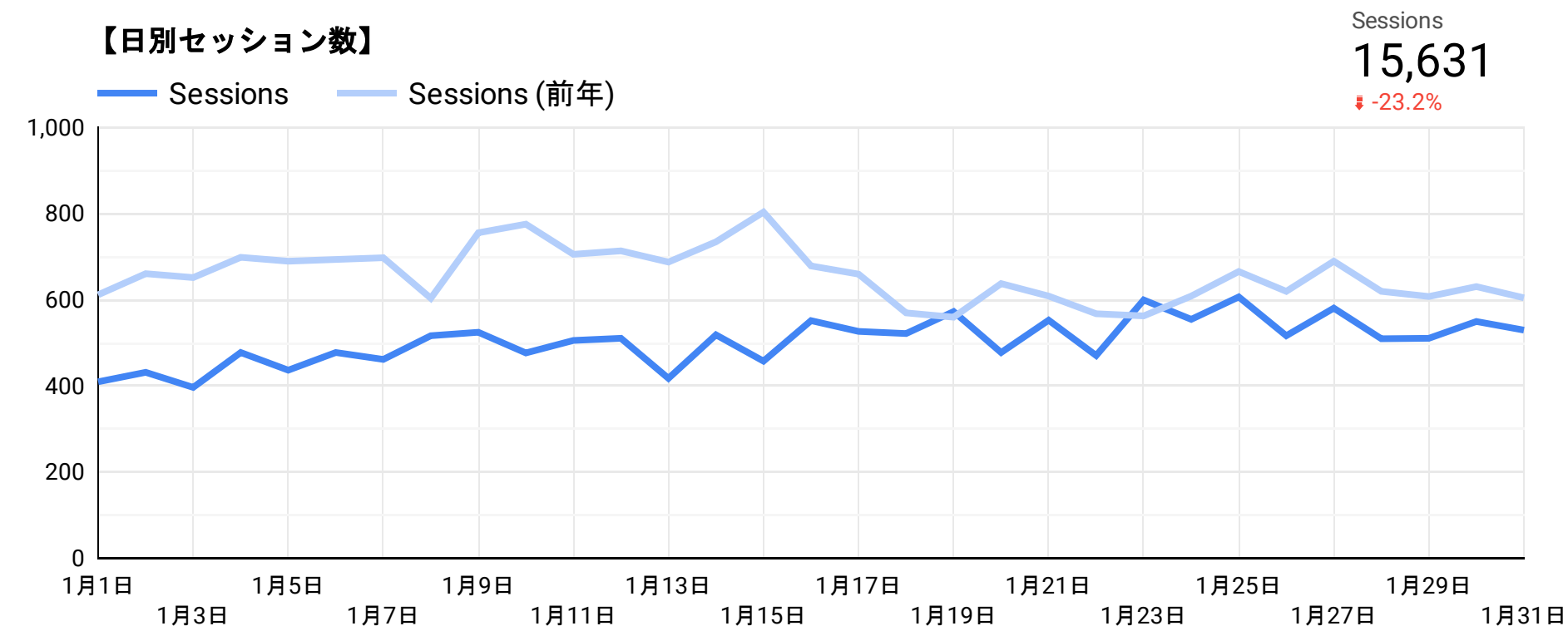
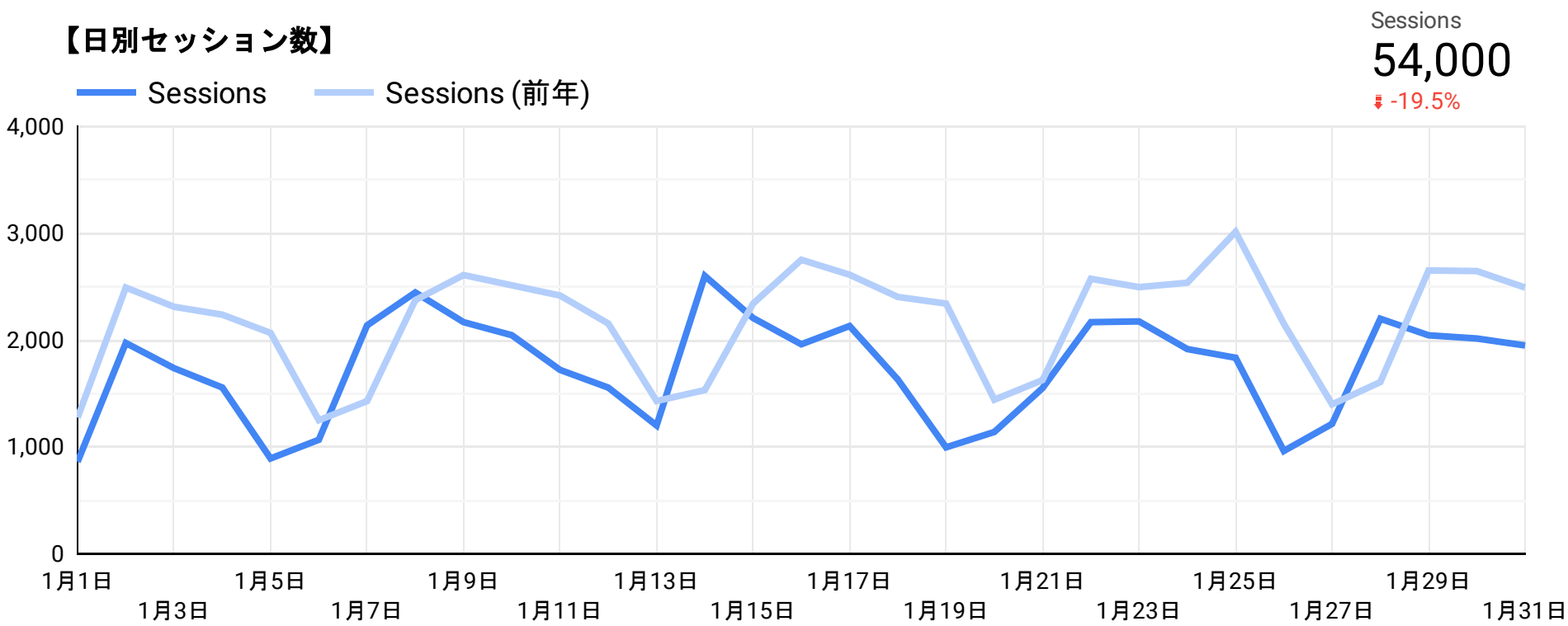
Region	セッション	% Δ
California	16,959	4.5% ↑
New York	3,511	1.4% ↑
England	2,167	-31.1% ↓
Texas	2,095	-0.2% ↓
(not set)	1,998	-35.0% ↓
Washington	1,536	-14.7% ↓
Ontario	1,341	-2.7% ↓
Illinois	1,291	-8.7% ↓
Michigan	1,002	5.7% ↑
Florida	1,000	-23.6% ↓
総計	69,631	-20.4% ↓

City	セッション	% Δ
Mountain View	4,394	1.2% ↑
(not set)	3,979	-41.1% ↓
New York	2,879	3.1% ↑
Sunnyvale	2,842	42.0% ↑
San Francisco	2,229	12.1% ↑
London	1,143	-6.5% ↓
San Jose	1,114	-5.7% ↓
Los Angeles	933	2.8% ↑
Chicago	770	-6.9% ↓
Austin	709	72.9% ↑
総計	69,631	-20.4% ↓

サイト概況：トレンド分析（スケール）

PC/Tablet ユーザー

Smartphoneユーザー



【曜日・時間別セッション数】

Day of Week / Sessions							
Hour	日曜日	月曜日	火曜日	水曜日	木曜日	金曜日	土曜日
0	110	291	251	277	265	197	151
1	92	281	254	265	305	188	111
2	107	276	192	261	208	160	144
3	91	227	226	336	242	187	104
4	127	248	212	253	222	149	124
5	131	292	283	274	308	223	118
6	136	340	376	381	426	297	146
7	146	480	392	482	463	443	193
8	192	442	564	677	488	401	182
9	200	491	600	651	601	437	446
10	214	497	627	699	731	513	543
11	218	540	671	710	674	455	207
12	213	452	650	600	535	423	213
13	222	467	611	655	611	466	184
14	190	439	570	625	587	429	222
15	204	492	462	519	489	328	169
16	229	360	470	403	445	282	164
17	257	304	391	407	367	221	161
18	244	317	333	383	321	180	152
19	293	306	367	316	294	169	151
20	232	276	338	285	266	145	150
21	259	241	310	282	237	162	144
22	222	221	298	315	369	127	106
23	287	202	269	226	317	153	112
...	4,616	8,482	9,717	10,282	9,771	6,735	4,397

【曜日・時間別セッション数】

Day of Week / Sessions							
Hour	日曜日	月曜日	火曜日	水曜日	木曜日	金曜日	土曜日
0	66	89	71	110	69	62	68
1	64	73	62	61	55	45	57
2	54	43	53	60	47	52	51
3	49	41	69	57	54	39	53
4	59	70	88	97	83	74	68
5	73	76	94	101	81	76	74
6	82	81	99	105	114	91	97
7	81	87	85	106	107	104	98
8	100	98	116	108	108	106	83
9	104	70	111	107	141	85	101
10	91	79	111	128	137	111	110
11	101	85	118	120	129	85	83
12	94	93	114	141	118	93	83
13	90	94	116	149	112	94	104
14	72	110	103	150	122	118	111
15	77	117	121	132	132	111	95
16	91	89	108	124	115	104	84
17	98	108	113	138	147	104	101
18	85	103	112	131	135	115	94
19	97	129	129	142	121	114	108
20	117	98	111	129	101	89	99
21	87	75	103	101	99	90	84
22	56	65	77	87	76	70	64
23	63	67	78	70	78	77	64
...	1,951	2,040	2,362	2,654	2,481	2,109	2,034

サイト概況：トレンド分析（エンゲージ）

PC/Tablet ユーザー

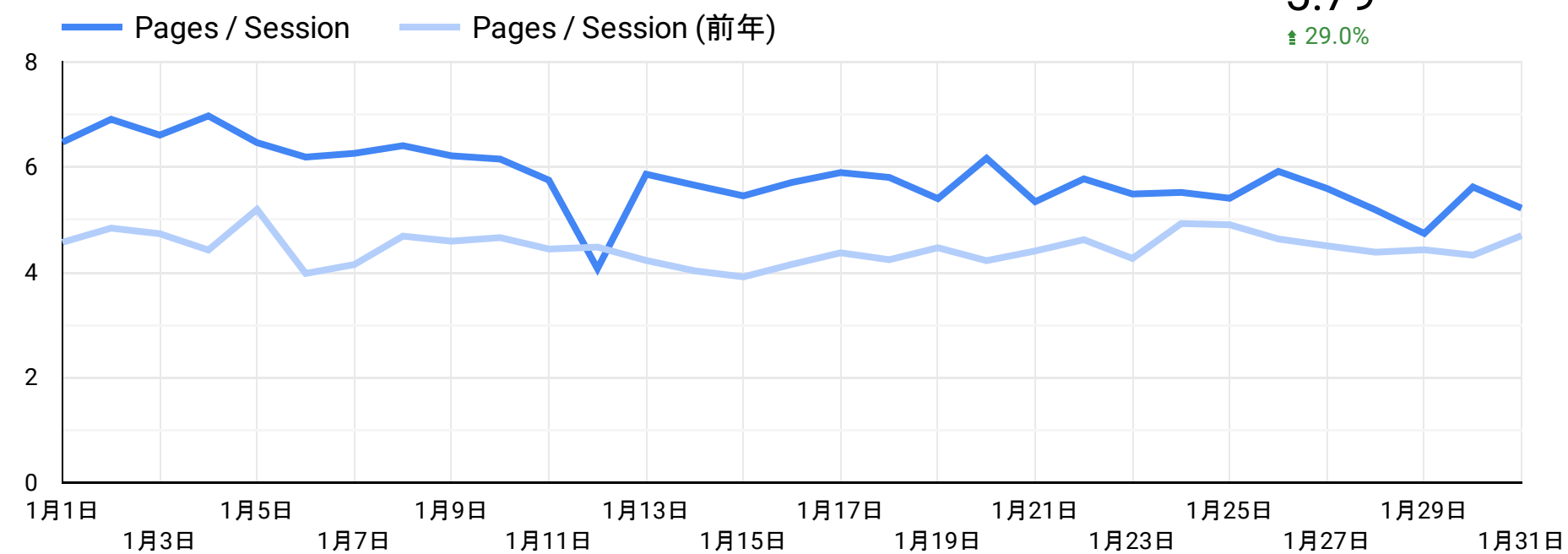
Smartphoneユーザー

【日別平均閲覧ページ】

Pages / Session

5.79

↑ 29.0%

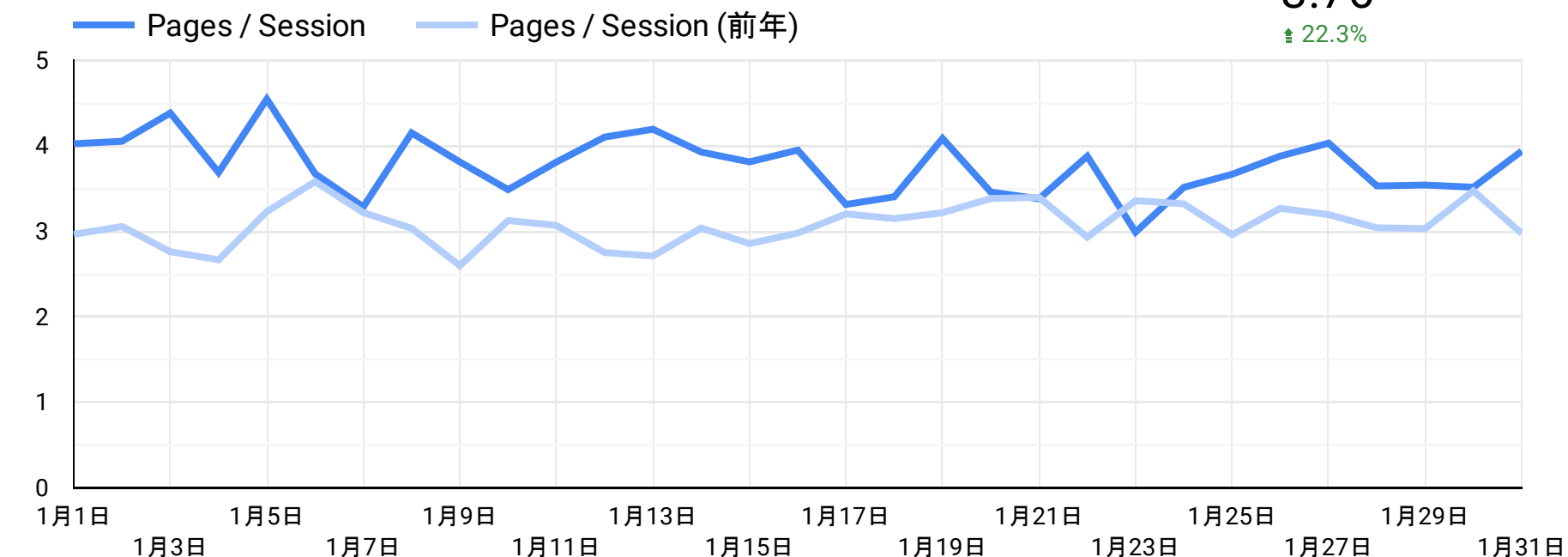


【日別平均閲覧ページ】

Pages / Session

3.76

↑ 22.3%

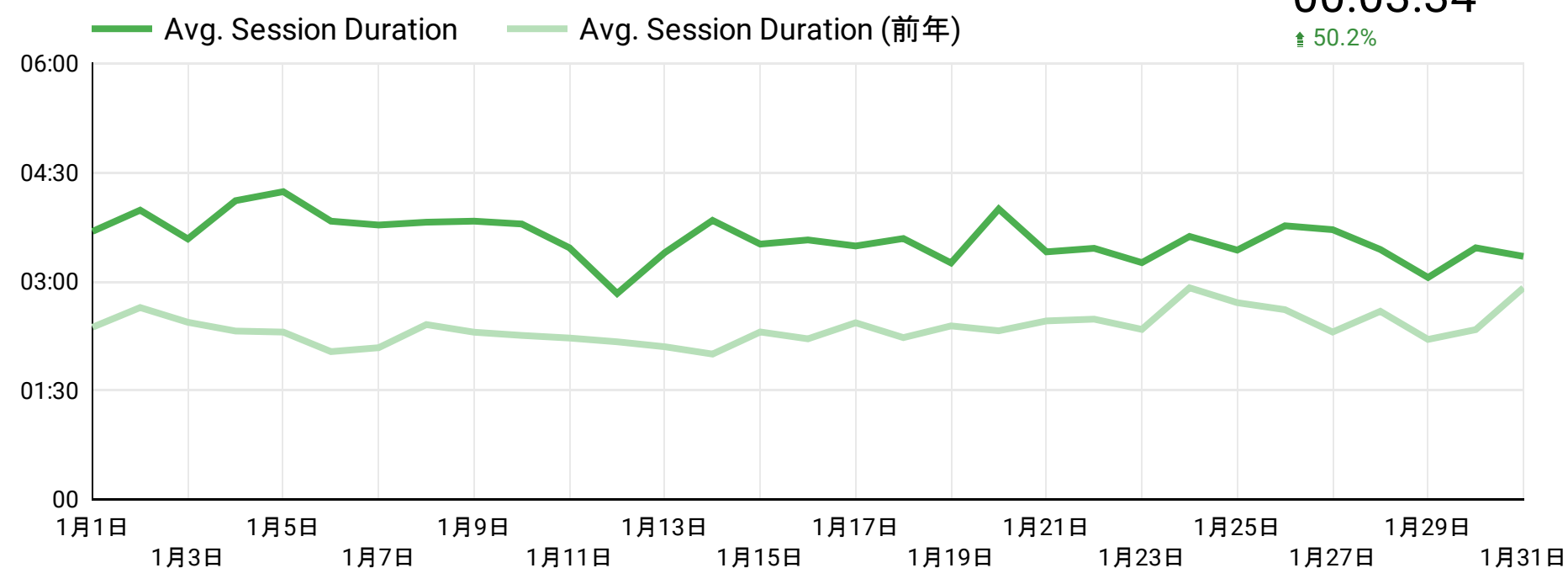


【日別平均閲覧時間】

Avg. Session Duration

00:03:34

↑ 50.2%

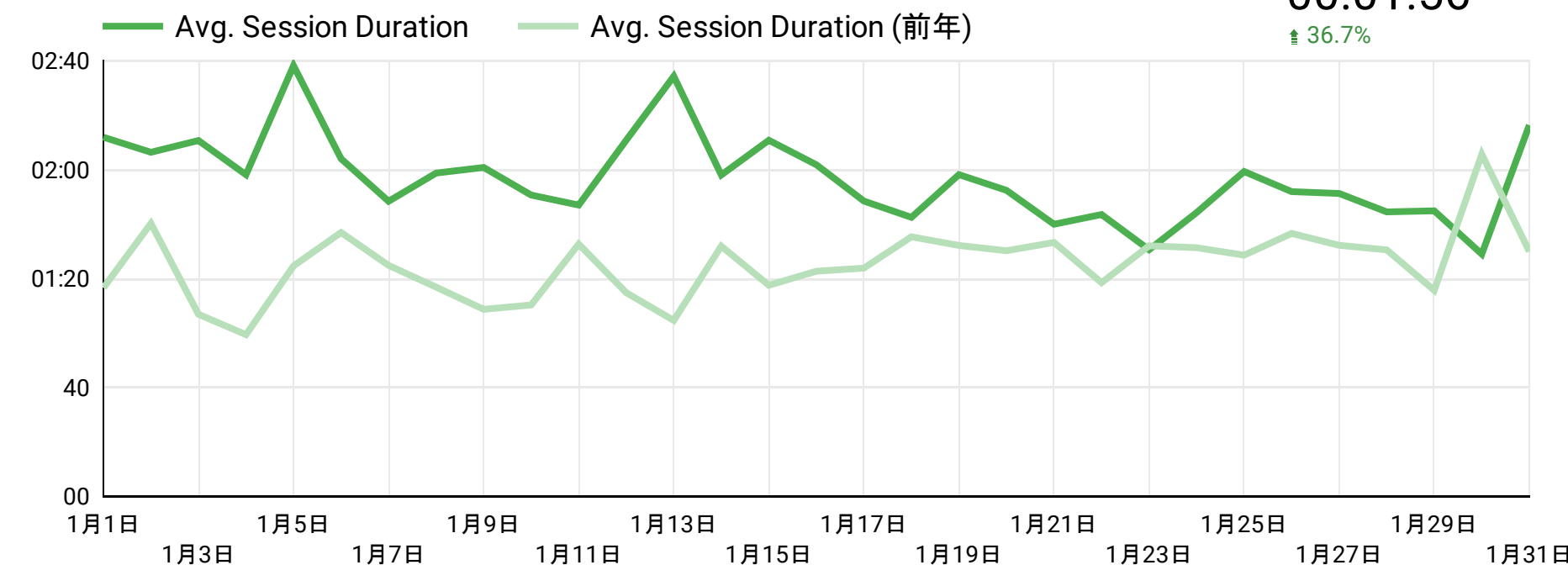


【日別平均閲覧時間】

Avg. Session Duration

00:01:56

↑ 36.7%

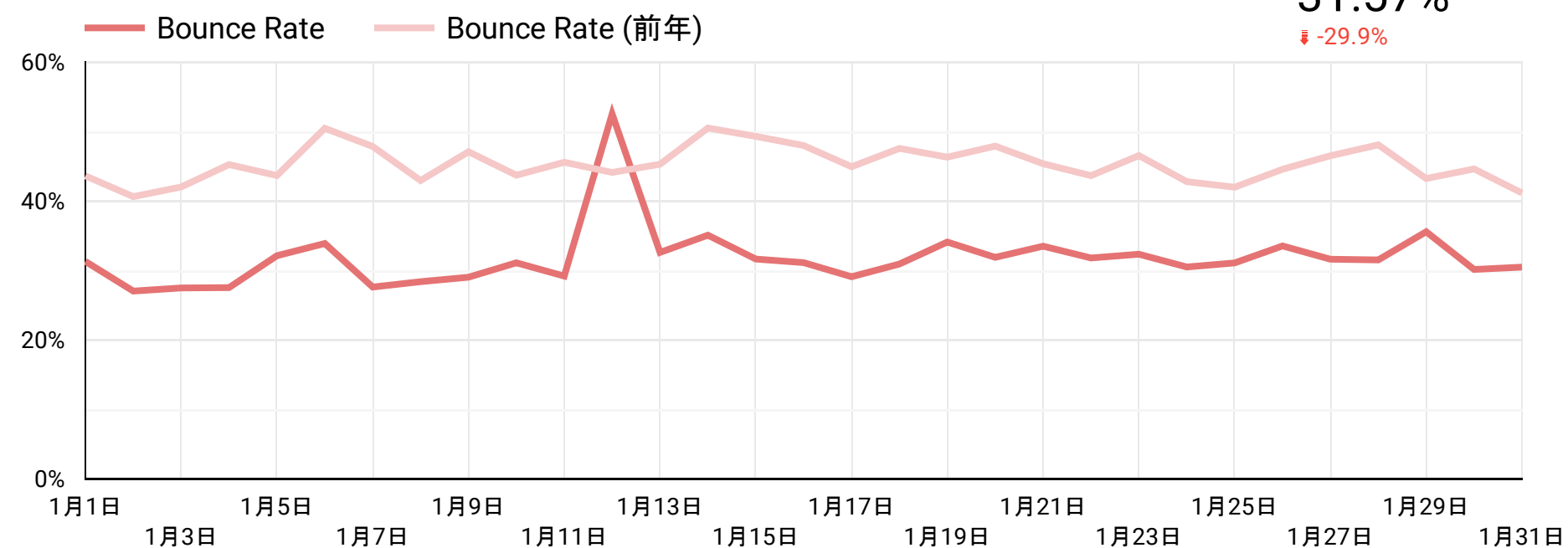


【日別直帰率】

Bounce Rate

31.57%

↓ -29.9%

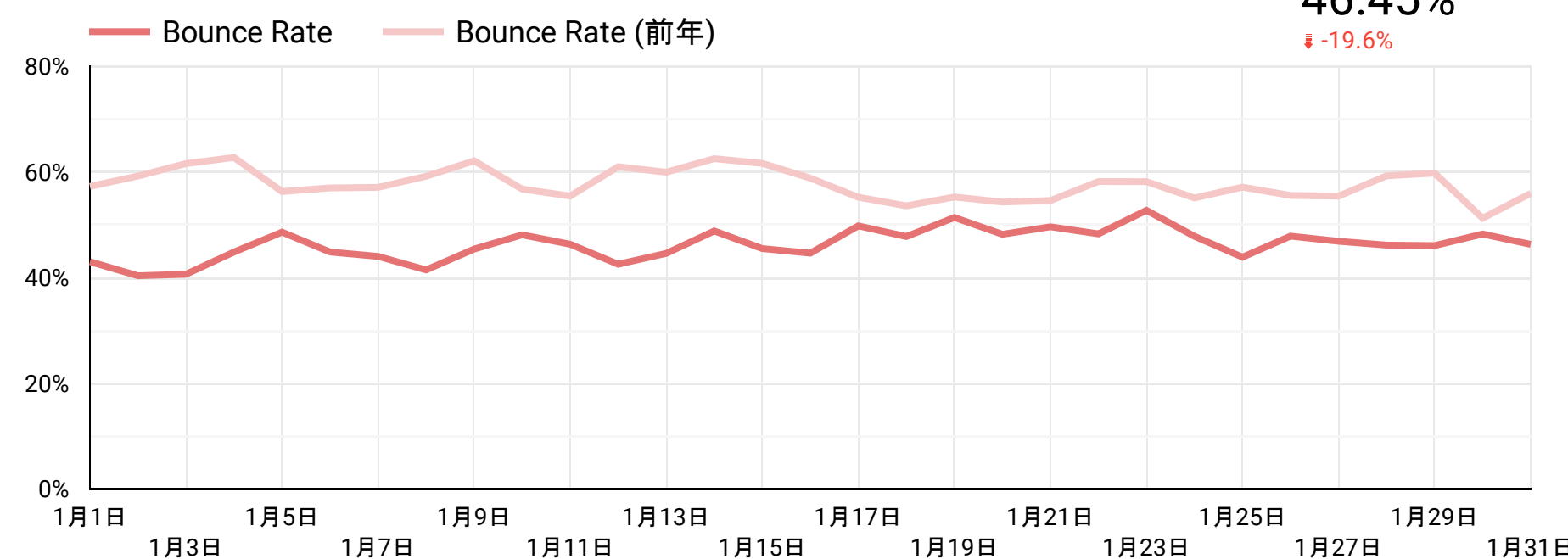


【日別直帰率】

Bounce Rate

46.45%

↓ -19.6%

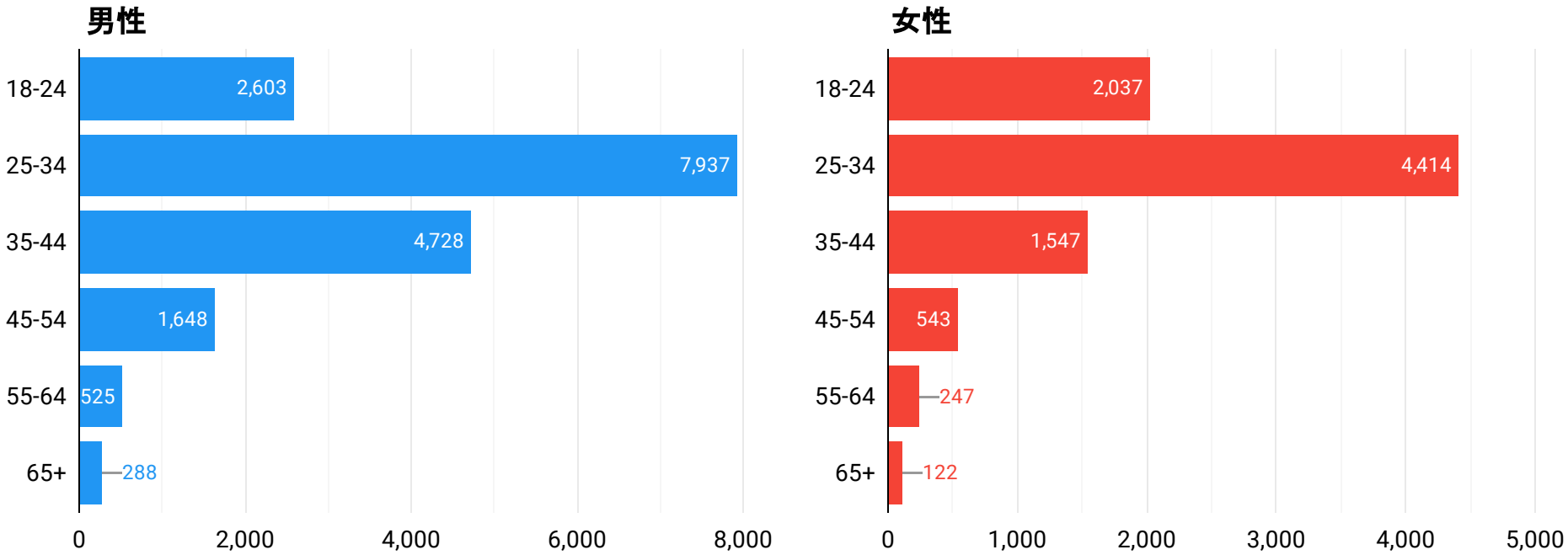


サイト概況：ユーザー属性 1/2

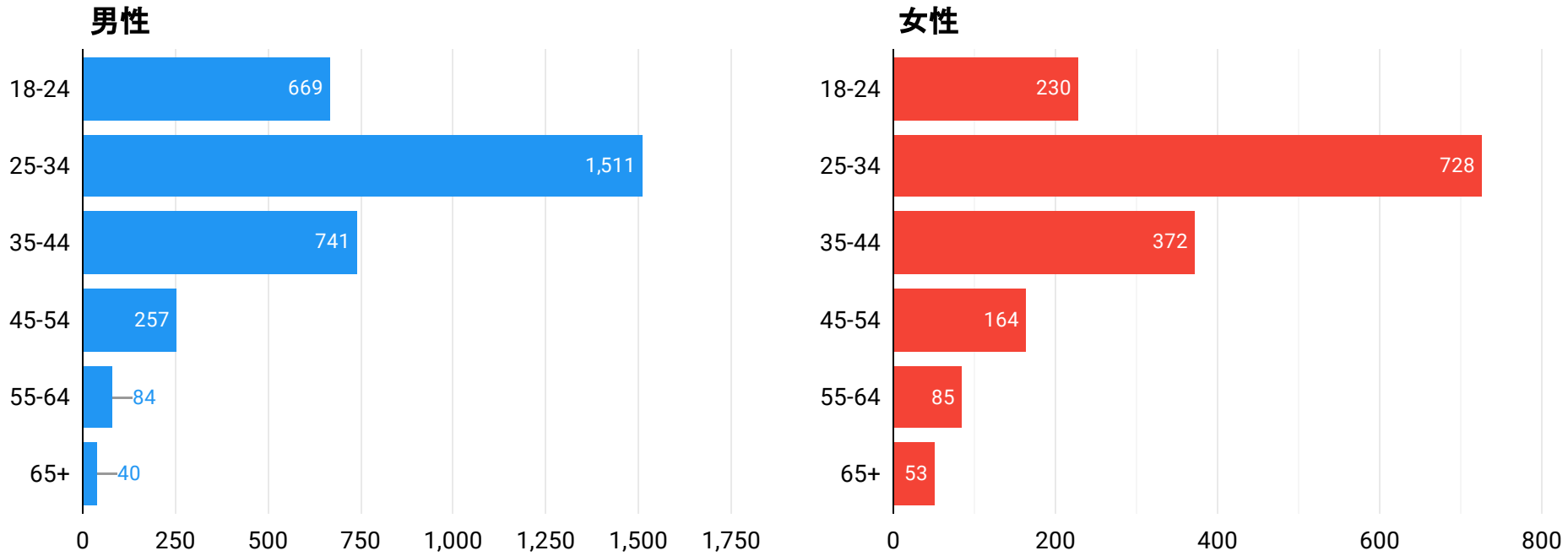
PC/Tablet ユーザー

Smartphoneユーザー

【性別セッション数】



【性別セッション数】



Gender ① ▾	Age ② ▲	Sessions	% Δ	Users	% Δ	% New Sess...	% Δ
male	18-24	2,603	-51.2% ↓		-55.9% ↓	67.7%	-9.9% ↓
male	25-34	7,937	-19.0% ↓		-26.9% ↓	57.1%	-12.4% ↓
male	35-44	4,728	-22.0% ↓		-29.8% ↓	52.4%	-13.4% ↓
male	45-54	1,648	-31.0% ↓		-40.9% ↓	56.1%	-19.1% ↓
male	55-64	525	-42.9% ↓		-52.5% ↓	59.6%	-20.6% ↓
male	65+	288	-51.6% ↓		-55.6% ↓	78.1%	-8.1% ↓
female	18-24	2,037	-18.7% ↓		-33.3% ↓	59.0%	-18.6% ↓
female	25-34	4,414	-2.1% ↓		-12.8% ↓	55.7%	-11.7% ↓
female	35-44	1,547	-15.4% ↓		-19.7% ↓	54.9%	-8.3% ↓
female	45-54	543	-3.9% ↓		-21.1% ↓	60.2%	-16.2% ↓

Gender ① ▾	Age ② ▲	Sessions	% Δ	Users	% Δ	% New Sess...	% Δ
male	18-24	669	-59.0% ↓		-61.0% ↓	77.3%	-3.0% ↓
male	25-34	1,511	-18.9% ↓		-24.3% ↓	68.2%	-7.7% ↓
male	35-44	741	-28.8% ↓		-33.4% ↓	71.0%	-7.7% ↓
male	45-54	257	-42.0% ↓		-41.7% ↓	77.8%	2.6% ↑
male	55-64	84	-63.5% ↓		-63.6% ↓	79.8%	-5.4% ↓
male	65+	40	-75.0% ↓		-71.1% ↓	82.5%	25.7% ↑
female	18-24	230	-61.7% ↓		-59.4% ↓	79.6%	1.8% ↑
female	25-34	728	-5.0% ↓		-11.9% ↓	73.4%	-6.5% ↓
female	35-44	372	-20.9% ↓		-32.0% ↓	69.9%	-15.3% ↓
female	45-54	164	-32.2% ↓		-42.9% ↓	75.0%	-12.7% ↓

総計 54,000 -19.5% ↓ 38,055 -25.5% ↓ 60.1% -12.6% ↓

総計 15,631 -23.2% ↓ 12,377 -27.2% ↓ 75.1% -5.9% ↓

Gender ① ▾	Age ② ▲	Bounce Rate	% Δ	Pages / Se...	% Δ	Avg. Session...	% Δ
male	18-24	31.66%	-33.2% ↓	5.48	31.6% ↑	00:03:29	65.6% ↑
male	25-34	24.68%	-40.4% ↓	6.6	39.7% ↑	00:03:57	57.8% ↑
male	35-44	24.32%	-35.0% ↓	6.81	24.6% ↑	00:04:00	42.7% ↑
male	45-54	28.16%	-39.6% ↓	6.78	47.6% ↑	00:03:48	65.6% ↑
male	55-64	32.76%	-41.2% ↓	5.49	62.9% ↑	00:03:11	118.0% ↑
male	65+	44.79%	-32.5% ↓	3.95	55.4% ↑	00:02:06	110.7% ↑
female	18-24	37.06%	-26.7% ↓	4.35	15.2% ↑	00:03:16	37.7% ↑
female	25-34	29.86%	-30.3% ↓	5.86	19.7% ↑	00:03:57	35.8% ↑
female	35-44	28.57%	-25.6% ↓	6.53	19.1% ↑	00:04:03	29.4% ↑
female	45-54	30.57%	-34.3% ↓	6.59	41.9% ↑	00:04:03	66.3% ↑

総計 31.57% -29.9% ↓ 5.79 29.0% ↑ 00:03:34 50.2% ↑

Gender ① ▾	Age ② ▲	Bounce Rate	% Δ	Pages / Se...	% Δ	Avg. Session...	% Δ
male	18-24	37.22%	-35.6% ↓	4.76	40.9% ↑	00:02:07	41.0% ↑
male	25-34	39.25%	-27.8% ↓	4.2	25.3% ↑	00:02:24	47.1% ↑
male	35-44	40.08%	-28.1% ↓	4.31	25.5% ↑	00:02:02	24.5% ↑
male	45-54	43.97%	-25.4% ↓	4.01	39.7% ↑	00:02:20	37.2% ↑
male	55-64	48.81%	-28.9% ↓	3.27	54.6% ↑	00:01:56	195.7% ↑
male	65+	52.5%	-28.8% ↓	2.4	14.3% ↑	00:01:17	-4.8% ↓
female	18-24	49.13%	-17.7% ↓	3.64	40.1% ↑	00:01:26	37.8% ↑
female	25-34	41.21%	-32.0% ↓	4.23	45.2% ↑	00:02:07	56.9% ↑
female	35-44	50.54%	-16.7% ↓	3.69	10.7% ↑	00:01:42	42.5% ↑
female	45-54	55.49%	-15.0% ↓	3.46	33.0% ↑	00:01:54	113.8% ↑

総計 46.45% -19.6% ↓ 3.76 22.3% ↑ 00:01:56 36.7% ↑

サイト概況：ユーザー属性 2/2

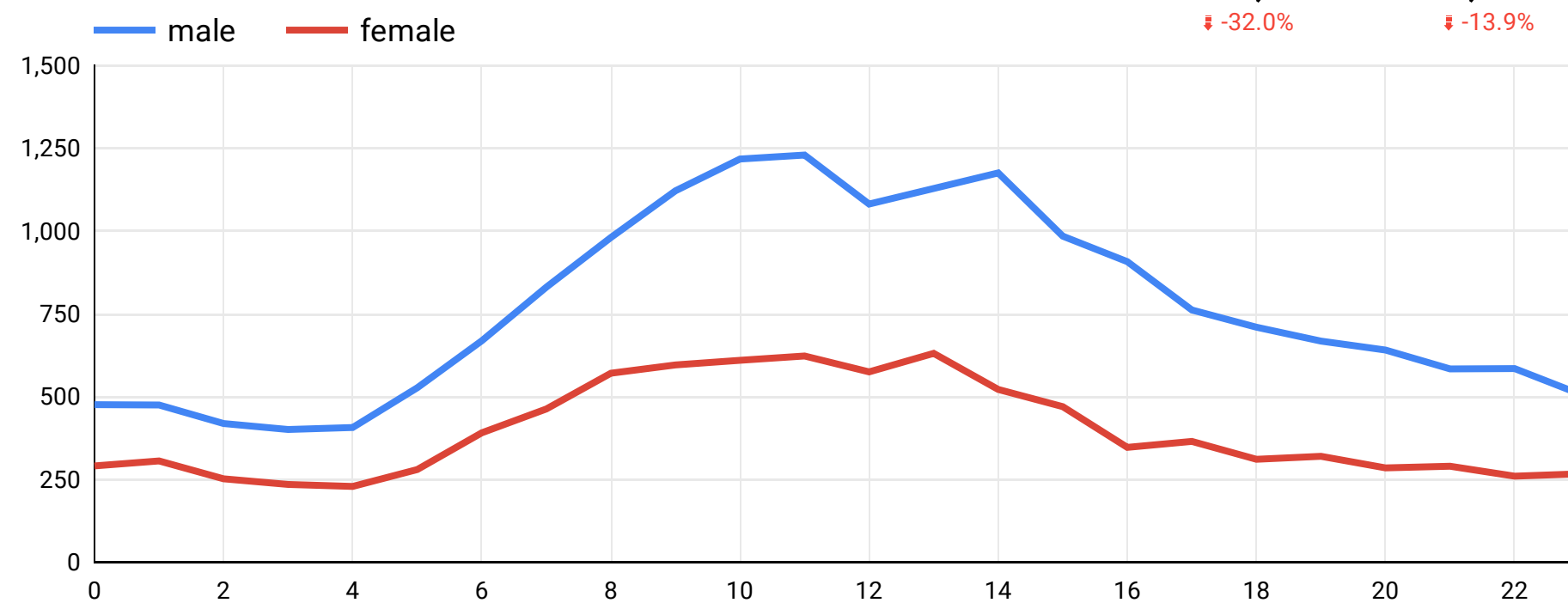
PC/Tablet ユーザー

Smartphoneユーザー

【時間別セッション数】

男性
18,471
↓ -32.0%

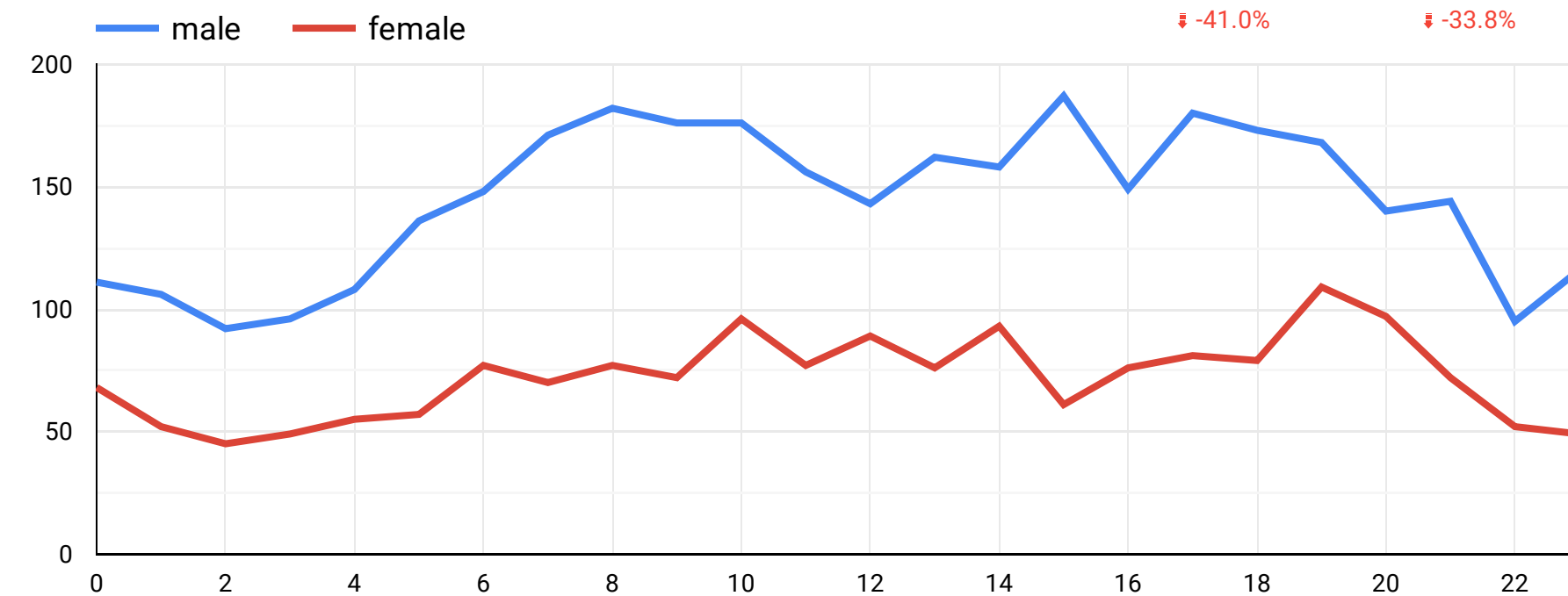
女性
9,466
↓ -13.9%



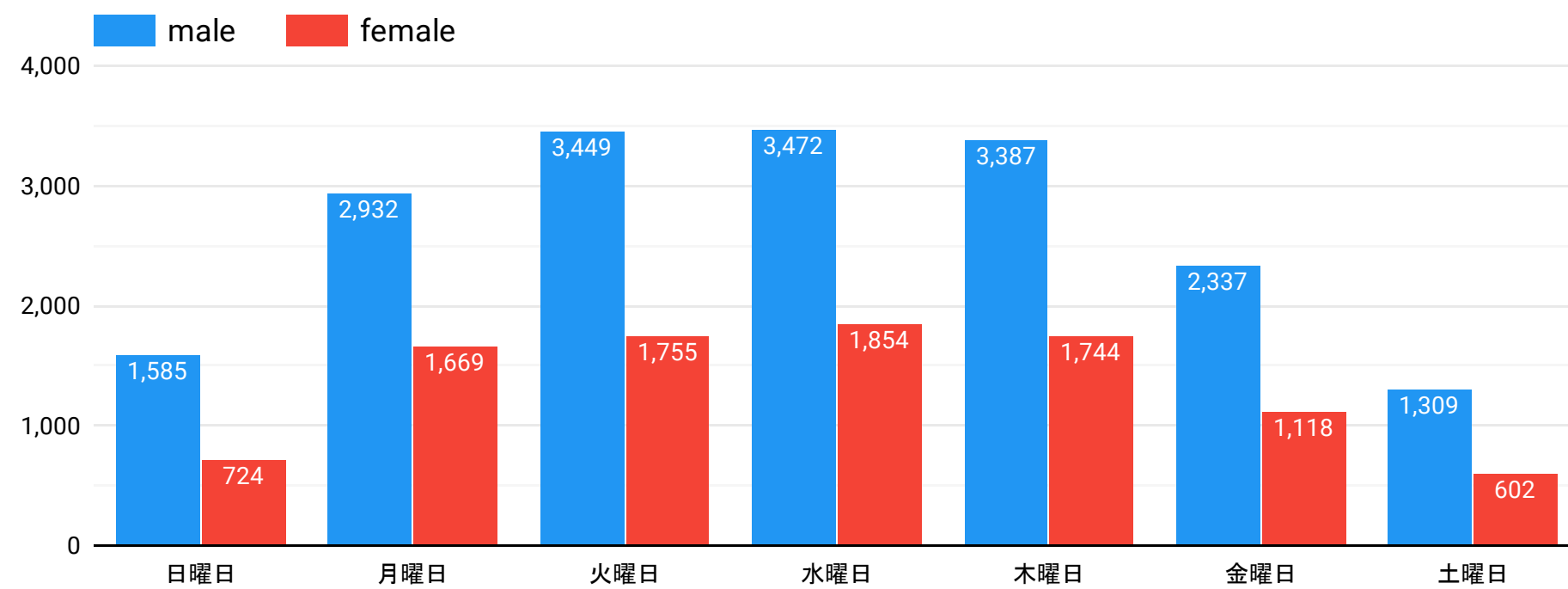
【時間別セッション数】

男性
3,473
↓ -41.0%

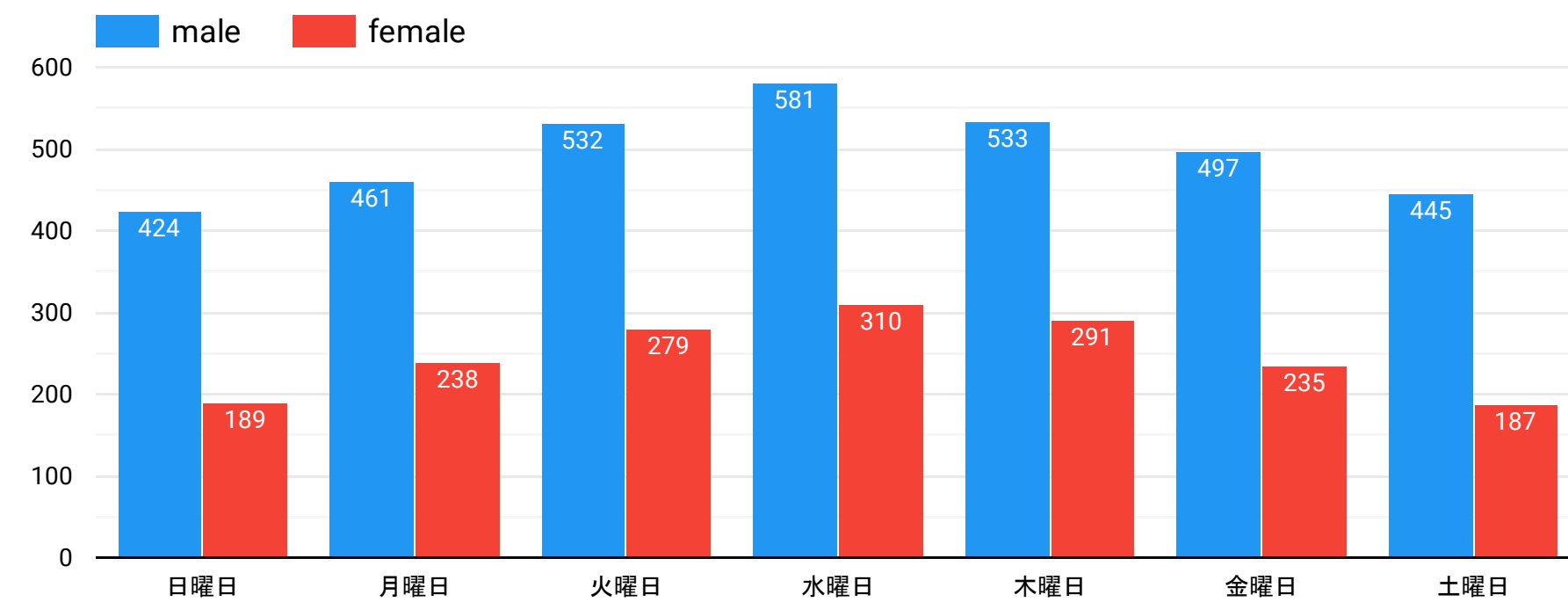
女性
1,729
↓ -33.8%



【曜日別セッション数】



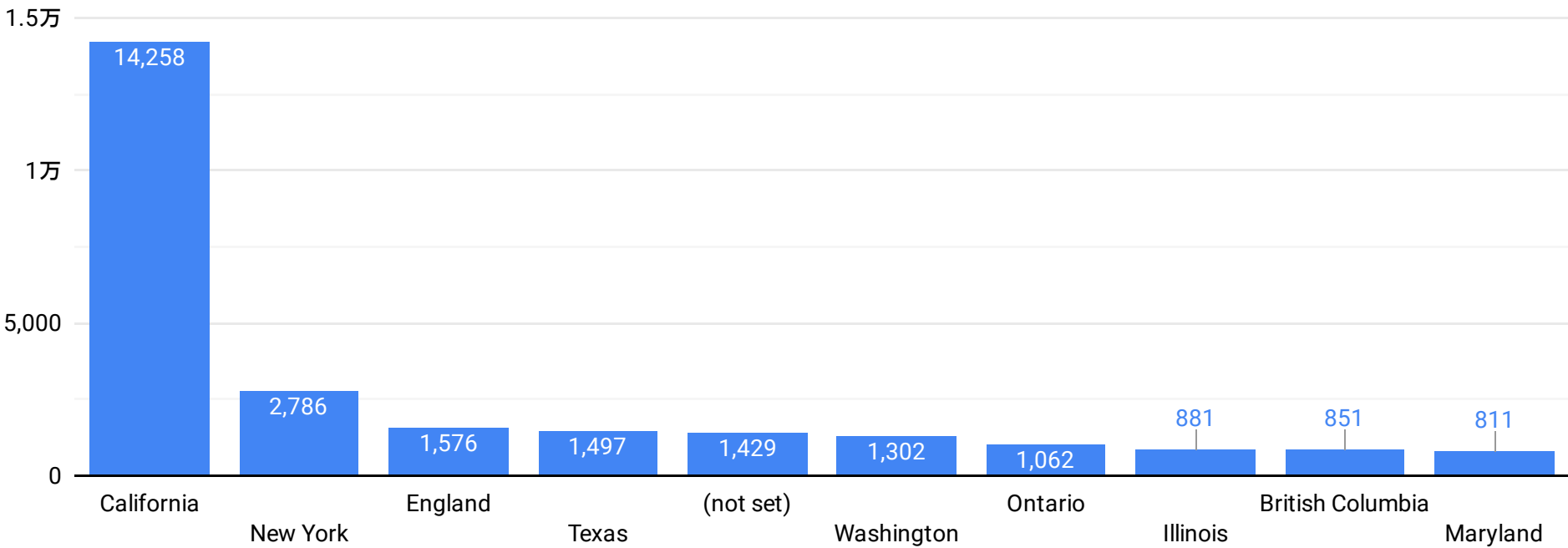
【曜日別セッション数】



サイト概況：エリア分析 1/2

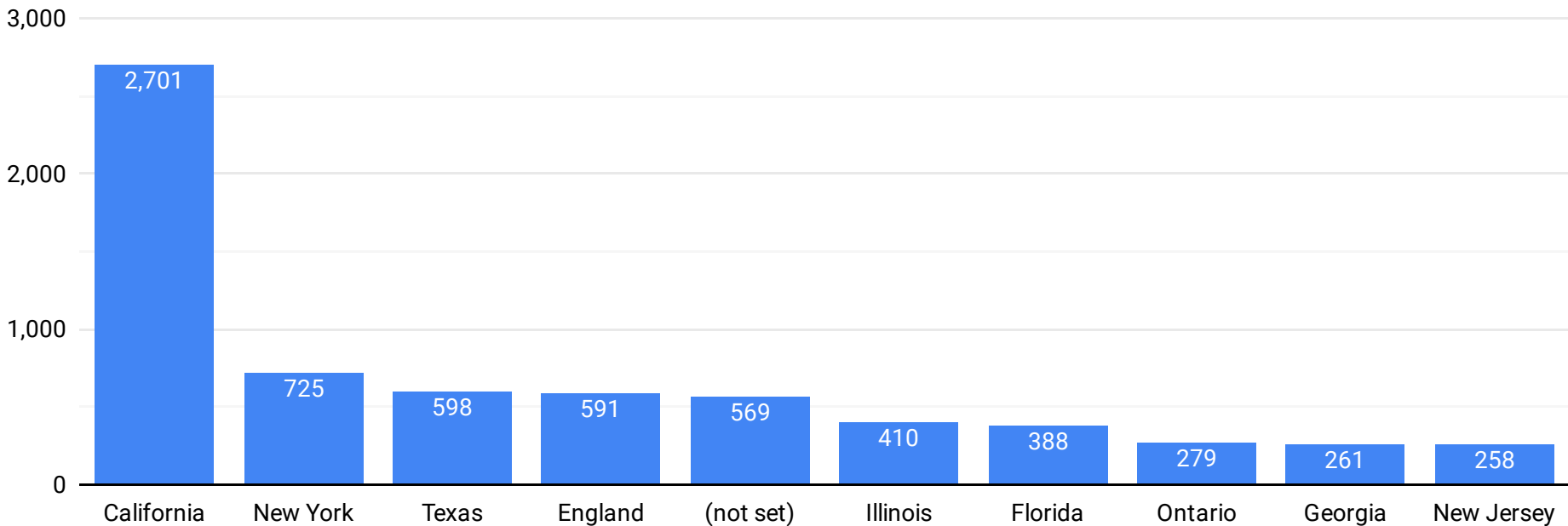
PC/Tablet ユーザー

【都道府県別セッション数】



Smartphoneユーザー

【都道府県別セッション数】



Region	Sessions ▾	% Δ	Users	% Δ	% New Sessions	% Δ
California	14,258	3.2% ↑	8,516	0.0% ↓	42.5%	-7.9% ↓
New York	2,786	-0.1% ↓	1,782	-10.0% ↓	53.1%	-11.5% ↓
England	1,576	-32.8% ↓	1,250	-35.0% ↓	71.7%	-7.5% ↓
Texas	1,497	8.4% ↑	1,029	-5.5% ↓	55.9%	-20.4% ↓
(not set)	1,429	-33.6% ↓	1,106	-41.9% ↓	68.8%	-17.9% ↓
Washington	1,302	-13.5% ↓	852	-12.9% ↓	50.7%	-2.8% ↓
Ontario	1,062	-4.7% ↓	752	-9.4% ↓	61.5%	-8.7% ↓
Illinois	881	-8.8% ↓	592	-14.7% ↓	53.9%	-12.5% ↓
British Columbia	851	155.6% ↑	503	105.3% ↑	57.3%	-20.1% ↓
Maryland	811	263.7% ↑	1,030	488.6% ↑	124.2%	70.9% ↑
総計	54,000	-19.5% ↓	38,055	-25.5% ↓	60.1%	-12.6% ↓

Region	Sessions ▾	% Δ	Users	% Δ	% New Sessions	% Δ
California	2,701	12.0% ↑	2,024	9.1% ↑	67.9%	-4.3% ↓
New York	725	7.6% ↑	535	-5.1% ↓	68.1%	-13.8% ↓
Texas	598	-16.7% ↓	480	-18.6% ↓	74.4%	-3.7% ↓
England	591	-26.1% ↓	508	-28.1% ↓	82.2%	-3.8% ↓
(not set)	569	-38.4% ↓	464	-46.5% ↓	77.3%	-15.1% ↓
Illinois	410	-8.5% ↓	326	-7.4% ↓	71.5%	2.0% ↑
Florida	388	-22.4% ↓	316	-23.7% ↓	78.4%	2.6% ↑
Ontario	279	5.7% ↑	238	7.7% ↑	82.4%	0.8% ↑
Georgia	261	0.0%	208	-5.0% ↓	71.3%	-9.3% ↓
New Jersey	258	-3.7% ↓	209	-5.4% ↓	70.2%	-6.9% ↓
総計	15,631	-23.2% ↓	12,377	-27.2% ↓	75.1%	-5.9% ↓

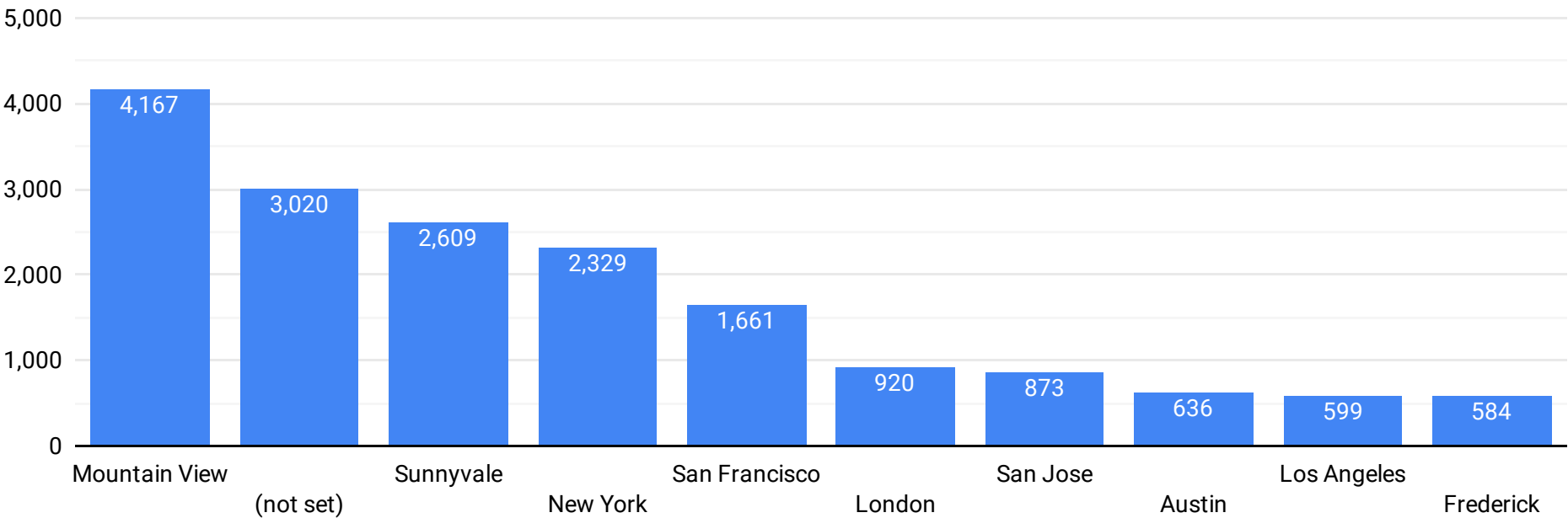
Region	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Session Du...	% Δ
California	16.55%	-23.4% ↓	8.11	20.1% ↑	00:04:29	33.6% ↑
New York	23.83%	-2.7% ↓	6.95	0.9% ↑	00:03:50	9.2% ↑
England	47.53%	-23.4% ↓	3.01	17.3% ↑	00:02:01	64.7% ↑
Texas	26.45%	-13.6% ↓	7.49	39.3% ↑	00:04:15	67.6% ↑
(not set)	45.42%	-27.8% ↓	4.01	35.7% ↑	00:02:31	53.1% ↑
Washington	21.35%	-25.0% ↓	7.52	15.4% ↑	00:04:00	11.3% ↑
Ontario	27.97%	-23.1% ↓	6.73	13.4% ↑	00:03:47	28.8% ↑
Illinois	25.43%	-15.0% ↓	7.21	18.7% ↑	00:03:48	23.4% ↑
British Columbia	35.02%	-25.7% ↓	4.93	31.3% ↑	00:06:49	353.8% ↑
総計	31.57%	-29.9% ↓	5.79	29.0% ↑	00:03:34	50.2% ↑

Region	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Session Dur...	% Δ
California	38.8%	-16.9% ↓	4.4	15.7% ↑	00:02:21	29.0% ↑
New York	44.28%	-21.1% ↓	3.37	-2.7% ↓	00:01:40	24.0% ↑
Texas	51%	-5.1% ↓	3.68	5.6% ↑	00:01:41	11.1% ↑
England	54.15%	-13.0% ↓	2.76	20.1% ↑	00:01:10	18.1% ↑
(not set)	63.62%	-11.6% ↓	2.9	30.1% ↑	00:01:31	64.9% ↑
Illinois	48.78%	-16.9% ↓	3.27	-5.0% ↓	00:01:51	52.7% ↑
Florida	50%	-11.7% ↓	3.66	10.6% ↑	00:01:57	26.2% ↑
Ontario	45.52%	-7.6% ↓	3.72	-10.0% ↓	00:02:04	10.5% ↑
Georgia	50.19%	-3.0% ↓	3.68	0.9% ↑	00:02:04	34.3% ↑
総計	46.45%	-19.6% ↓	3.76	22.3% ↑	00:01:56	36.7% ↑

サイト概況：エリア分析 2/2

PC/Tablet ユーザー

【市区町村別セッション数】

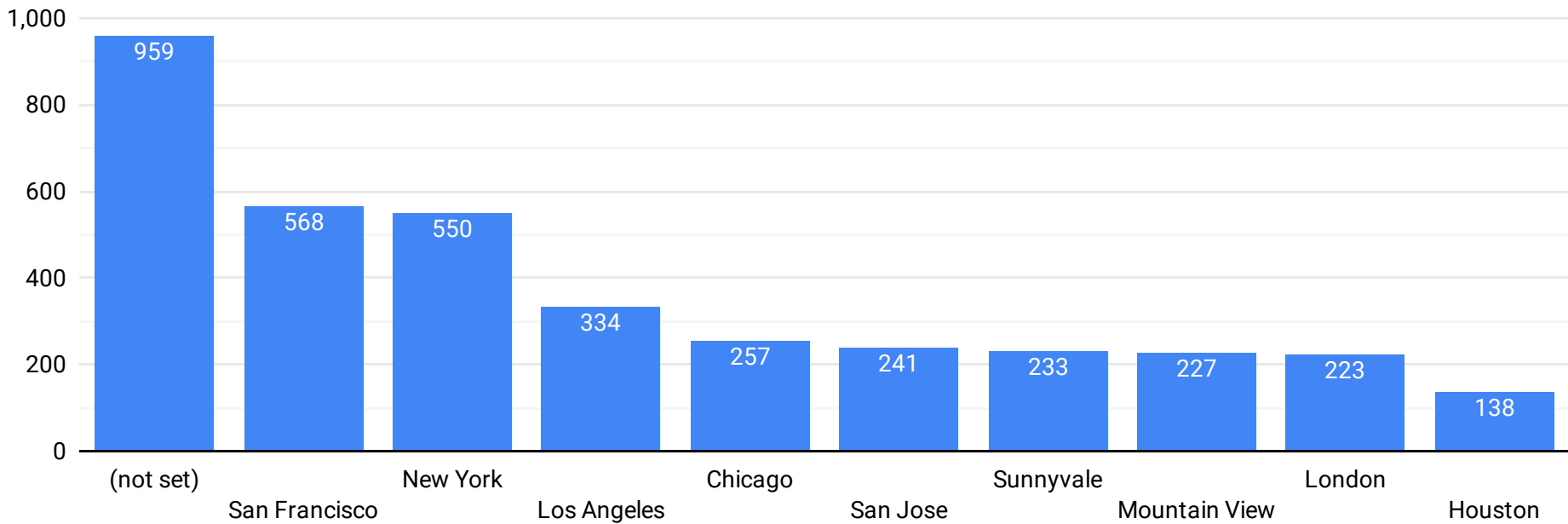


City	Sessions ▾	% Δ	Users	% Δ	% New Ses...	% Δ
Mountain View	4,167	0.3% ↑	2,570.0	-5.0% ↓	38.6%	-10.7% ↓
(not set)	3,020	-40.7% ↓	2,270.0	-41.7% ↓	66.7%	-7.2% ↓
Sunnyvale	2,609	37.8% ↑	1,639.0	32.3% ↑	37.4%	-7.5% ↓
New York	2,329	1.7% ↑	1,450.0	-7.1% ↓	50.6%	-9.8% ↓
San Francisco	1,661	10.2% ↑	1,047.0	6.7% ↑	40.2%	-13.2% ↓
London	920	-5.0% ↓	697.0	-8.5% ↓	67.5%	-7.5% ↓
San Jose	873	-7.4% ↓	605.0	-8.5% ↓	43.8%	-3.8% ↓
Austin	636	80.7% ↑	373.0	61.5% ↑	38.1%	-18.3% ↓
Los Angeles	599	3.3% ↑	434.0	8.8% ↑	58.3%	8.3% ↑
Frederick	584	29,100.0% ↑	851.0	42,450.0% ↑	145.5%	45.5% ↑
総計	54,000	-19.5% ↓	38,055.0	-25.5% ↓	60.1%	-12.6% ↓

City	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Sessio...	% Δ
Mountain View	14.97%	-26.2% ↓	7.4	12.5% ↑	00:03:54	24.3% ↑
(not set)	39.17%	-33.8% ↓	4.1	29.0% ↑	00:02:42	40.9% ↑
Sunnyvale	15.22%	-18.6% ↓	8.7	19.6% ↑	00:04:37	24.0% ↑
New York	22.37%	4.0% ↑	7.0	-3.2% ↓	00:03:51	3.5% ↑
San Francisco	17.46%	-23.7% ↓	8.2	23.8% ↑	00:04:57	42.2% ↑
London	45.87%	-21.4% ↓	3.0	3.6% ↑	00:02:25	64.8% ↑
San Jose	15.35%	-24.2% ↓	9.0	29.0% ↑	00:04:52	32.9% ↑
Austin	16.82%	-27.8% ↓	9.9	52.5% ↑	00:04:58	45.7% ↑
Los Angeles	22.87%	-19.1% ↓	7.0	9.7% ↑	00:03:56	28.7% ↑
Frederick	84.42%	-15.6% ↓	1.2	24.3% ↑	00:01:28	-
総計	31.57%	-29.9% ↓	5.8	29.0% ↑	00:03:34	50.2% ↑

Smartphoneユーザー

【市区町村別セッション数】



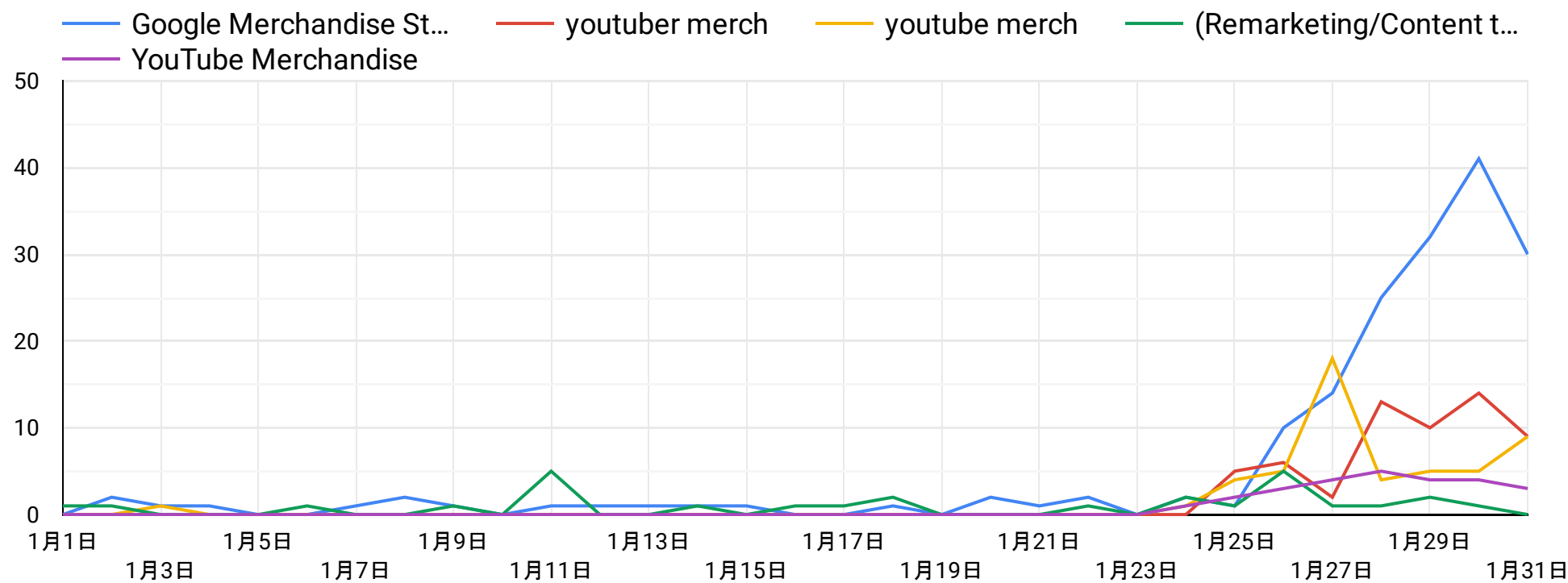
City	Sessions ▾	% Δ	Users	% Δ	% New Ses...	% Δ
(not set)	959	-42.4% ↓	811.0	-46.0% ↓	77.2%	-10.3% ↓
San Francisco	568	18.1% ↑	454.0	16.7% ↑	66.4%	-3.0% ↓
New York	550	9.8% ↑	397.0	-4.1% ↓	66.2%	-14.5% ↓
Los Angeles	334	1.8% ↑	271.0	-1.1% ↓	70.7%	-6.2% ↓
Chicago	257	-6.2% ↓	214.0	-3.6% ↓	72.0%	6.0% ↑
San Jose	241	1.3% ↑	184.0	-9.4% ↓	66.4%	-12.2% ↓
Sunnyvale	233	115.7% ↑	180.0	95.7% ↑	59.7%	-6.6% ↓
Mountain View	227	19.5% ↑	185.0	14.9% ↑	63.4%	-8.7% ↓
London	223	-12.2% ↓	199.0	-15.7% ↓	85.2%	0.2% ↑
Houston	138	-18.8% ↓	110.0	-29.0% ↓	73.2%	-15.9% ↓
総計	15,631	-23.2% ↓	12,377.0	-27.2% ↓	75.1%	-5.9% ↓

City	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Sessio...	% Δ
(not set)	54.22%	-19.8% ↓	3.4	30.1% ↑	00:01:47	65.0% ↑
San Francisco	37.85%	-21.2% ↓	4.2	18.4% ↑	00:02:18	22.3% ↑
New York	42.55%	-25.7% ↓	3.4	0.3% ↑	00:01:36	7.5% ↑
Los Angeles	41.62%	-14.1% ↓	4.0	11.1% ↑	00:02:14	41.7% ↑
Chicago	47.47%	-19.2% ↓	3.3	1.9% ↑	00:01:53	45.5% ↑
San Jose	33.61%	-24.5% ↓	4.5	14.5% ↑	00:02:19	35.1% ↑
Sunnyvale	36.91%	-20.3% ↓	4.5	23.0% ↑	00:02:54	50.5% ↑
Mountain View	39.65%	9.2% ↑	4.5	22.6% ↑	00:02:41	31.4% ↑
London	47.09%	-21.8% ↓	2.9	15.0% ↑	00:01:32	54.3% ↑
Houston	50.72%	-11.1% ↓	4.0	23.0% ↑	00:01:30	-21.0% ↓
総計	46.45%	-19.6% ↓	3.8	22.3% ↑	00:01:56	36.7% ↑

サイト概況：広告流入分析経路 1/2

PC/Tablet ユーザー

【広告流入キーワード別セッション数】

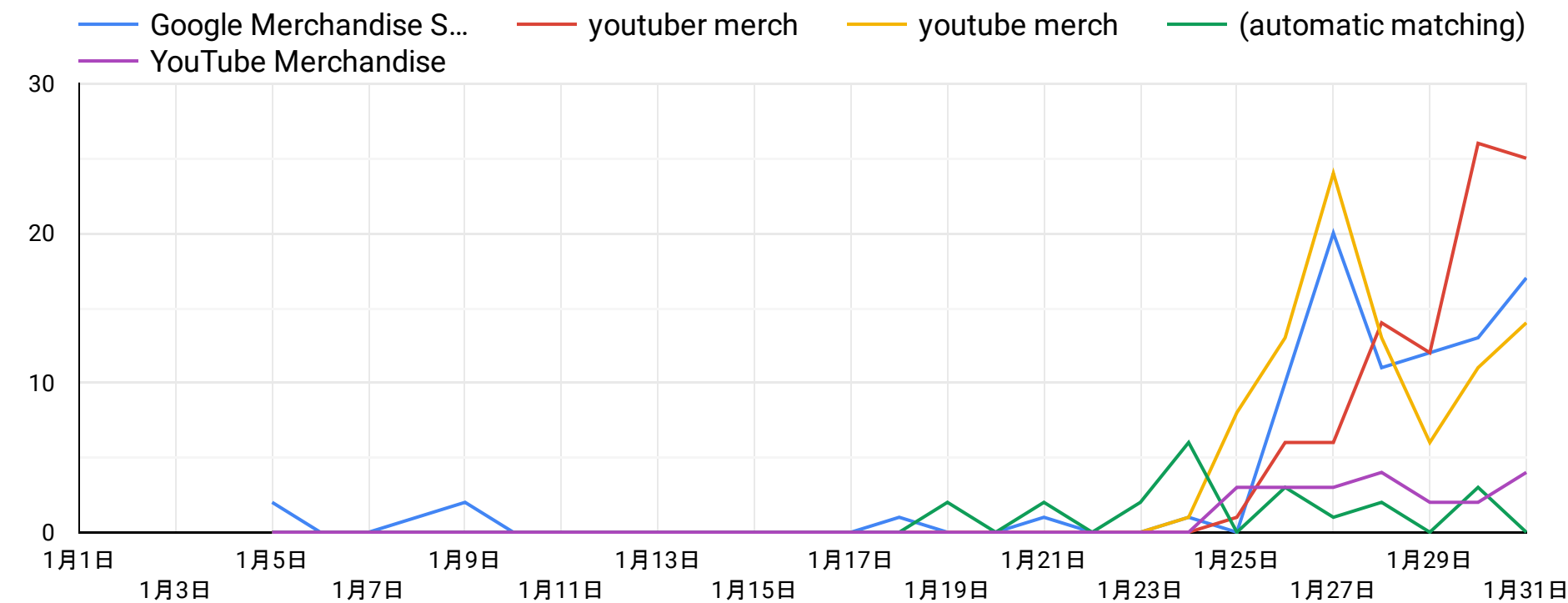


Keyword	Sessions ▾	% Δ	Users	% Δ	New Users	% Δ
Google Merchandise Store	174	-	133.0	-	96.00	-
youtuber merch	59	-	58.0	-	58.00	-
youtube merch	52	-	46.0	-	44.00	-
(Remarketing/Content targeting)	28	-73.8% ↓	18.0	-76.6% ↓	2.00	-85.7% ↓
YouTube Merchandise	26	225.0% ↑	26.0	550.0% ↑	24.00	700.0% ↑
(automatic matching)	25	-85.5% ↓	21.0	-87.0% ↓	21.00	-85.5% ↓
Google Merchandise	21	-80.6% ↓	17.0	-79.0% ↓	14.00	-75.0% ↓
training	17	-	15.0	-	0.00	-
Google Swag	12	-	11.0	-	9.00	-
google merch	12	-29.4% ↓	11.0	-35.3% ↓	8.00	-46.7% ↓
総計	518	-51.3% ↓	437.0	-51.4% ↓	328.00	-52.7% ↓

Keyword	Bounce Rate	% Δ	Pages / Se...	% Δ	Avg. Sessi...	% Δ
Google Merchandise Store	32.97%	-	6.2	-	00:03:33	-
youtube merch	48.89%	-	1.8	-	00:00:45	-
youtuber merch	64.44%	-	1.7	-	00:00:36	-
YouTube Merchandise	42.86%	-	4.8	-	00:01:43	-
(automatic matching)	76.19%	18.3% ↑	1.1	-29.0% ↓	00:00:34	-29.0% ↓
Google Merchandise	16.67%	-6.7% ↓	5.1	-22.2% ↓	00:02:03	-17.0% ↓
youtube store	11.11%	-	3.4	-	00:00:56	-
Google Apparel	22.22%	-	6.1	-	00:06:18	-
youtuber merchandise	62.5%	-	2.1	-	00:00:58	-
Google Swag	25%	-	3.9	-	00:04:12	-
総計	45.63%	-38.6% ↓	3.4	52.7% ↑	00:01:48	157.3% ↑

Smartphoneユーザー

【広告流入キーワード別セッション数】



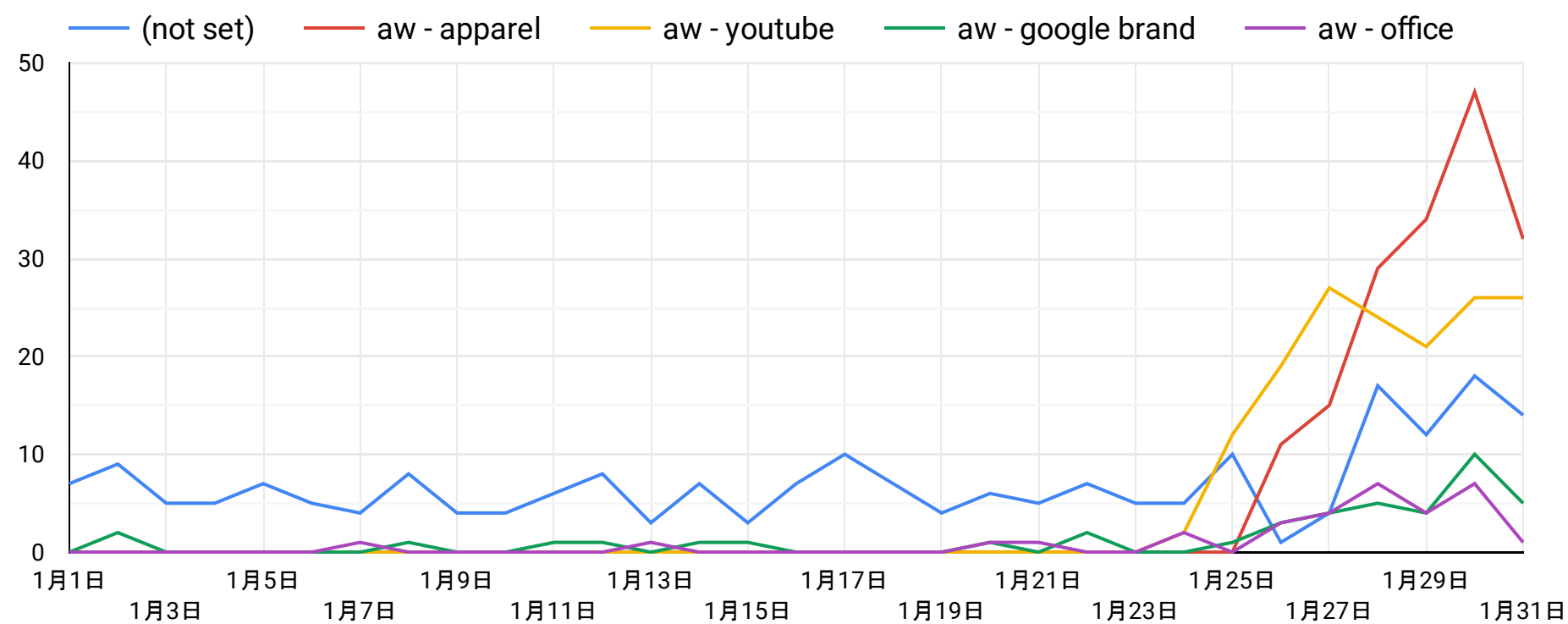
Keyword	Sessions ▾	% Δ	Users	% Δ	New Users	% Δ
Google Merchandise Store	174	-	133.0	-	96.00	-
youtuber merch	59	-	58.0	-	58.00	-
youtube merch	52	-	46.0	-	44.00	-
(Remarketing/Content targeting)	28	-73.8% ↓	18.0	-76.6% ↓	2.00	-85.7% ↓
YouTube Merchandise	26	225.0% ↑	26.0	550.0% ↑	24.00	700.0% ↑
(automatic matching)	25	-85.5% ↓	21.0	-87.0% ↓	21.00	-85.5% ↓
Google Merchandise	21	-80.6% ↓	17.0	-79.0% ↓	14.00	-75.0% ↓
training	17	-	15.0	-	0.00	-
Google Swag	12	-	11.0	-	9.00	-
google merch	12	-29.4% ↓	11.0	-35.3% ↓	8.00	-46.7% ↓
総計	518	-51.3% ↓	437.0	-51.4% ↓	328.00	-52.7% ↓

Keyword	Bounce Rate	% Δ	Pages / Se...	% Δ	Avg. Sessi...	% Δ
Google Merchandise Store	32.97%	-	6.2	-	00:03:33	-
youtube merch	48.89%	-	1.8	-	00:00:45	-
youtuber merch	64.44%	-	1.7	-	00:00:36	-
YouTube Merchandise	42.86%	-	4.8	-	00:01:43	-
(automatic matching)	76.19%	18.3% ↑	1.1	-29.0% ↓	00:00:34	-29.0% ↓
Google Merchandise	16.67%	-6.7% ↓	5.1	-22.2% ↓	00:02:03	-17.0% ↓
youtube store	11.11%	-	3.4	-	00:00:56	-
Google Apparel	22.22%	-	6.1	-	00:06:18	-
youtuber merchandise	62.5%	-	2.1	-	00:00:58	-
Google Swag	25%	-	3.9	-	00:04:12	-
総計	45.63%	-38.6% ↓	3.4	52.7% ↑	00:01:48	157.3% ↑

サイト概況：広告流入分析経路 2/2

PC/Tablet ユーザー

【キャンペーン別セッション数】

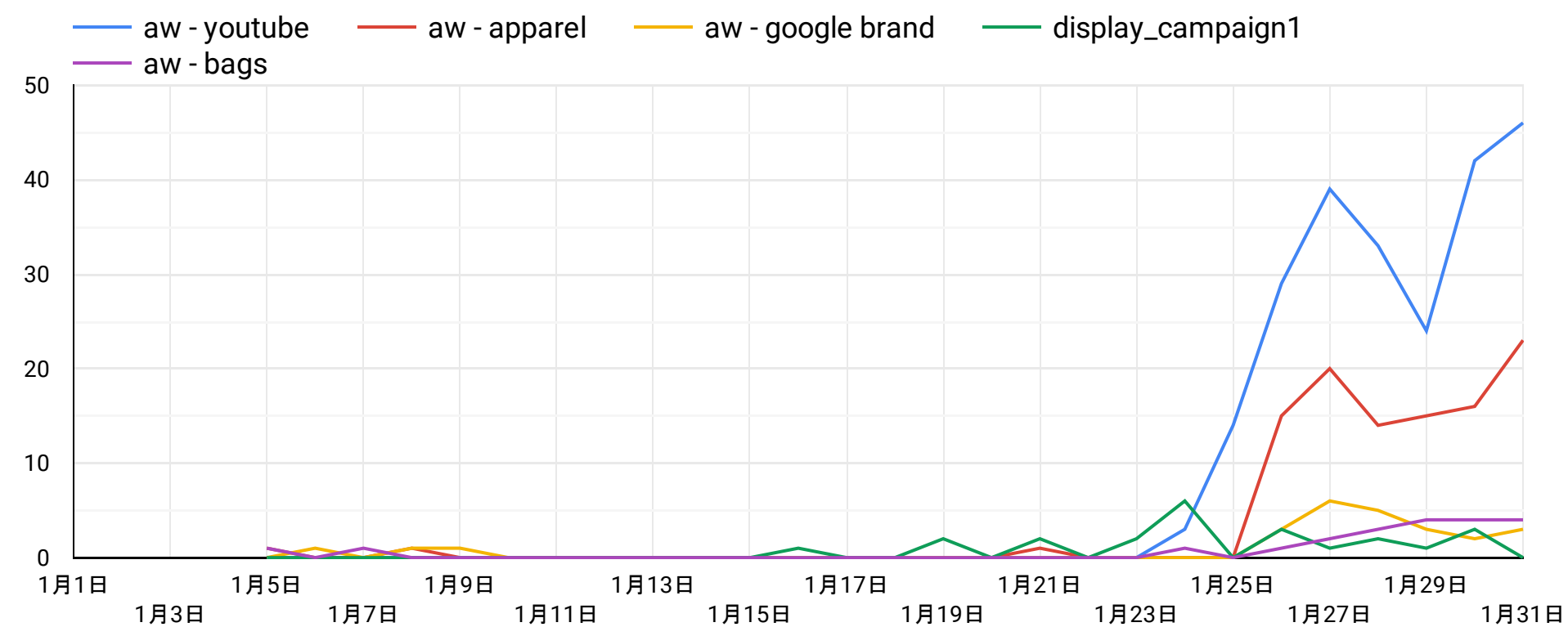


Campaign	Sessions ▾	% Δ	Users	% Δ	% New Sessio...	% Δ
(not set)	217	1,105.6...	153.0	920.0% ↑	38.71%	-12.9% ↓
aw - apparel	168	2,700.0...	148.0	2,860.0% ↑	66.07%	-20.7% ↓
aw - youtube	157	-	148.0	-	91.08%	-
aw - google brand	42	-	28.0	-	47.62%	-
aw - office	32	-	23.0	-	56.25%	-
kmit_training	26	-	23.0	-	0.00%	-
dynamic remarketing demo1	26	-75.7% ↓	17.0	-77.9% ↓	7.69%	-41.2% ↓
cart_abandoners_30	24	-	20.0	-	83.33%	-
aw - bags	24	-	13.0	-	29.17%	-
valentinesday	3	-	2.0	-	0.00%	-
総計	755	-54.2% ↓	605.0	-56.9% ↓	55.23%	-19.9% ↓

Campaign	Bounce Rate	% Δ	Pages / ...	% Δ	Avg. Session ...	% Δ
(not set)	20.28%	-66.8% ↓	7.4	268.4% ↑	00:04:22	21.5% ↑
aw - apparel	19.05%	14.3% ↑	5.6	-1.3% ↓	00:04:15	6.9% ↑
aw - youtube	57.96%	-	2.5	-	00:00:39	-
aw - google brand	16.67%	-	5.0	-	00:02:40	-
aw - office	9.38%	-	9.3	-	00:04:57	-
kmit_training	69.23%	-	1.2	-	00:01:24	-
dynamic remarketing de...	38.46%	-20.9% ↓	3.5	-7.8% ↓	00:02:10	30.8% ↑
cart_abandoners_30	87.5%	-	1.0	-	00:00:30	-
aw - bags	16.67%	-	11.8	-	00:08:08	-
valentinesday	33.33%	-	2.7	-	00:06:06	-
総計	33.25%	-32.4% ↓	5.2	21.9% ↑	00:03:13	67.3% ↑

Smartphoneユーザー

【キャンペーン別セッション数】



Campaign	Sessions ▾	% Δ	Users	% Δ	% New Sessio...	% Δ
aw - youtube	230	-	216.0	-	90.87%	-
aw - apparel	106	-	85.0	-	60.38%	-
aw - google brand	25	-	21.0	-	68.00%	-
display_campaign1	23	-	21.0	-	86.96%	-
aw - bags	21	-	19.0	-	47.62%	-
(not set)	18	350.0% ↑	14.0	366.7% ↑	61.11%	-18.5% ↓
aw - office	7	-	4.0	-	42.86%	-
aw - drinkware	5	-	4.0	-	80.00%	-
dynamic remarketing demo1	5	-94.0% ↓	3.0	-94.4% ↓	20.00%	29.2% ↑
aw - accessories	1	-99.7% ↓	1.0	-99.6% ↓	100.00%	75.3% ↑
総計	441	-84.3% ↓	386.0	-83.7% ↓	77.10%	-2.5% ↓

Campaign	Bounce Rate	% Δ	Pages / ...	% Δ	Avg. Session ...	% Δ
aw - youtube	53.48%	-	2.1	-	00:00:46	-
aw - apparel	33.02%	-	6.1	-	00:03:37	-
aw - google brand	16%	-	5.6	-	00:02:55	-
display_campaign1	73.91%	-	1.3	-	00:00:54	-
aw - bags	28.57%	-	4.1	-	00:02:13	-
(not set)	22.22%	-70.4% ↓	6.2	255.6% ↑	00:02:49	977.2% ↑
aw - office	28.57%	-	4.1	-	00:03:34	-
aw - drinkware	40%	-	7.6	-	00:06:42	-
dynamic remarketing de...	60%	7.2% ↑	1.8	-38.0% ↓	00:00:14	-83.5% ↓
aw - accessories	100%	242.4% ↑	1.0	-81.0% ↓	00:00:00	-100.0% ↓
総計	44.67%	-42.1% ↓	3.6	74.6% ↑	00:01:50	165.6% ↑

コンバージョン概況：全体

PC/Tablet Smartphone ユーザー共通

【コンバージョン概況】

Goal Completions

272,359

↓ -9.9%

目標の開始

19,366

↑ 1.1%

Goal Conversion Rate

391.15%

↑ 13.2%

目標の完了

19,366

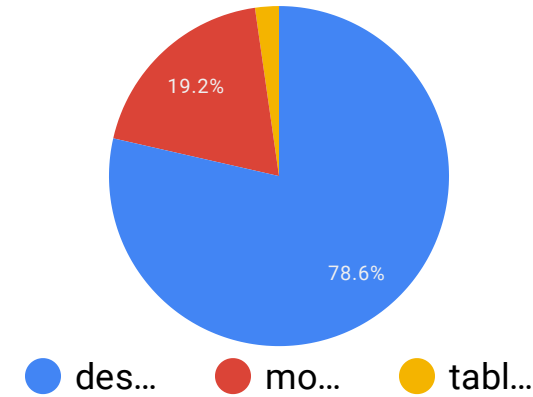
↑ 1.1%

Total Abandonment Rate

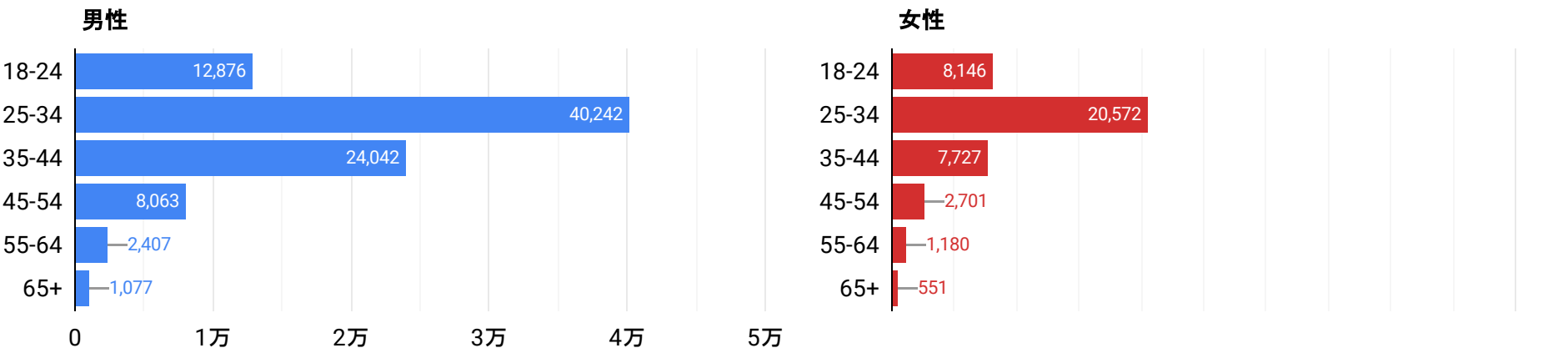
2.37%

↑ 34.9%

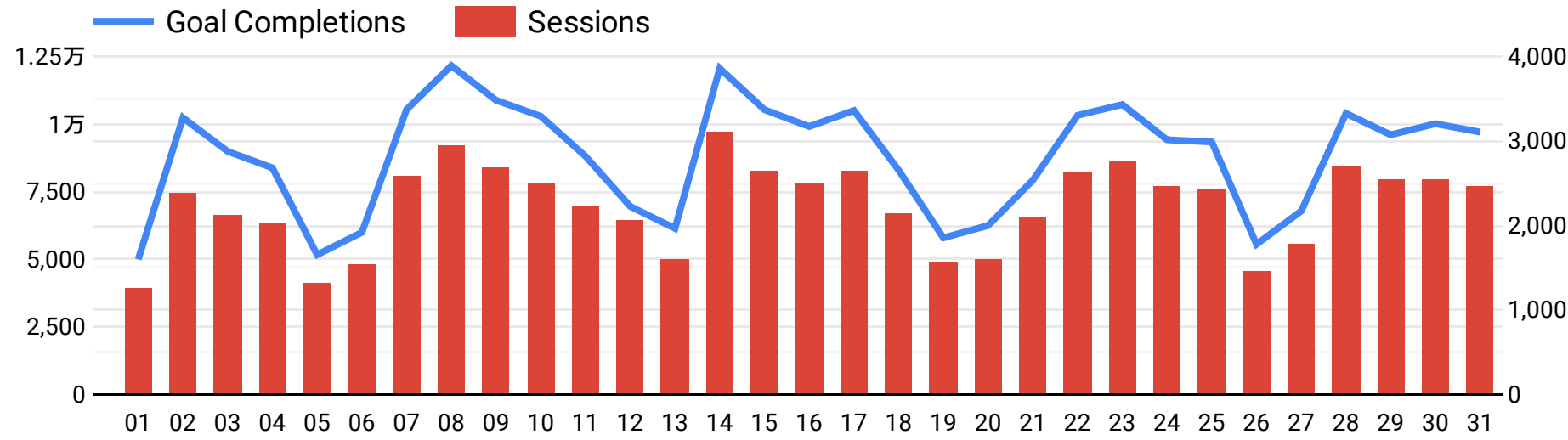
【コンバージョン割合】



【年齢・性別コンバージョン数】



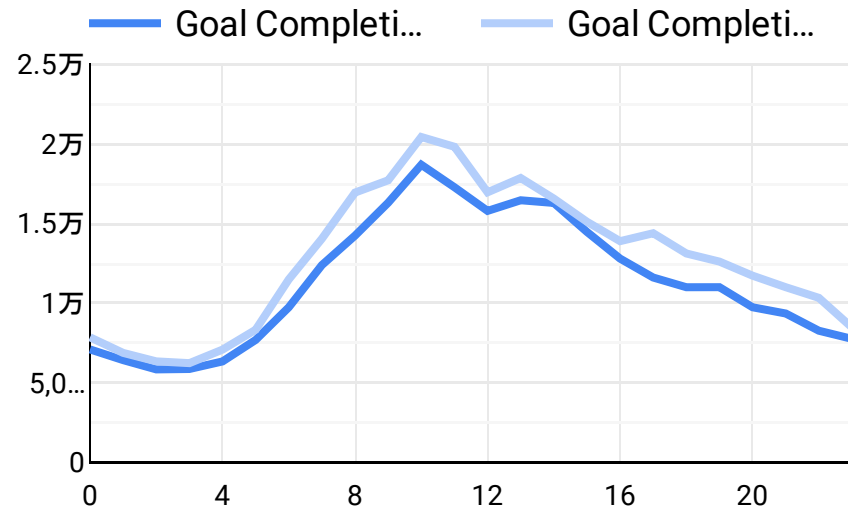
【日別セッション/コンバージョン数】



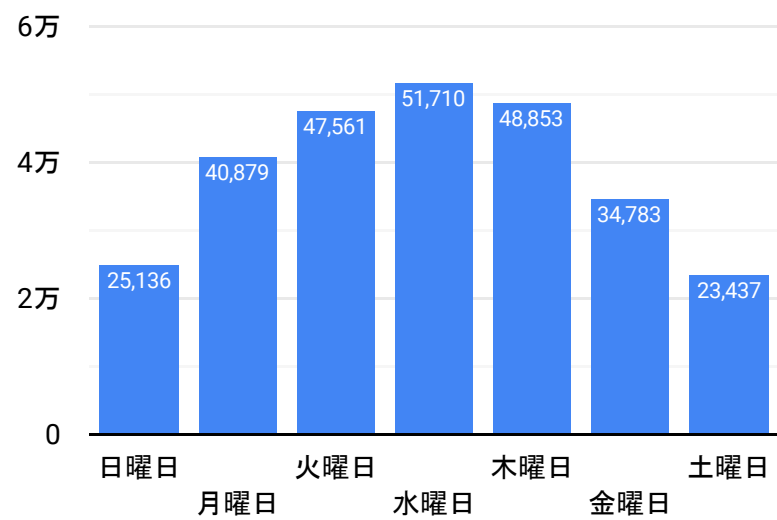
【チャネル別成果数】

Default Channel Grouping	Sessions ▾	Goal Completions	Goal Conversion...	% New Sessions	Bounce Rate
Organic Search	27,534	108,186	392.92%	69.0%	33.7%
Referral	19,386	88,481	456.42%	43.6%	24.1%
Direct	12,840	45,518	354.50%	77.2%	42.7%
Social	2,666	8,182	306.90%	82.0%	50.5%
Display	2,473	5,815	235.14%	70.8%	70.2%
Affiliates	2,228	6,997	314.05%	71.8%	43.2%
(Other)	1,335	4,781	358.13%	42.9%	31.3%
Paid Search - Branded	824	3,017	366.14%	74.2%	38.0%
総計	69,631	272,359	391.15%	63.5%	34.9%

【時間別コンバージョン数】



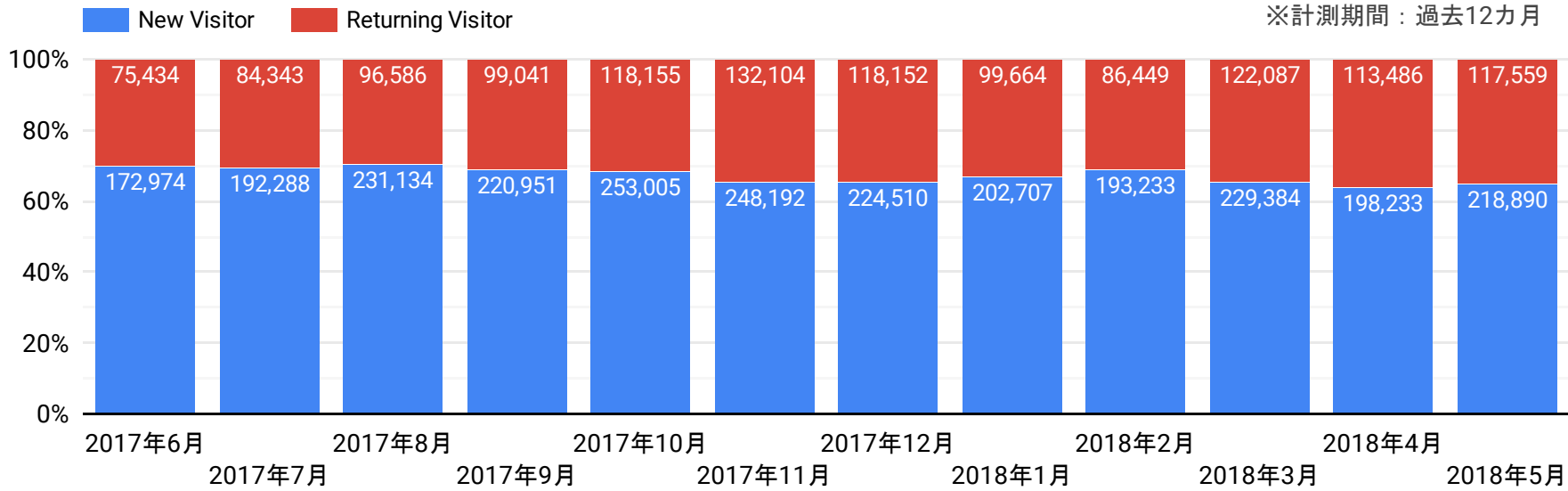
【曜日別コンバージョン数】



【参照元/メディア別コンバージョン数】

Source / Medium	Sessions ▾	Goal Completions	Goal Conversio...	% New Sessions	Bounce Rate
google / organic	26,718	105,601	395.24%	68.7%	33.1%
(direct) / (none)	12,840	45,518	354.50%	77.2%	42.7%
mall.googleplex.com / referral	7,192	37,963	527.85%	34.8%	11.4%
sites.google.com / referral	3,137	16,504	526.11%	34.4%	13.5%
analytics.google.com / referral	2,606	7,731	296.66%	58.3%	49.0%
総計	69,631	272,359	391.15%	63.5%	34.9%

【新規/リピーターのコンバージョン割合】



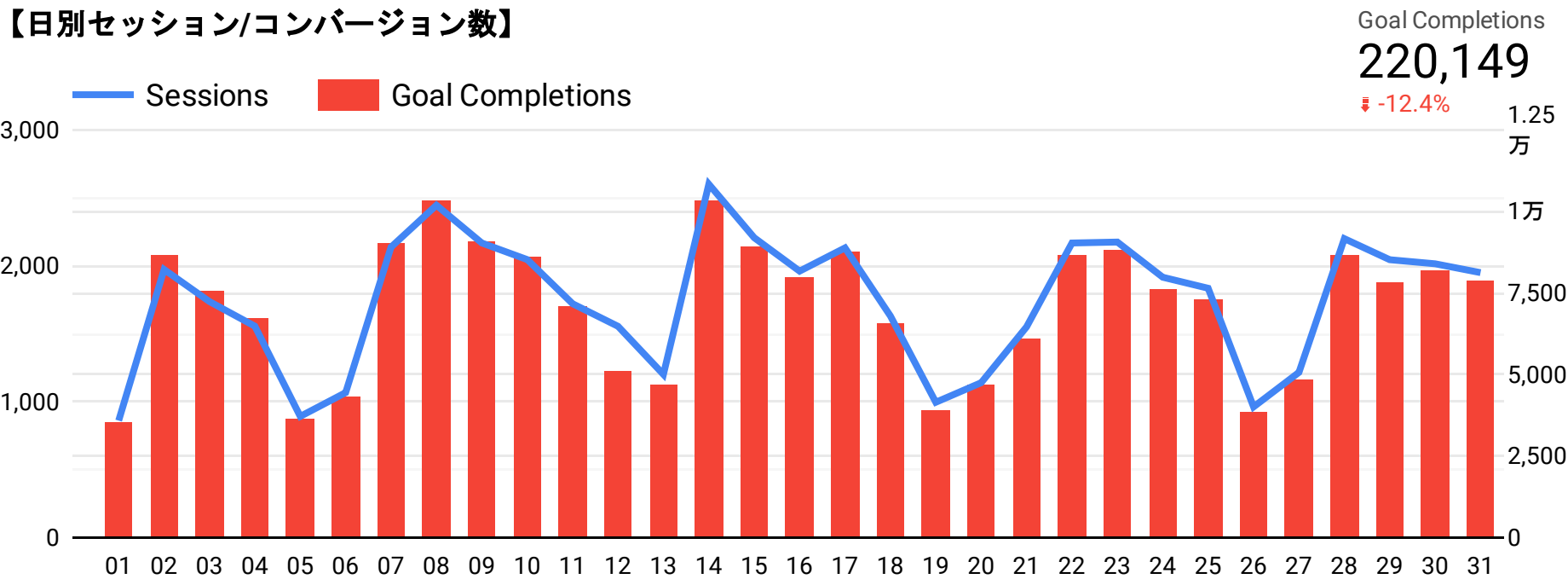
【ランディングページ別コンバージョン数】

Landing Page	Sessions ▾	Goal Completions	Goal Conversi...	% New Sessions	Bounce Rate
/	33,208	145,780	438.99%	63.2%	25.6%
/google+redesign/shop+by+brand/youtu...	6,777	21,077	311.01%	89.3%	50.2%
/google+redesign/apparel/mens/mens+t...	2,539	10,069	396.57%	83.1%	32.8%
/google+redesign/bags	1,837	6,623	360.53%	61.8%	43.6%
/signin.html	1,704	6,893	404.52%	29.9%	28.1%
総計	69,631	272,359	391.15%	63.5%	34.9%

コンバージョン：トレンド分析

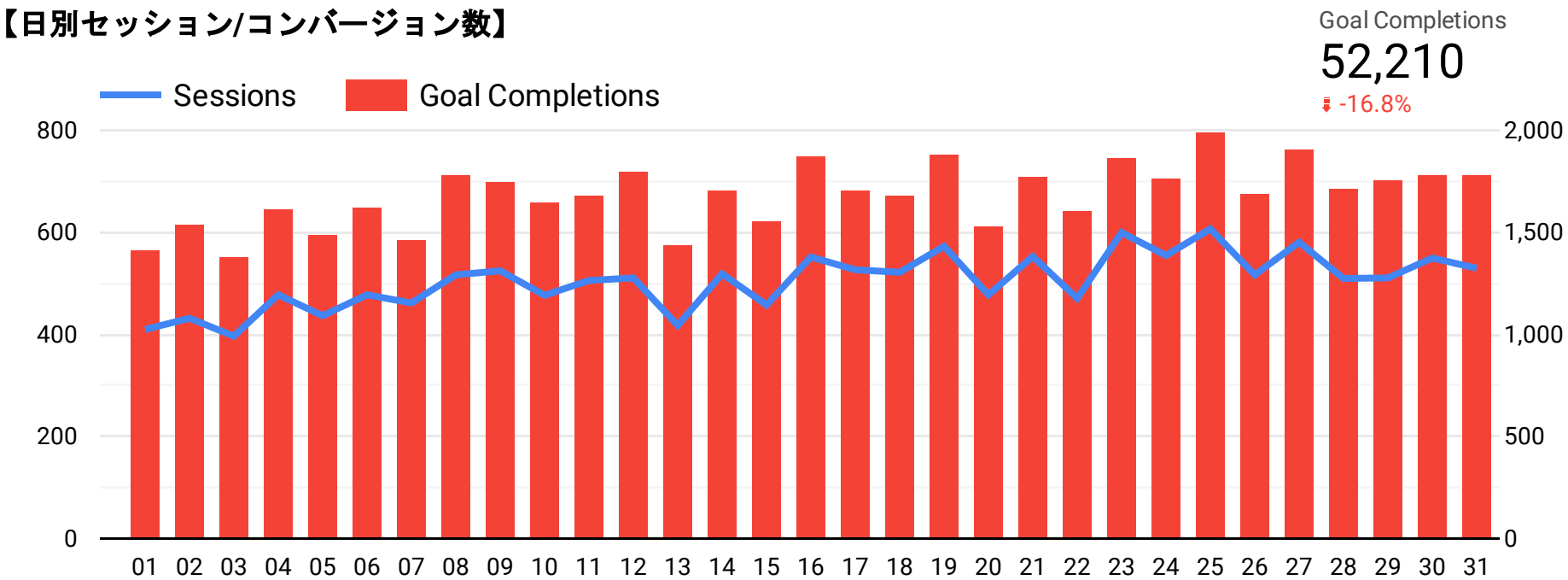
PC/Tablet ユーザー

【日別セッション/コンバージョン数】



Smartphoneユーザー

【日別セッション/コンバージョン数】



【曜日・時間別コンバージョン数】

Day of Week / Goal Completions

Hour	日曜日	月曜日	火曜日	水曜日	木曜日	金曜日	土曜日
0	398	970	834	1,054	986	670	520
1	380	922	845	850	999	685	358
2	369	875	695	857	803	582	489
3	284	688	785	1,113	772	640	344
4	449	880	739	874	717	563	439
5	433	1,100	1,022	994	1,178	727	393
6	504	1,204	1,319	1,463	1,560	1,089	521
7	559	1,854	1,463	2,030	1,779	1,694	752
8	808	1,850	2,126	2,780	1,987	1,630	652
9	819	2,079	2,384	2,891	2,599	1,831	1,314
10	906	2,111	2,699	3,124	3,375	2,276	1,614
11	956	2,264	2,872	3,105	2,777	1,959	944
12	912	1,952	2,743	2,693	2,334	1,854	850
13	931	2,097	2,675	2,740	2,676	2,098	768
14	811	1,980	2,472	2,814	2,656	1,968	965
15	896	2,069	2,080	2,349	2,188	1,529	695
16	948	1,557	1,945	1,891	1,915	1,344	726
17	1,036	1,300	1,566	1,666	1,609	957	742
18	1,008	1,351	1,489	1,674	1,347	843	673
19	1,340	1,219	1,528	1,385	1,312	704	627
20	973	1,201	1,509	1,204	1,136	599	650
21	1,056	1,026	1,407	1,189	1,079	642	653
22	905	896	1,172	1,267	1,372	461	450
23	956	768	1,077	894	1,413	462	437
...	18,637	34,213	39,446	42,901	40,569	27,807	16,576

【曜日・時間別コンバージョン数】

Day of Week / Goal Completions

Hour	日曜日	月曜日	火曜日	水曜日	木曜日	金曜日	土曜日
0	221	249	228	368	200	190	203
1	210	227	209	215	189	154	175
2	200	127	168	192	163	143	172
3	162	140	219	210	194	130	180
4	183	212	278	269	253	236	243
5	219	247	304	320	267	261	221
6	248	242	319	302	345	310	310
7	260	302	300	350	350	363	332
8	316	320	410	365	375	334	286
9	359	199	373	373	452	272	359
10	299	251	386	470	448	350	380
11	350	274	386	394	441	278	276
12	327	304	395	474	376	308	268
13	281	313	405	484	348	306	336
14	251	354	358	494	404	362	400
15	229	390	437	442	434	390	342
16	351	306	388	409	402	343	269
17	327	391	372	456	527	338	318
18	304	334	402	401	469	365	336
19	352	427	472	484	409	382	358
20	325	345	381	453	330	302	328
21	322	256	389	345	352	343	287
22	186	233	287	288	284	242	221
23	217	223	249	251	272	274	261
...	6,499	6,666	8,115	8,809	8,284	6,976	6,861

コンバージョン：ユーザー属性別のCV分析

PC/Tablet ユーザー

【年齢/性別コンバージョン数】

Goal Completions

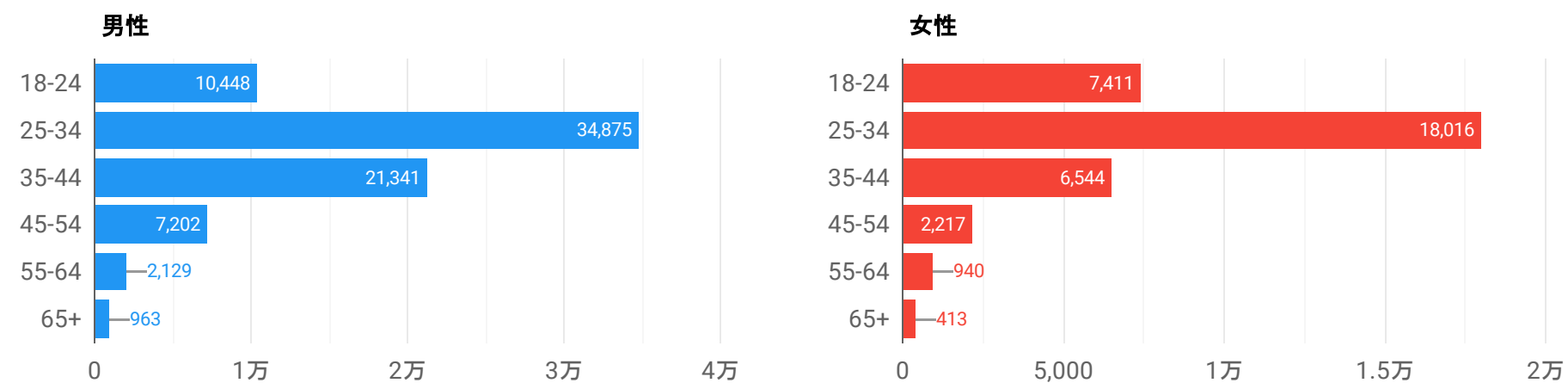
79,927

⬇️ -23.5%

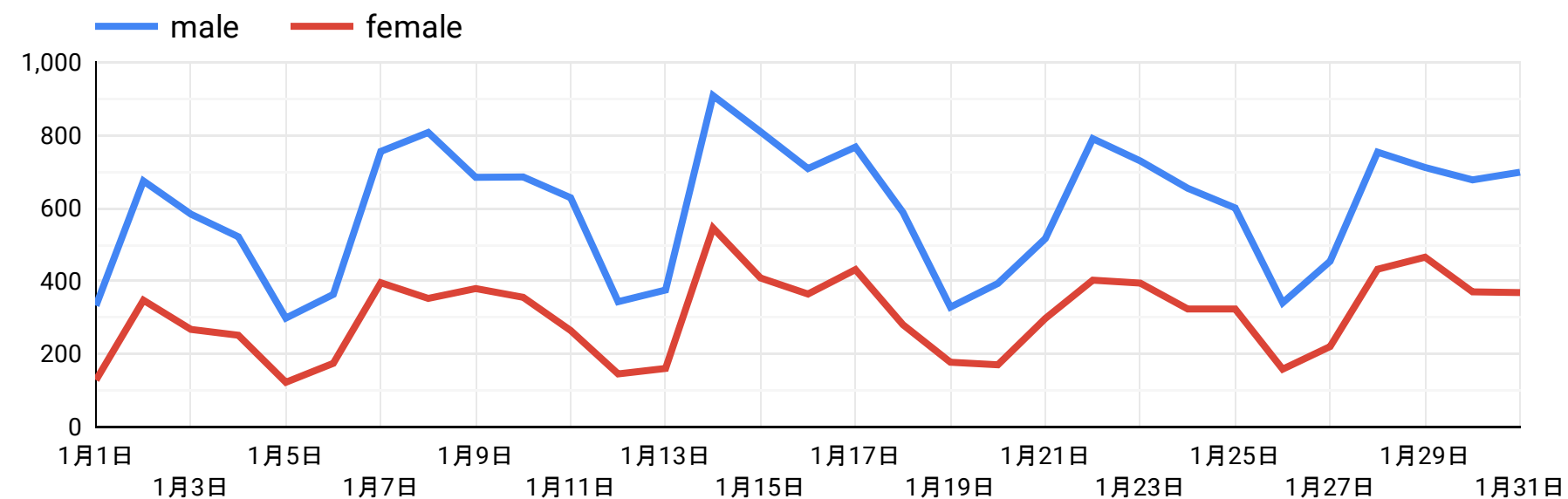
Goal Completions

37,506

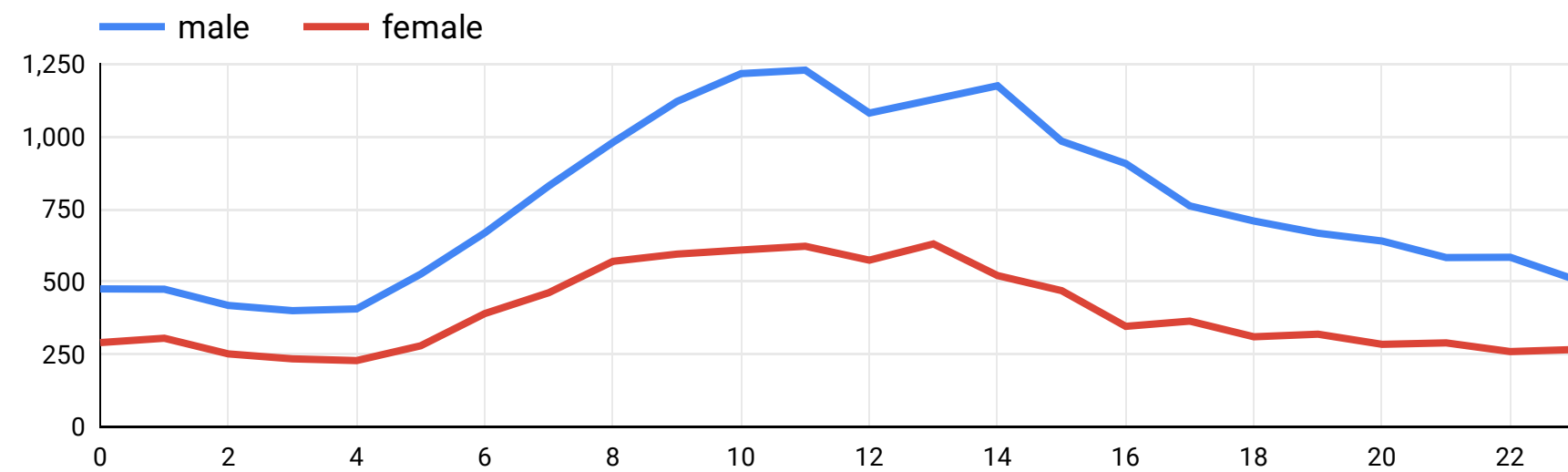
⬇️ -9.0%



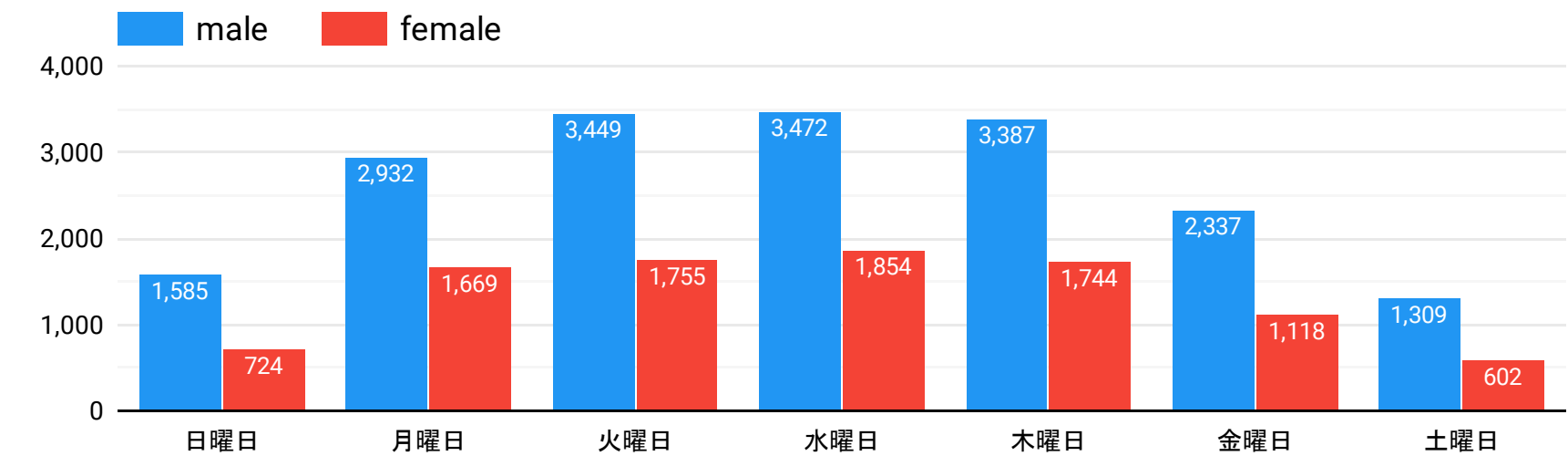
【日別コンバージョン数】



【時間別コンバージョン数】



【曜日別コンバージョン数】



Smartphoneユーザー

【年齢/性別コンバージョン数】

Goal Completions

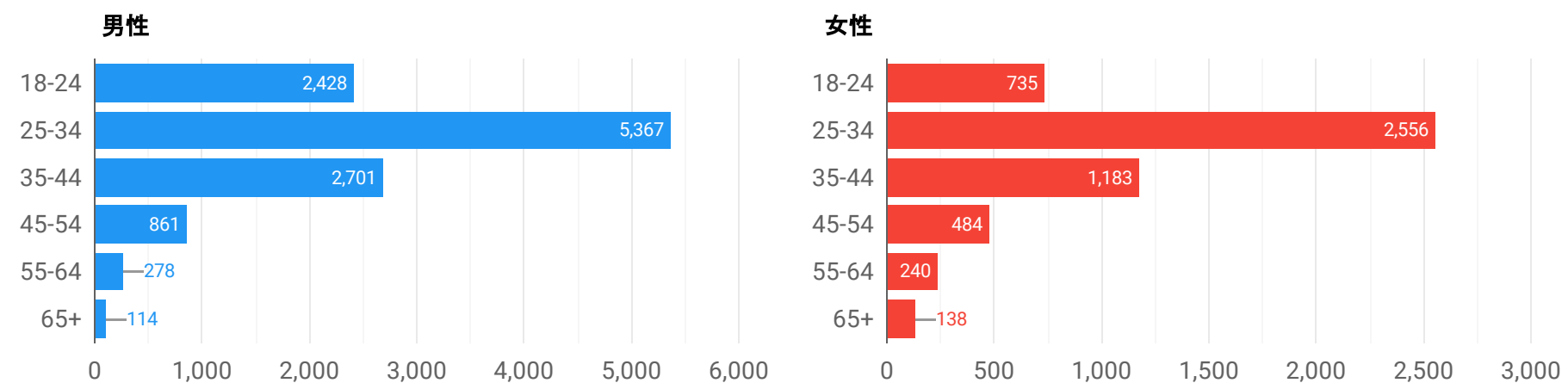
12,329

⬇️ -34.0%

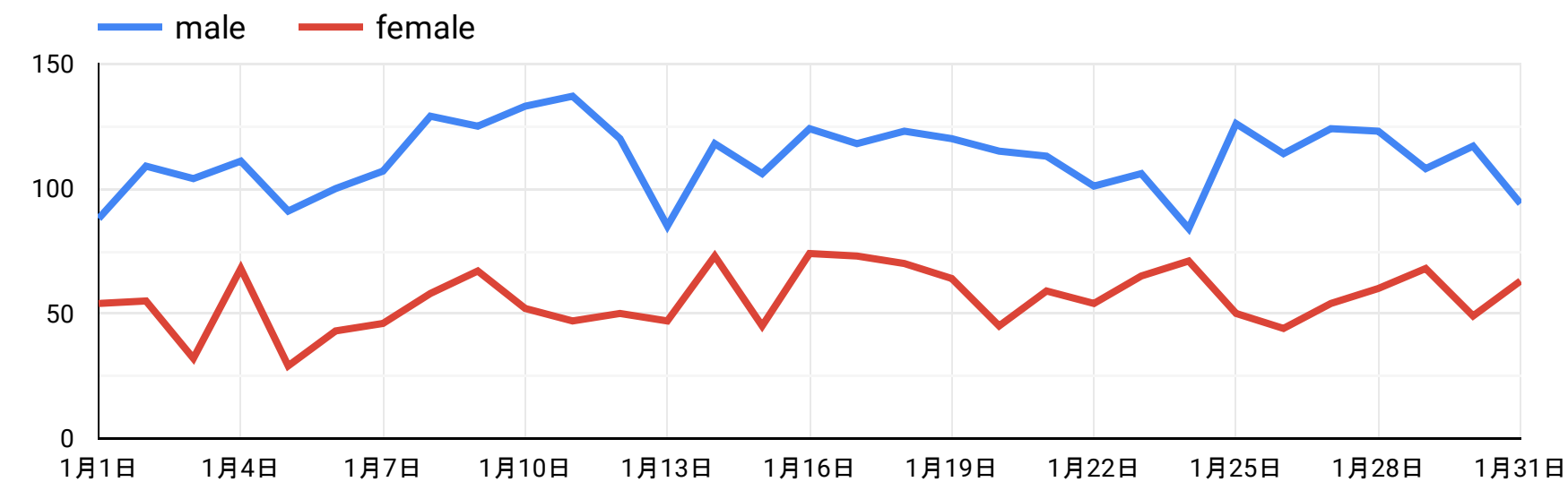
Goal Completions

5,631

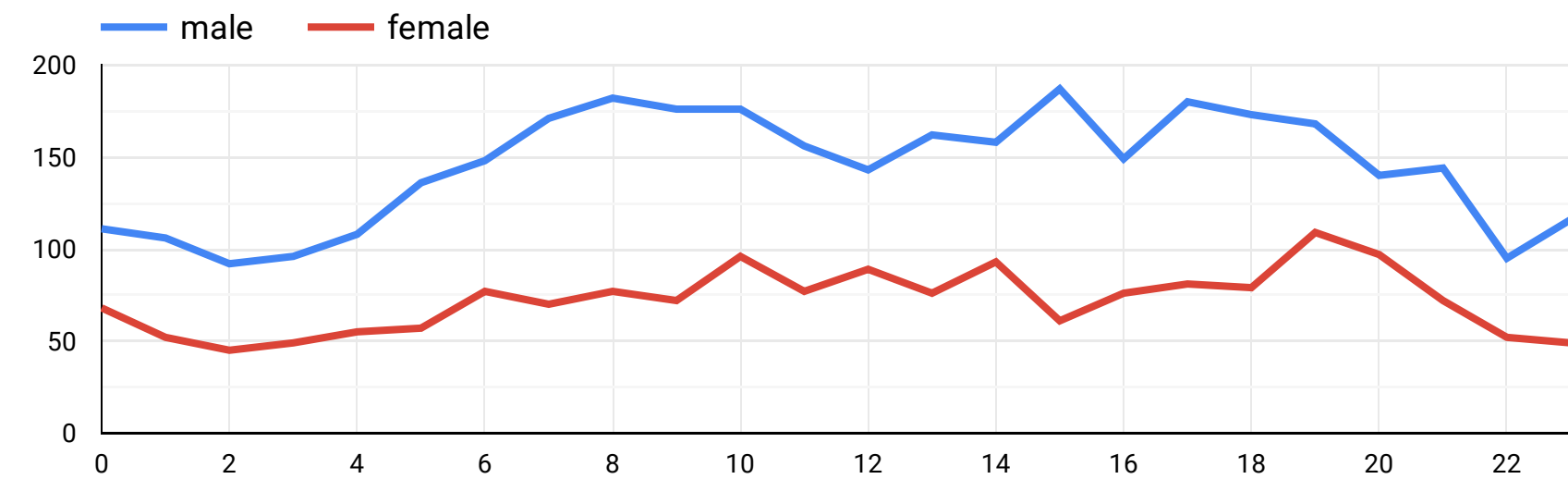
⬇️ -26.4%



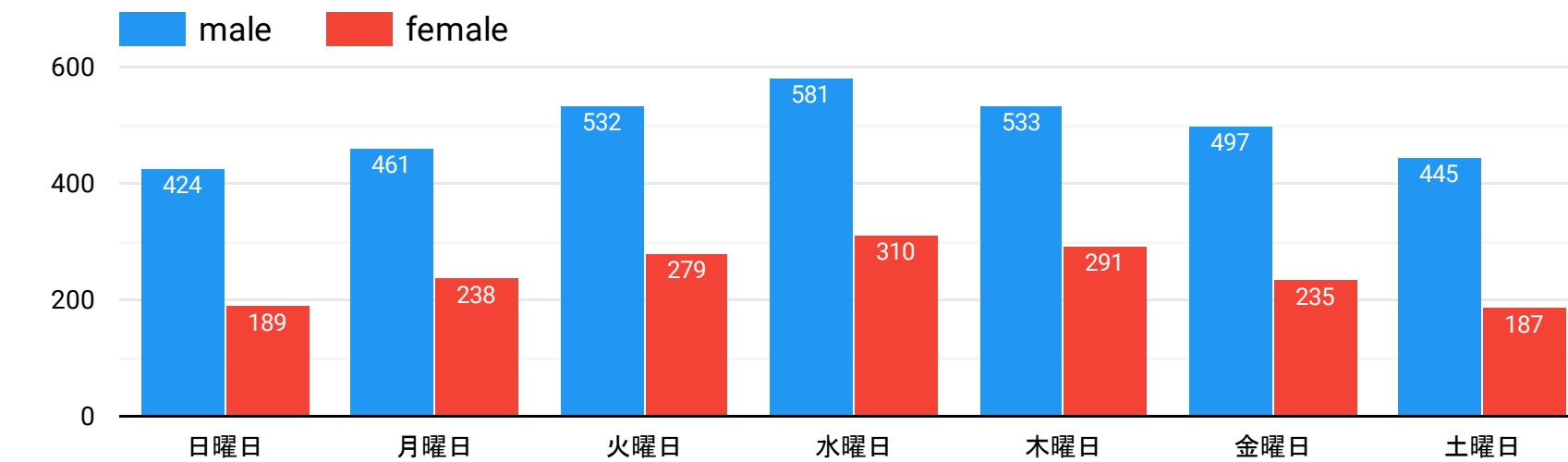
【日別コンバージョン数】



【時間別コンバージョン数】



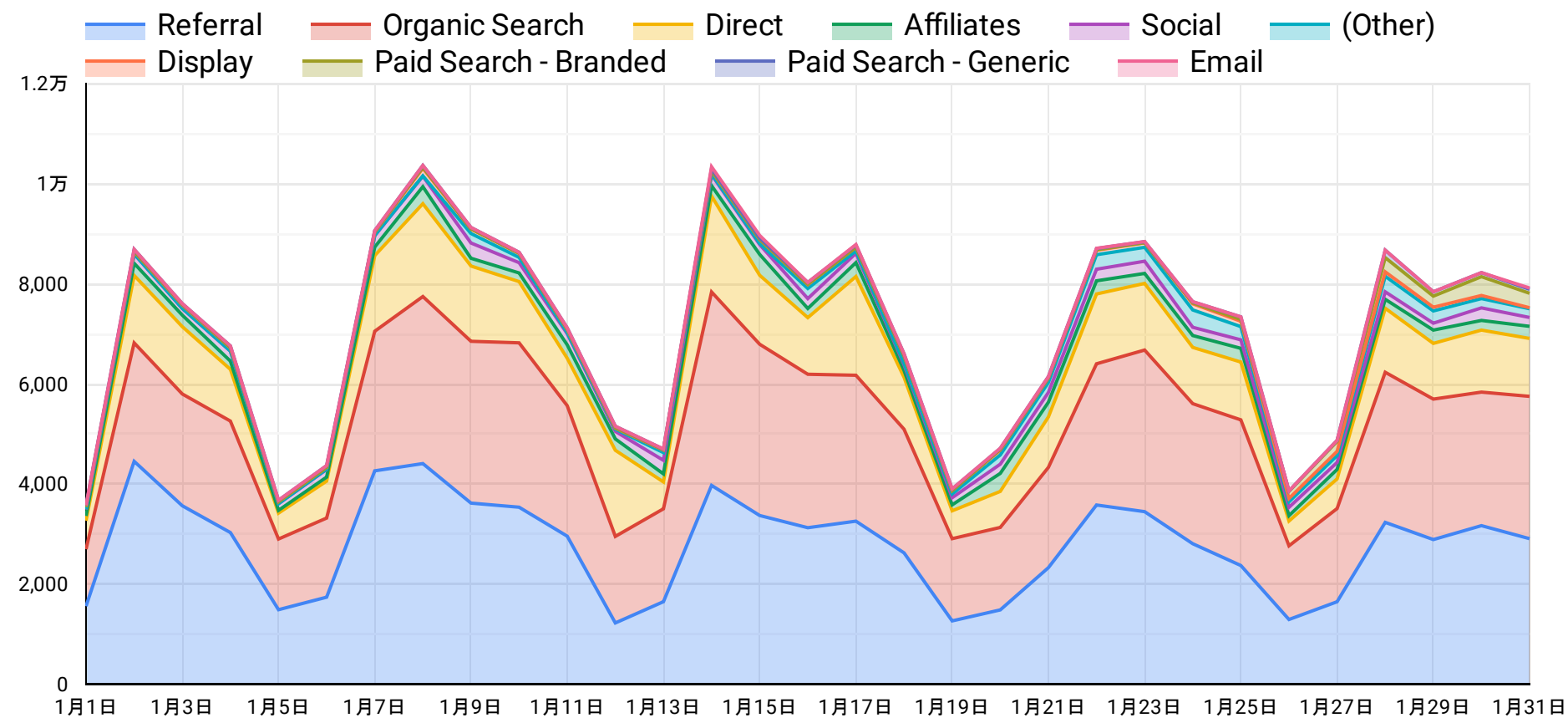
【曜日別コンバージョン数】



コンバージョン：流入元別の分析 1/3

PC/Tablet ユーザー

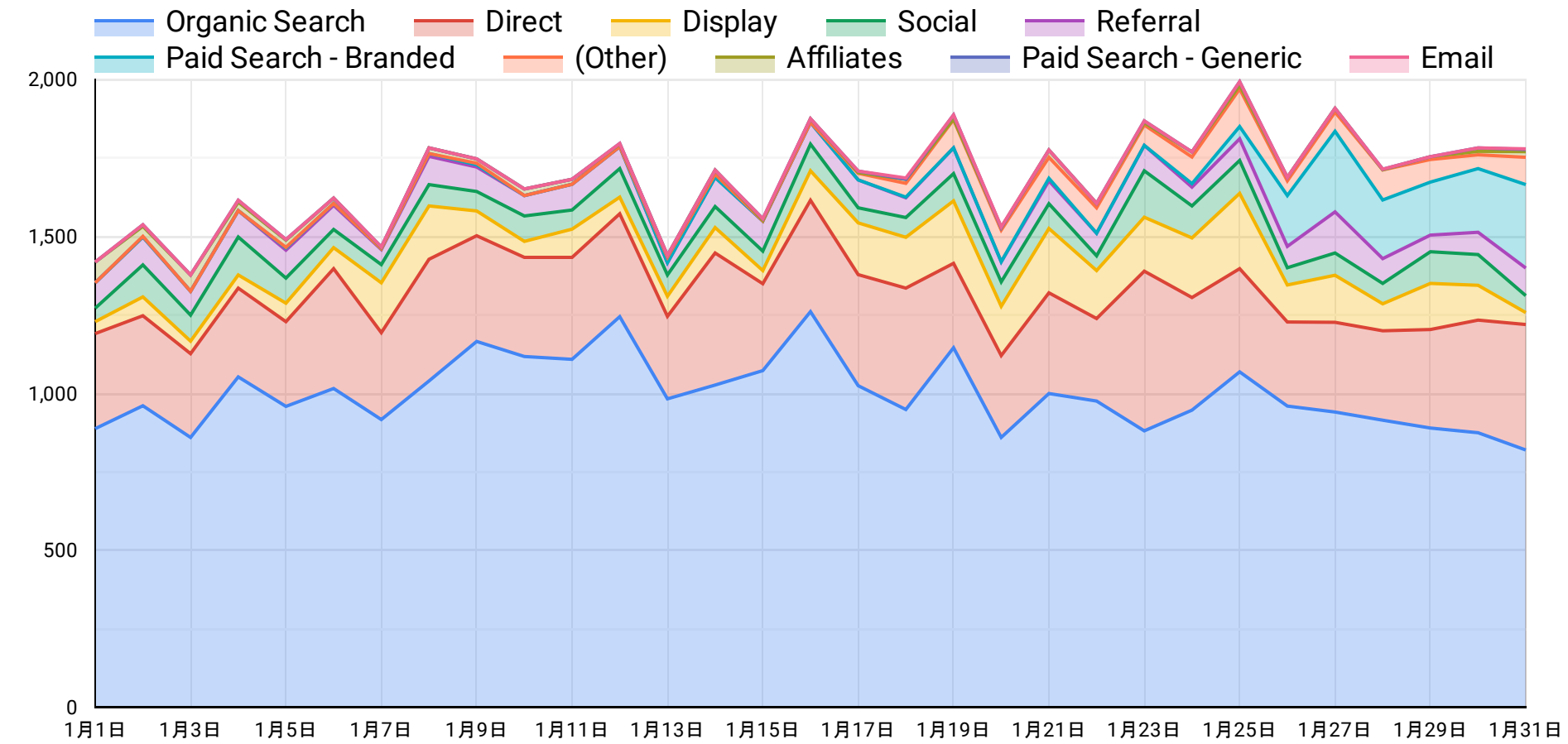
【チャネル別コンバージョン数】



Default Channel Group	Sessions	% Δ	Goal Completions	% Δ	Goal Conversion...	% Δ
Organic Search	18,998	-28.4% ↓	77,287	-19.0% ↓	406.82%	13.2% ↑
Referral	18,767	4.0% ↑	86,112	2.2% ↑	458.85%	-1.7% ↓
Direct	9,636	28.7% ↑	35,475	30.2% ↑	368.15%	1.2% ↑
Affiliates	2,084	21.9% ↑	6,509	9.6% ↑	312.33%	-10.1% ↓
Social	1,814	-83.7% ↓	5,791	-81.3% ↓	319.24%	14.8% ↑
(Other)	1,057	224.2% ↑	3,664	344.7% ↑	346.64%	37.1% ↑
Display	892	107.0% ↑	2,333	65.7% ↑	261.55%	-19.9% ↓
Paid Search - Branded	429	-	1,682	-	392.07%	-
Paid Search - Generic	272	-79.9% ↓	1,158	-77.0% ↓	425.74%	14.3% ↑
Email	51	-51.9% ↓	138	-48.3% ↓	270.59%	7.4% ↑
総計	54,000	-19.5% ↓	220,149	-12.4% ↓	407.68%	8.9% ↑

Smartphoneユーザー

【チャネル別コンバージョン数】

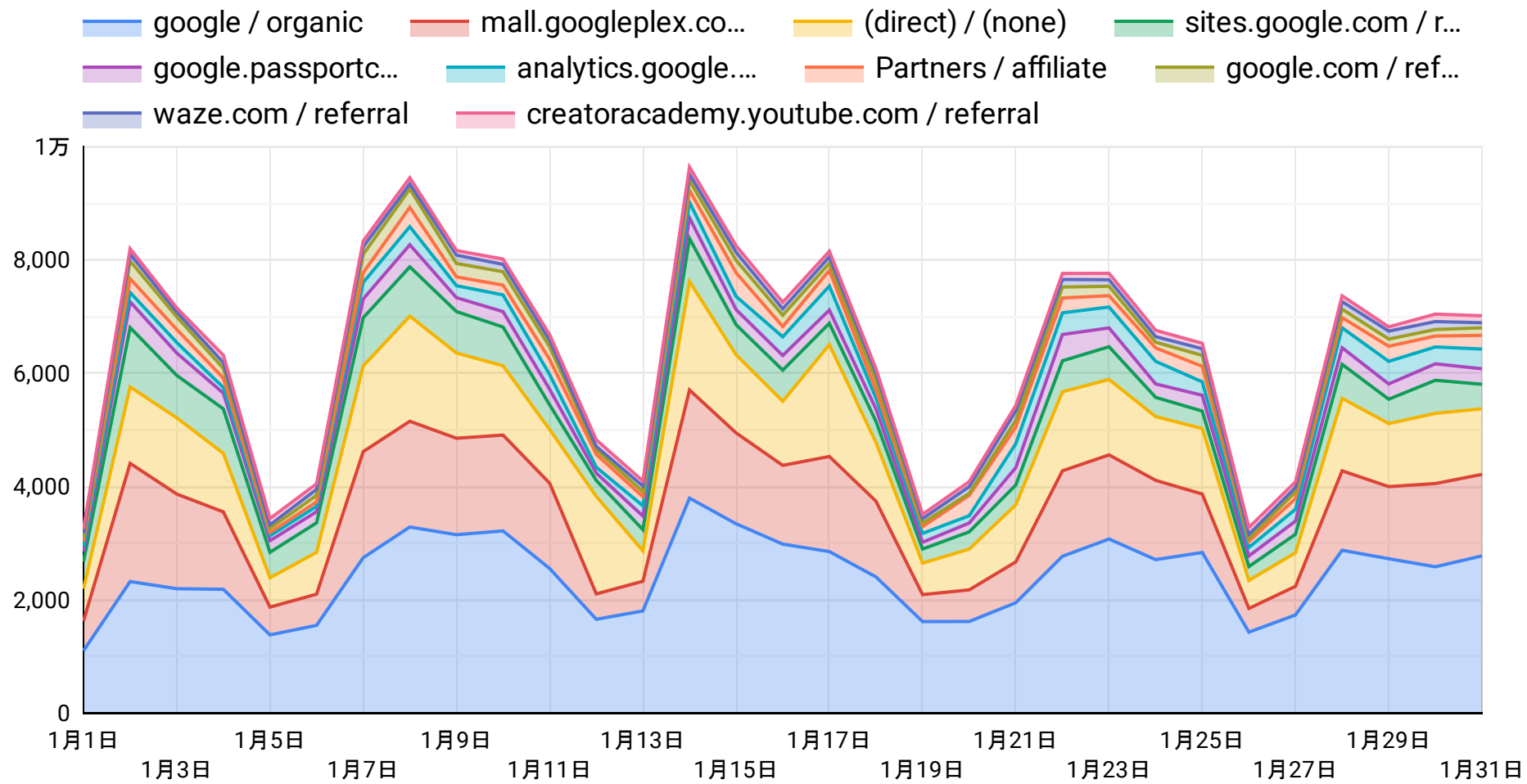


Default Channel Group	Sessions	% Δ	Goal Completions	% Δ	Goal Conversion...	% Δ
Organic Search	8,536	-13.5% ↓	30,899	-5.7% ↓	361.98%	9.0% ↑
Direct	3,204	-13.6% ↓	10,043	-6.9% ↓	313.45%	7.7% ↑
Display	1,581	19.6% ↑	3,482	20.4% ↑	220.24%	0.7% ↑
Social	852	-72.8% ↓	2,391	-73.8% ↓	280.63%	-3.7% ↓
Referral	619	0.2% ↑	2,369	4.8% ↑	382.71%	4.7% ↑
Paid Search - Branded	395	-	1,335	-	337.97%	-
(Other)	278	1,058.00% ↑	1,117	1,825.90% ↑	401.80%	66.3% ↑
Affiliates	144	16.1% ↑	488	4.9% ↑	338.89%	-9.6% ↓
Paid Search - Generic	18	-98.8% ↓	78	-98.2% ↓	433.33%	53.6% ↑
Email	4	100.0% ↑	8	14.3% ↑	200.00%	-42.9% ↓
総計	15,631	-23.2% ↓	52,210	-16.8% ↓	334.02%	8.3% ↑

コンバージョン：流入元別の分析 2/3

PC/Tablet ユーザー

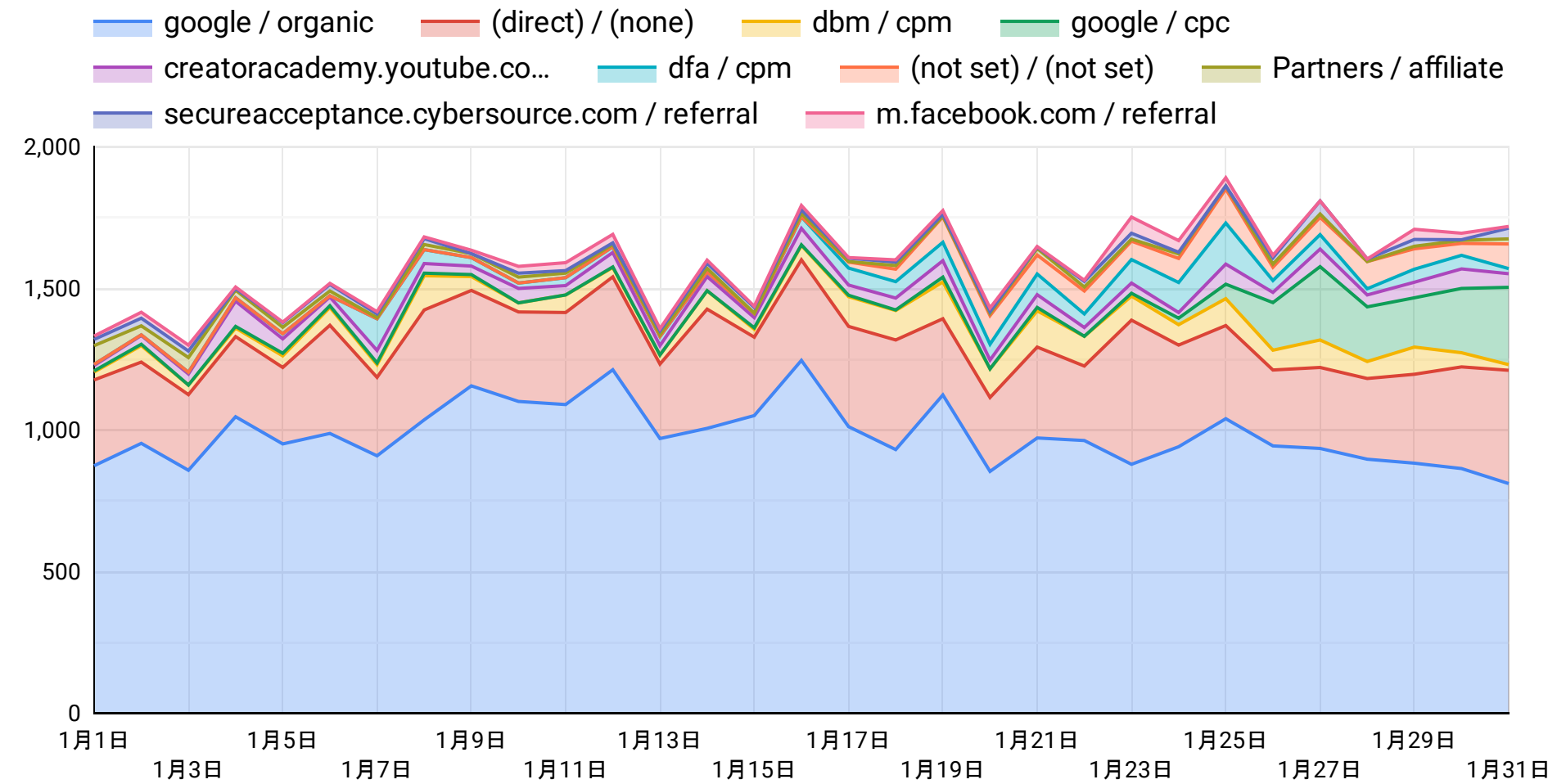
【参照元/メディア別コンバージョン数】



Source / Medium	Sessions ▾	% Δ	Goal Completions	% Δ	Goal Conversion Rate	% Δ
google / organic	18,327	-29.7% ↓	75,133	-19.9% ↓	409.96%	13.9% ↑
(direct) / (none)	9,636	28.7% ↑	35,475	30.2% ↑	368.15%	1.2% ↑
mall.googleplex.com / referral	7,180	3.8% ↑	37,912	4.0% ↑	528.02%	0.2% ↑
sites.google.com / referral	3,040	51.2% ↑	16,134	57.7% ↑	530.72%	4.2% ↑
analytics.google.com / referral	2,594	3.0% ↑	7,695	-2.5% ↓	296.65%	-5.4% ↓
Partners / affiliate	2,084	21.9% ↑	6,509	9.6% ↑	312.33%	-10.1% ↓
google.passportcorporate.com / referral	1,512	75,500.0% ↑	8,378	209,350.0% ↑	554.10%	177.1% ↑
waze.com / referral	1,334	17.4% ↑	3,443	15.5% ↑	258.10%	-1.6% ↓
creatoracademy.youtube.com / referral	1,063	-	3,146	-	295.95%	-
google.com / referral	955	271.6% ↑	4,915	427.9% ↑	514.66%	42.1% ↑
google / cpc	702	-57.1% ↓	2,860	-51.7% ↓	407.41%	12.4% ↑
(not set) / (not set)	619	-	2,477	-	400.16%	-
dbm / cpm	515	-	1,333	-	258.83%	-
dfa / cpm	298	231.1% ↑	802	178.5% ↑	269.13%	-15.9% ↓
bing / organic	281	21.6% ↑	1,098	30.7% ↑	390.75%	7.5% ↑
baidu / organic	249	122.3% ↑	556	108.2% ↑	223.29%	-6.3% ↓
analytics_test / referral	205	-5.1% ↓	542	-4.6% ↓	264.39%	0.5% ↑
mail.google.com / referral	190	58.3% ↑	720	28.3% ↑	378.95%	-18.9% ↓
groups.google.com / referral	189	36.0% ↑	887	27.8% ↑	469.31%	-6.0% ↓
facebook.com / referral	146	224.4% ↑	410	213.0% ↑	280.82%	-3.5% ↓
総計	54,000	-19.5% ↓	220,149	-12.4% ↓	407.68%	8.9% ↑

Smartphoneユーザー

【参照元/メディア別コンバージョン数】



Source / Medium	Sessions ▾	% Δ	Goal Completions	% Δ	Goal Conversion Rate	% Δ
google / organic	8,391	-14.1% ↓	30,468	-6.2% ↓	363.10%	9.2% ↑
(direct) / (none)	3,204	-13.6% ↓	10,043	-6.9% ↓	313.45%	7.7% ↑
dbm / cpm	928	2,893.5% ↑	2,090	3,271.0% ↑	225.22%	12.6% ↑
dfa / cpm	624	3,184.2% ↑	1,328	2,988.4% ↑	212.82%	-6.0% ↓
creatoracademy.youtube.com / referral	485	-	1,362	-	280.82%	-
google / cpc	441	-84.3% ↓	1,475	-79.3% ↓	334.47%	32.0% ↑
(not set) / (not set)	262	-	1,079	-	411.83%	-
m.facebook.com / referral	168	194.7% ↑	454	180.2% ↑	270.24%	-4.9% ↓
Partners / affiliate	144	16.1% ↑	488	4.9% ↑	338.89%	-9.6% ↓
sites.google.com / referral	97	120.5% ↑	370	95.8% ↑	381.44%	-11.2% ↓
secureacceptance.cybersource.com / referral	96	74.5% ↑	475	75.9% ↑	494.79%	0.8% ↑
baidu / organic	85	57.4% ↑	204	44.7% ↑	240.00%	-8.1% ↓
youtube.com / referral	58	-98.0% ↓	189	-97.8% ↓	325.86%	11.0% ↑
qiita.com / referral	56	36.6% ↑	221	53.5% ↑	394.64%	12.4% ↑
google.passportcorporate.com / referral	52	-	203	-	390.38%	-
quora.com / referral	44	37.5% ↑	107	21.6% ↑	243.18%	-11.6% ↓
instagram.com / referral	34	3,300.0% ↑	72	3,500.0% ↑	211.76%	5.9% ↑
groups.google.com / referral	30	900.0% ↑	105	650.0% ↑	350.00%	-25.0% ↓
yahoo / organic	28	21.7% ↑	118	45.7% ↑	421.43%	19.7% ↑
google.com / referral	24	-82.4% ↓	71	-85.8% ↓	295.83%	-19.7% ↓
総計	15,631	-23.2% ↓	52,210	-16.8% ↓	334.02%	8.3% ↑

コンバージョン：流入元別の分析 3/3

PC/Tablet ユーザー

【曜日別・参照元/メディア別 コンバージョン数】

上位 5 項目 - Source / Medium / Goal Completions					
Day of Week	google / organic	mall.googleplex.com / r...	(direct) / (none)	sites.google.com / referr...	google.passportcorpora...
日曜日	6,693	2,138	2,589	1,525	824
月曜日	11,352	5,906	5,717	2,558	1,299
火曜日	13,211	6,778	6,314	2,854	1,571
水曜日	14,100	8,134	6,558	3,491	1,580
木曜日	13,737	7,881	6,827	2,583	1,412
金曜日	9,968	5,242	4,177	1,900	1,051
土曜日	6,072	1,833	3,293	1,223	641
総計	75,133	37,912	35,475	16,134	8,378

【時間別・参照元/メディア別 コンバージョン数】

上位 5 項目 - Source / Medium / Goal Completions					
Hour	google / organic	mall.googleplex.com / r...	(direct) / (none)	sites.google.com / referr...	google.passportcorpora...
0	1,896	429	993	226	62
1	1,824	275	1,008	106	37
2	1,913	225	859	108	15
3	1,710	136	962	86	15
4	1,855	232	839	53	15
5	2,315	389	1,109	216	42
6	2,989	805	1,272	284	115
7	3,738	1,408	1,768	493	294
8	4,135	1,987	1,813	802	450
9	4,386	2,803	2,420	1,120	645
10	4,626	3,445	2,988	1,408	793
11	4,982	3,132	2,112	1,240	595
12	4,649	2,805	1,967	999	556
13	4,448	3,066	2,114	1,295	645
14	4,437	3,332	1,881	1,162	717
15	4,141	2,686	1,750	967	556
16	3,493	2,300	1,335	1,012	483
17	2,976	1,783	1,164	798	422
18	2,820	1,334	1,389	739	383
19	3,043	1,247	1,084	610	265
20	2,458	1,261	970	820	426
21	2,329	1,193	1,051	673	426
22	2,108	971	1,192	641	296
23	1,862	668	1,435	276	125
総計	75,133	37,912	35,475	16,134	8,378

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【曜日別・参照元/メディア別 コンバージョン数】

上位 5 項目 - Source / Medium / Goal Completions					
Day of Week	google / organic	(direct) / (none)	dbm / cpm	google / cpc	creatoracademy.youtub...
日曜日	3,743	1,192	293	265	157
月曜日	3,780	1,304	298	211	181
火曜日	4,802	1,545	378	192	175
水曜日	5,093	1,847	293	251	224
木曜日	4,718	1,696	263	301	194
金曜日	4,104	1,324	291	59	235
土曜日	4,228	1,135	274	196	196
総計	30,468	10,043	2,090	1,475	1,362

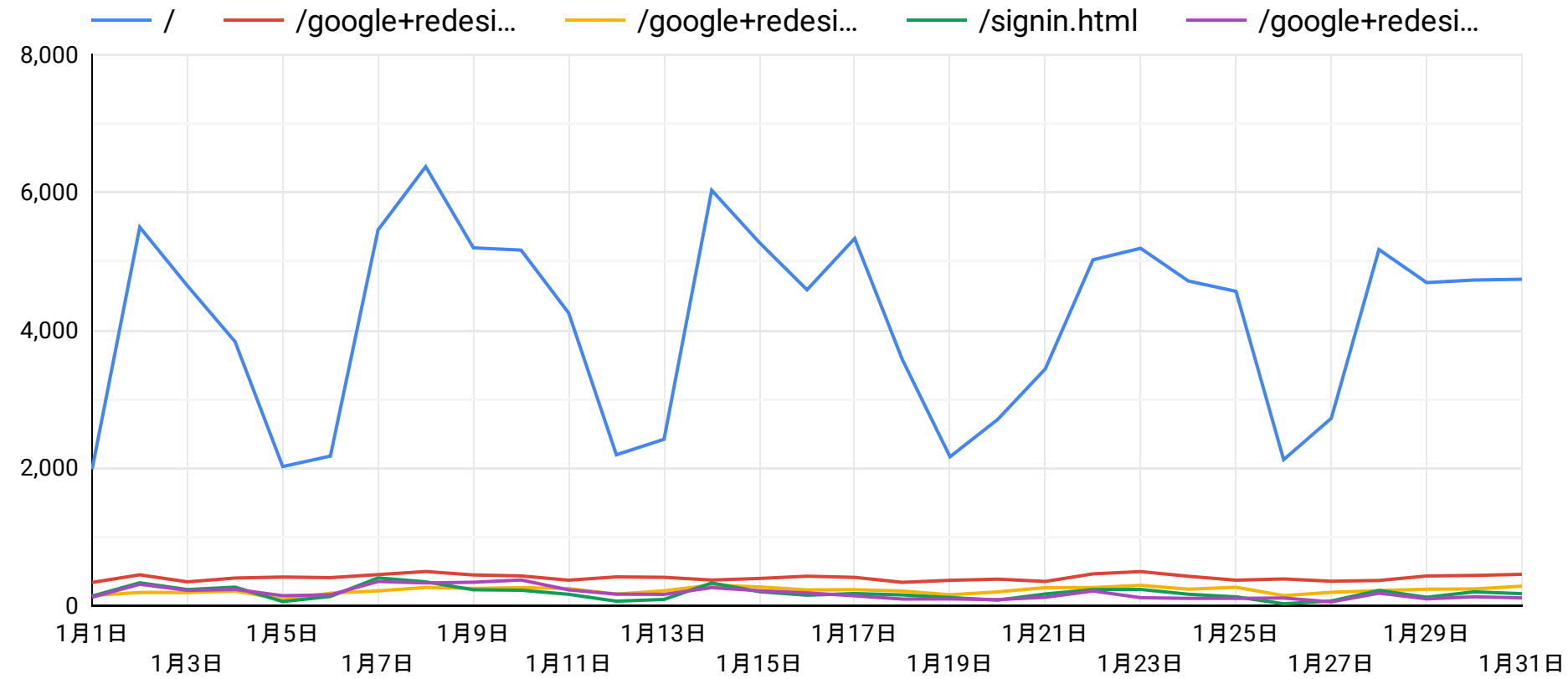
【時間別・参照元/メディア別 コンバージョン数】

上位 5 項目 - Source / Medium / Goal Completions					
Hour	google / organic	(direct) / (none)	dbm / cpm	google / cpc	creatoracademy.youtub...
0	866	520	35	31	55
1	686	305	43	25	54
2	628	226	45	16	50
3	747	204	47	12	47
4	893	380	76	37	43
5	1,004	388	67	16	55
6	1,167	412	106	57	52
7	1,309	449	94	46	46
8	1,475	382	98	62	67
9	1,419	466	84	42	65
10	1,489	482	112	91	108
11	1,461	450	87	42	60
12	1,554	373	90	68	98
13	1,477	489	95	100	43
14	1,541	493	143	86	67
15	1,608	442	128	56	56
16	1,474	424	107	88	67
17	1,669	462	140	76	46
18	1,414	569	138	137	36
19	1,701	473	152	136	52
20	1,347	514	118	86	44
21	1,387	494	45	66	84
22	1,010	347	16	49	47
23	1,142	299	24	50	20
総計	30,468	10,043	2,090	1,475	1,362

コンバージョン：ランディングページ別分析

PC/Tablet ユーザー

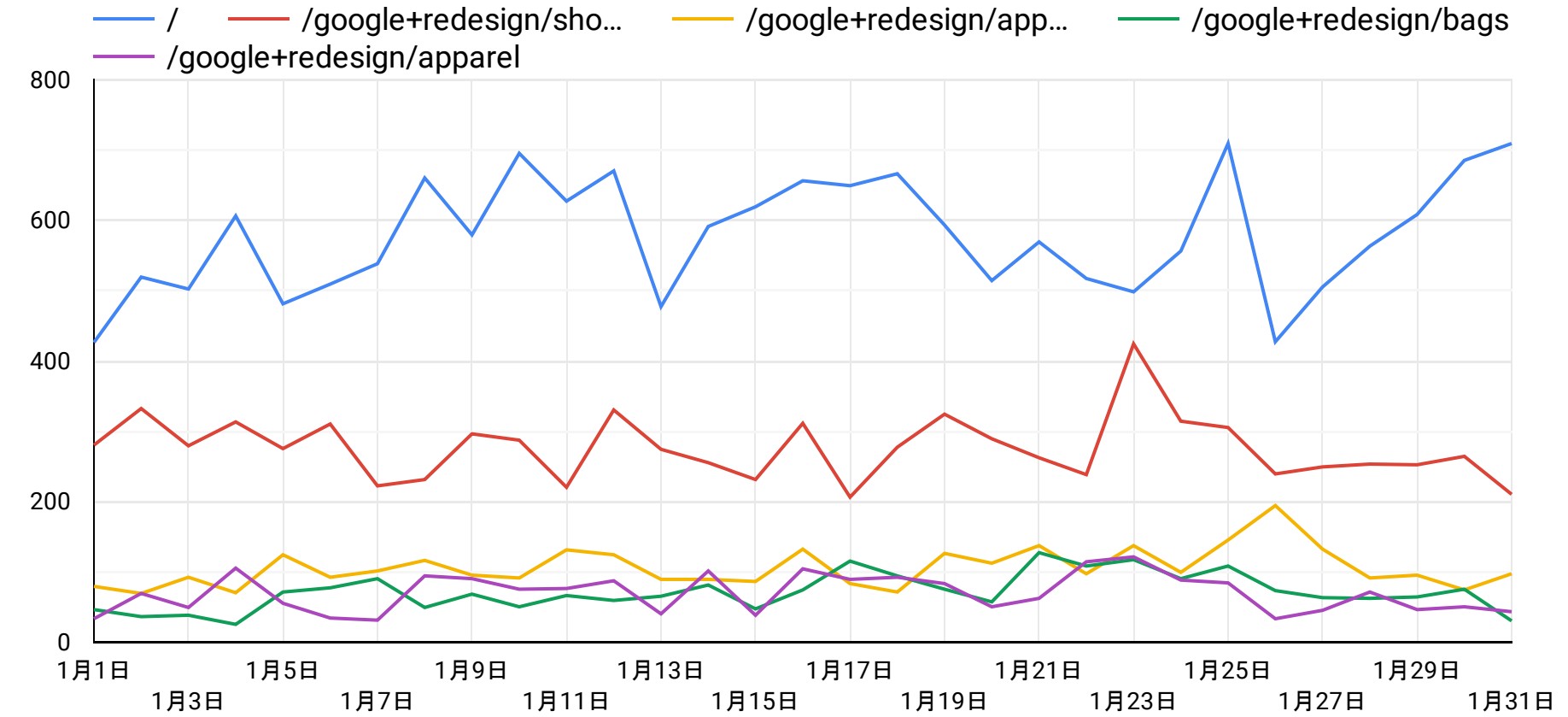
【ランディングページ別コンバージョン】



Landing Page	Pageviews ▾	% Δ	Goal Compl...	% Δ	Goal Co...	% Δ
/	194,054	45.4% ↑	127,857	18.2% ↑	445.90%	18.4% ↑
/google+redesign/shop+by+brand...	12,149	-67.6% ↓	12,525	-70.7% ↓	315.89%	10.2% ↑
/google+redesign/apparel/mens/...	9,476	36.9% ↑	6,799	27.1% ↑	408.35%	-1.8% ↓
/google+redesign/nest/nest-usa	8,223	-48.8% ↓	5,497	-55.9% ↓	462.71%	-3.6% ↓
/basket.html	7,419	223.1% ↑	3,950	131.4% ↑	452.98%	2.4% ↑
/google+redesign/apparel	6,279	41.3% ↑	4,314	38.0% ↑	408.91%	-5.1% ↓
/signin.html	5,950	34.3% ↑	5,562	28.7% ↑	438.64%	1.3% ↑
/google+redesign/bags	5,564	32.1% ↑	4,423	36.9% ↑	387.64%	-9.0% ↓
/identifydiscount.html	4,687	-	2,310	-	650.70%	-
/signin.html?loginway=header	3,048	304,700...	1,748	87,300.0% ↑	563.87%	181.9% ↑
/google+redesign/waze	2,875	11.1% ↑	3,705	9.6% ↑	261.65%	-2.4% ↓
/google+redesign/apparel/mens/...	2,864	-	2,123	-	425.45%	-
/google+redesign/apparel/mens	2,536	-22.9% ↓	1,628	-34.1% ↓	415.31%	5.5% ↑
/store.html	2,305	215.8% ↑	1,387	163.7% ↑	445.98%	2.6% ↑
/google+redesign/accessories/sti...	2,252	-	1,726	-	378.51%	-
/google+redesign/drinkware	2,197	-26.4% ↓	2,012	-25.0% ↓	294.58%	-17.3% ↓
/store.html?tpt=4532&sortci=orde...	1,861	-	1,371	-	433.86%	-
/google+redesign/clearance	1,771	-	1,201	-	427.40%	-
/google+redesign/accessories	1,372	-37.7% ↓	1,309	-38.5% ↓	300.92%	-3.1% ↓
/google+redesign/new	1,330	-	983	-	396.37%	-
総計	312,418	3.8% ↑	220,149	-12.4% ↓	407.68%	8.9% ↑

Smartphoneユーザー

【ランディングページ別コンバージョン】

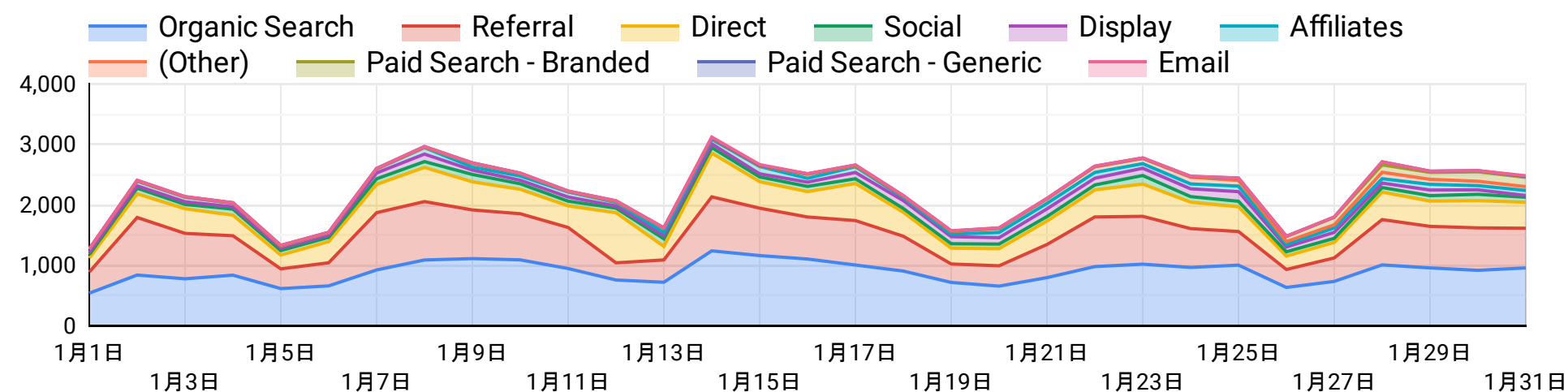


Landing Page	Pageviews ▾	% Δ	Goal Compl...	% Δ	Goal Co...	% Δ
/	23,689	-5.7% ↓	17,923	-24.2% ↓	395.30%	24.8% ↑
/google+redesign/shop+by+bran...	7,716	-53.0% ↓	8,552	-53.5% ↓	304.13%	2.4% ↑
/google+redesign/apparel/mens/...	4,260	37.2% ↑	3,270	24.0% ↑	374.14%	-2.8% ↓
/google+redesign/apparel	2,900	68.4% ↑	2,152	55.9% ↑	400.00%	-1.4% ↓
/google+redesign/bags	2,211	19.8% ↑	2,200	51.5% ↑	316.09%	-18.4% ↓
/google+redesign/apparel/mens	1,274	17.1% ↑	1,080	8.5% ↑	371.13%	20.5% ↑
/signin.html	1,160	52.8% ↑	1,331	57.7% ↑	305.28%	2.7% ↑
/google+redesign/accessories	1,159	-5.6% ↓	1,278	-29.2% ↓	250.10%	8.3% ↑
/google+redesign/drinkware	1,058	-2.8% ↓	1,323	11.0% ↑	252.96%	-6.8% ↓
/store.html?tpt=4532&sortci=ord...	888	-	697	-	405.23%	-
/google+redesign/office	799	217.1% ↑	1,085	238.0% ↑	230.36%	-13.2% ↓
/google+redesign/accessories/st...	705	-	775	-	321.58%	-
/google+redesign/apparel/headg...	622	36.7% ↑	574	29.9% ↑	343.71%	2.6% ↑
/google+redesign/apparel/mens/...	607	-	538	-	324.10%	-
/basket.html	549	133.6% ↑	441	120.5% ↑	302.05%	-1.8% ↓
/store.html?tpt=4532&sortci=top...	423	-	560	-	275.86%	-
/google+redesign/apparel/googl...	413	726.0% ↑	373	328.7% ↑	355.24%	71.5% ↑
/google+redesign/apparel/wome...	399	59.6% ↑	337	44.0% ↑	374.44%	15.2% ↑
/asearch.html	334	178.3% ↑	335	101.8% ↑	251.88%	6.2% ↑
/google+redesign/apparel/wome...	330	161.9% ↑	201	41.5% ↑	291.30%	2.6% ↑
総計	58,730	-6.1% ↓	52,210	-16.8% ↓	334.02%	8.3% ↑

流入分析概況：全体

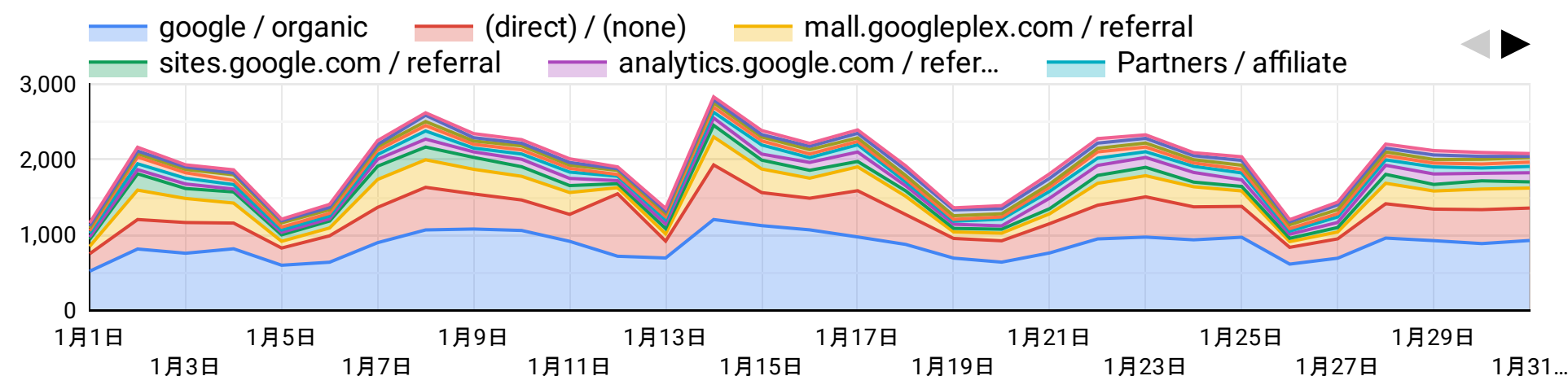
PC/Tablet Smartphone ユーザー共通

【チャンネル別セッション数】



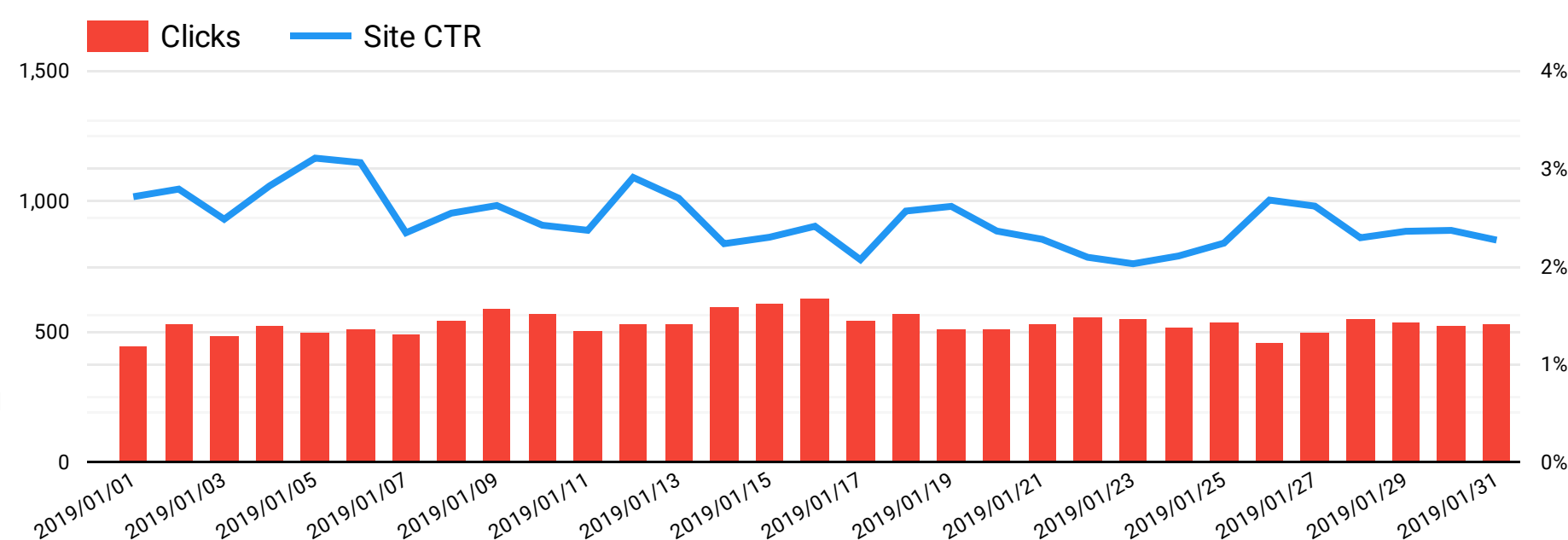
Default Channel Grouping	Sessions ▾	% New Sessions	Bounce Rate	Pages / Session	Avg. Session Durat...
Organic Search	27,534	69.0%	33.7%	5.19	00:03:10
Referral	19,386	43.6%	24.1%	7.14	00:04:07
Direct	12,840	77.2%	42.7%	4.63	00:02:54
Social	2,666	82.0%	50.5%	2.95	00:01:31
Display	2,473	70.8%	70.2%	1.78	00:00:56
Affiliates	2,228	71.8%	43.2%	3.09	00:02:33
(Other)	1,335	42.9%	31.3%	4.32	00:02:46
Paid Search - Branded	824	74.2%	38.0%	4.33	00:02:28
Paid Search - Generic	290	34.8%	28.3%	6.16	00:03:51
総計	69,631	63.5%	34.9%	5.33	00:03:12

【参照元/メディア別セッション数】



Source / Medium	Sessions ▾	% New Sessions	Bounce Rate	Pages / Session	Avg. Session Durat...
google / organic	26,718	68.7%	33.1%	5.25	00:03:11
(direct) / (none)	12,840	77.2%	42.7%	4.63	00:02:54
mall.googleplex.com / referral	7,192	34.8%	11.4%	9.39	00:04:49
sites.google.com / referral	3,137	34.4%	13.5%	8.63	00:05:20
analytics.google.com / referral	2,606	58.3%	49.0%	2.70	00:02:33
Partners / affiliate	2,228	71.8%	43.2%	3.09	00:02:33
google.passportcorporate.co...	1,564	30.6%	10.2%	9.13	00:05:46
creatoracademy.youtube.co...	1,548	95.1%	55.3%	2.54	00:00:57
dbm / cpm	1,443	75.8%	70.5%	1.84	00:00:58
waze.com / referral	1,344	96.4%	60.9%	1.98	00:00:42
総計	69,631	63.5%	34.9%	5.33	00:03:12

【検索キーワードのクリック数】



Query	Impressions ▾	Clicks	Site CTR	Average Position
google t	78,496	40	0.05%	4.7
google water	35,691	10	0.03%	6.7
google shop	27,213	180	0.66%	6.4
google store	17,695	26	0.15%	10.1
google zipper	13,762	60	0.44%	6.7
google merchandise store	10,620	274	2.58%	1.0
youtube	9,184	6	0.07%	38.0
youtuber merch	5,687	31	0.55%	9.5
waze	5,677	1	0.02%	32.4
youtube merch	4,677	988	21.12%	1.5
shop google	4,199	26	0.62%	6.1
google cloud	4,175	0	0.00%	63.0
google.t	3,962	3	0.08%	4.0
google notebook	3,912	4	0.10%	9.7
pull over	3,346	0	0.00%	9.7
willne merch	3,249	8	0.25%	9.1
google backpack	3,087	296	9.59%	1.8
youtube merchandise	3,071	904	29.44%	1.0
google merchandise	2,878	109	3.79%	1.0
apparel	2,698	0	0.00%	35.9

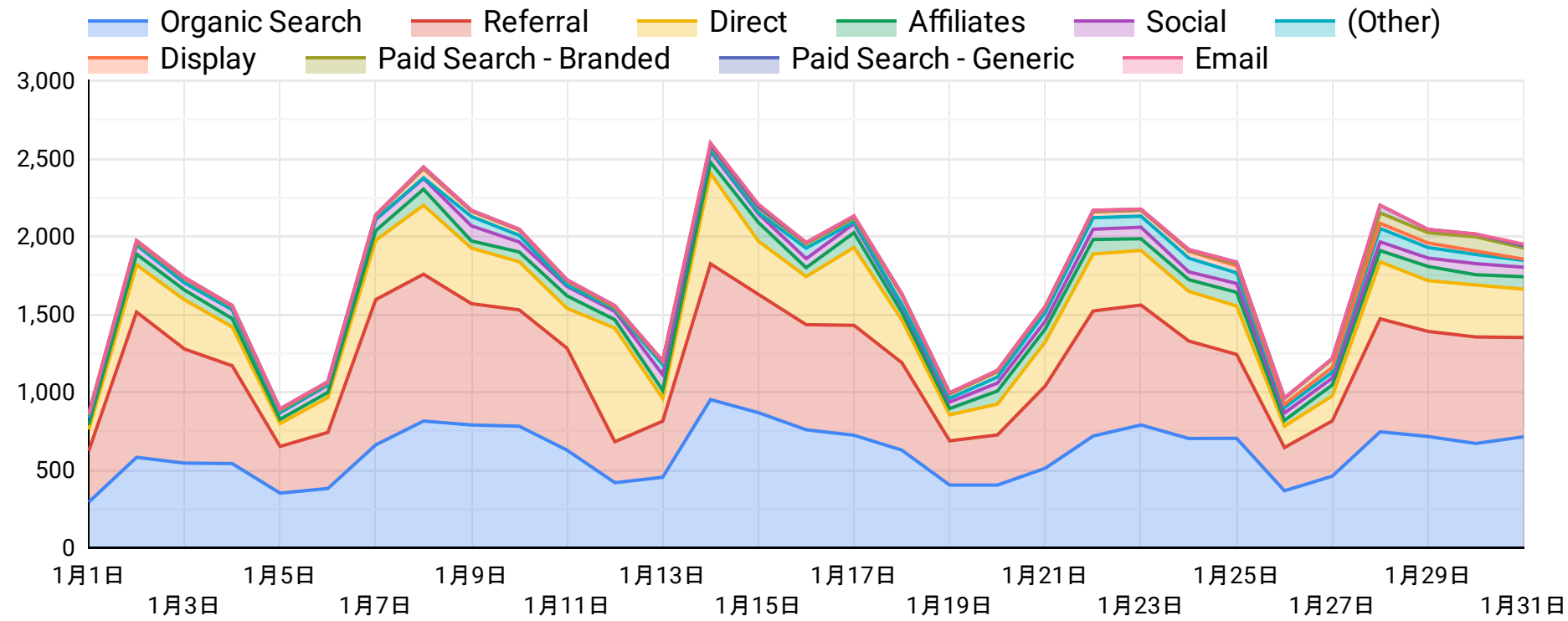
総計 676,732 16,506 2.44% 17.9

このグラフ/表にはGoogle Search Consoleの値を使用しております。
※Google Analyticsのデータではありません

流入分析：トレンド分析（スケール） 1/3

PC/Tablet ユーザー

【チャネル別セッション数】

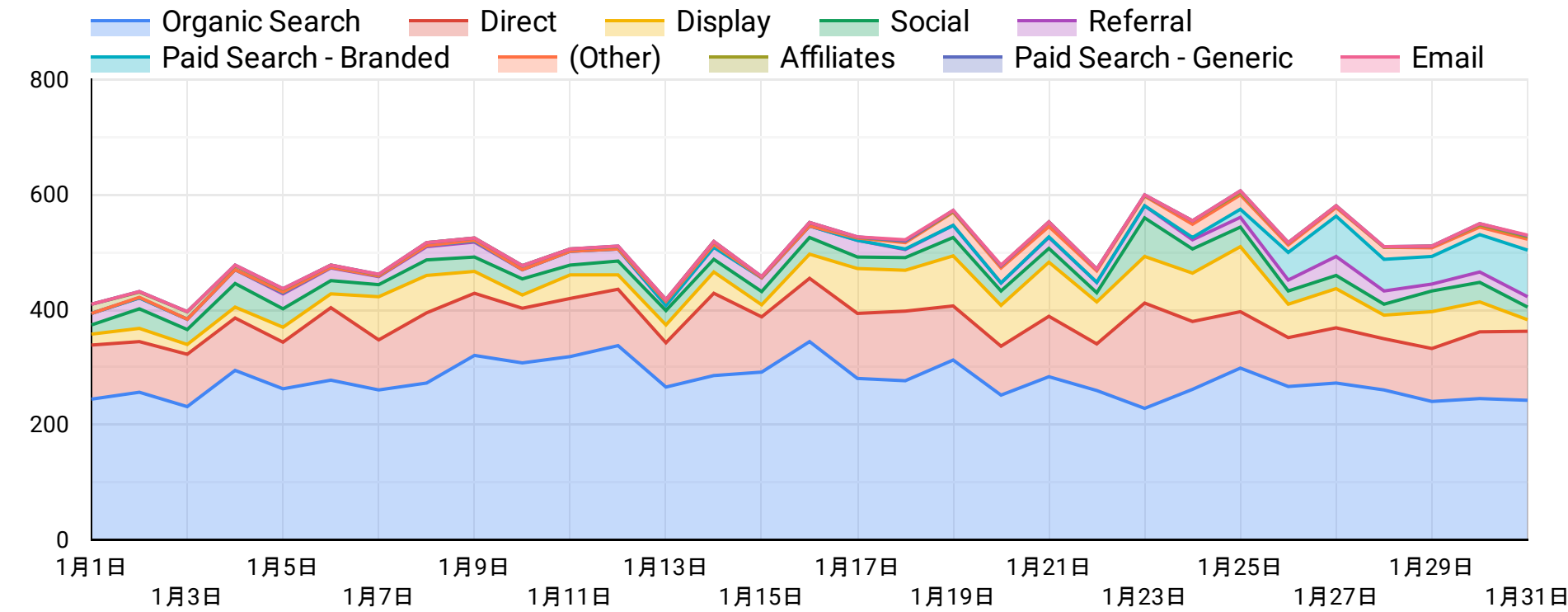


Default Channel Grouping	Sessions ▾	% Δ	Users	% Δ	% New Sessions	% Δ
Organic Search	18,998	-28.4% ↓	14,950	-32.3% ↓	66.3%	-12.6% ↓
Referral	18,767	4.0% ↑	12,359	7.7% ↑	43.2%	-3.0% ↓
Direct	9,636	28.7% ↑	7,947	35.6% ↑	76.7%	5.4% ↑
Affiliates	2,084	21.9% ↑	1,688	35.0% ↑	71.3%	8.0% ↑
Social	1,814	-83.7% ↓	1,605	-84.8% ↓	79.3%	-12.5% ↓
(Other)	1,057	224.2% ↑	746	247.0% ↑	37.3%	19.1% ↑
Display	892	107.0% ↑	727	100.8% ↑	71.1%	23.0% ↑
Paid Search - Branded	429	-	365	-	70.6%	-
Paid Search - Generic	272	-79.9% ↓	203	-82.4% ↓	33.1%	-53.8% ↓
Email	51	-51.9% ↓	31	-53.7% ↓	39.2%	159.8% ↑
総計	54,000	-19.5% ↓	38,055	-25.5% ↓	60.1%	-12.6% ↓

Default Channel Grouping	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
Organic Search	31.02%	-34.3% ↓	6	31.3% ↑	00:03:32	68.3% ↑
Referral	23.77%	-11.3% ↓	7	13.6% ↑	00:04:11	16.6% ↑
Direct	39.29%	-17.6% ↓	5	16.4% ↑	00:03:18	25.8% ↑
Affiliates	43.47%	-14.2% ↓	3	-18.3% ↓	00:02:35	-30.6% ↓
Social	47.74%	-27.4% ↓	3	32.7% ↑	00:01:49	124.1% ↑
(Other)	31.88%	-40.3% ↓	4	101.9% ↑	00:02:52	102.2% ↑
Display	62.56%	17.7% ↑	2	-35.5% ↓	00:01:14	-8.9% ↓
Paid Search - Branded	32.63%	-	5	-	00:03:01	-
Paid Search - Generic	28.68%	-40.6% ↓	6	33.9% ↑	00:03:55	85.8% ↑
Email	49.02%	-29.8% ↓	2	5.4% ↑	00:04:14	150.4% ↑
総計	31.57%	-29.9% ↓	6	29.0% ↑	00:03:34	50.2% ↑

Smartphoneユーザー

【チャネル別セッション数】



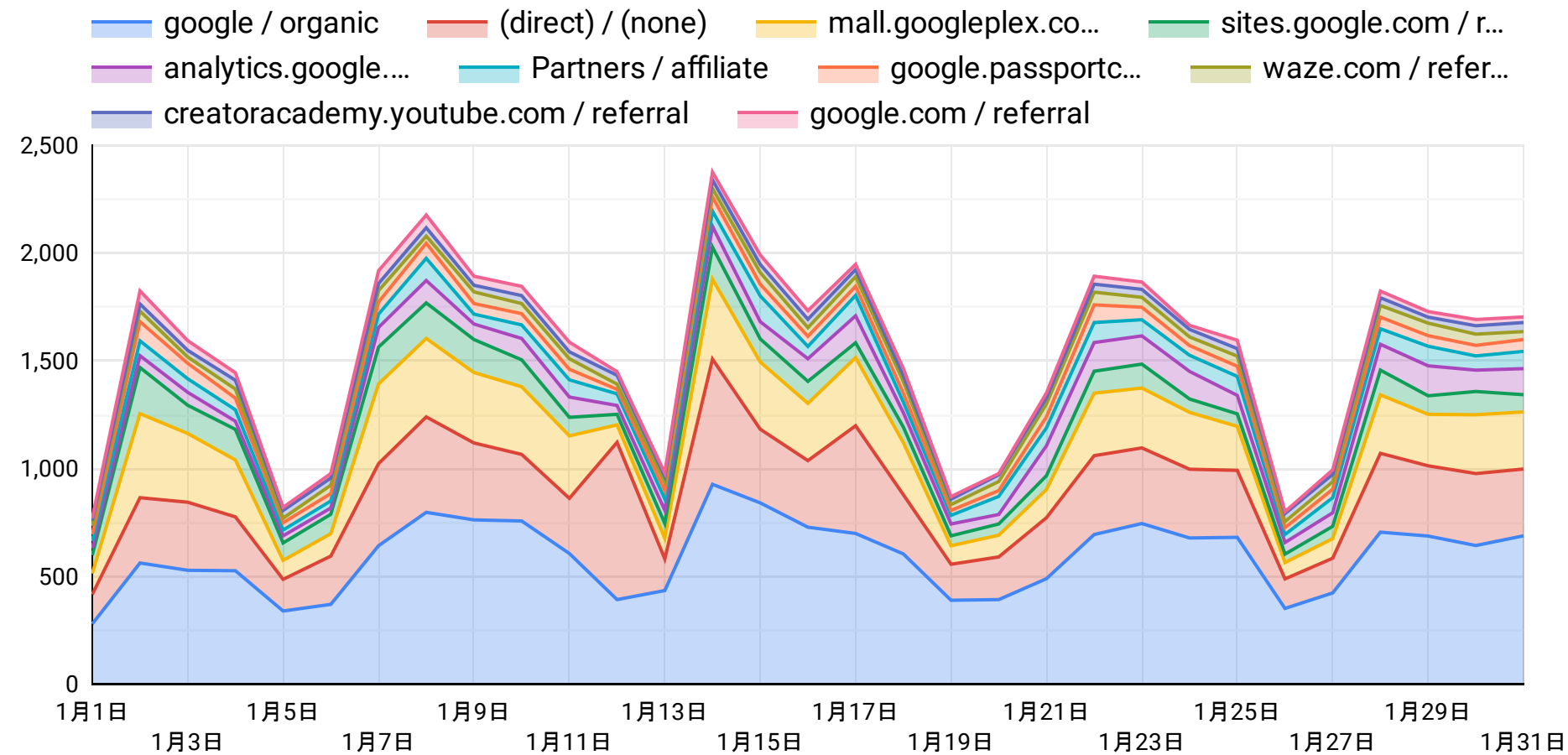
Default Channel Grouping	Sessions ▾	% Δ	Users	% Δ	% New Sessions	% Δ
Organic Search	8,536	-13.5% ↓	6,881	-18.2% ↓	74.9%	-6.4% ↓
Direct	3,204	-13.6% ↓	2,653	-10.2% ↓	78.9%	5.7% ↑
Display	1,581	19.6% ↑	1,160	-3.3% ↓	70.7%	-17.3% ↓
Social	852	-72.8% ↓	781	-72.3% ↓	87.8%	0.3% ↑
Referral	619	0.2% ↑	467	-13.5% ↓	55.3%	-24.0% ↓
Paid Search - Branded	395	-	349	-	78.0%	-
(Other)	278	1,058.3% ↑	247	1,443.8% ↑	64.4%	28.8% ↑
Affiliates	144	16.1% ↑	136	29.5% ↑	79.2%	-3.8% ↓
Paid Search - Generic	18	-98.8% ↓	14	-98.9% ↓	61.1%	-16.7% ↓
Email	4	100.0% ↑	3	50.0% ↑	75.0%	-25.0% ↓
総計	15,631	-23.2% ↓	12,377	-27.2% ↓	75.1%	-5.9% ↓

Default Channel Grouping	Bounce Rate	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
Organic Search	39.62%	-21.1% ↓	4	25.9% ↑	00:02:19	40.5% ↑
Direct	52.78%	-15.9% ↓	3	13.6% ↑	00:01:40	18.3% ↑
Display	74.51%	-15.0% ↓	2	18.8% ↑	00:00:46	200.8% ↑
Social	56.34%	-7.1% ↓	3	-6.2% ↓	00:00:53	-20.2% ↓
Referral	34.73%	-25.5% ↓	4	5.6% ↑	00:02:12	3.4% ↑
Paid Search - Branded	43.8%	-	4	-	00:01:52	-
(Other)	29.14%	-63.2% ↓	5	219.2% ↑	00:02:21	711.5% ↑
Affiliates	38.89%	2.6% ↑	3	-30.7% ↓	00:01:55	-44.7% ↓
Paid Search - Generic	22.22%	-67.6% ↓	6	136.9% ↑	00:02:49	160.4% ↑
Email	25%	-50.0% ↓	2	-25.0% ↓	00:07:54	472.0% ↑
総計	46.45%	-19.6% ↓	4	22.3% ↑	00:01:56	36.7% ↑

流入分析：トレンド分析（スケール） 2/3

PC/Tablet ユーザー

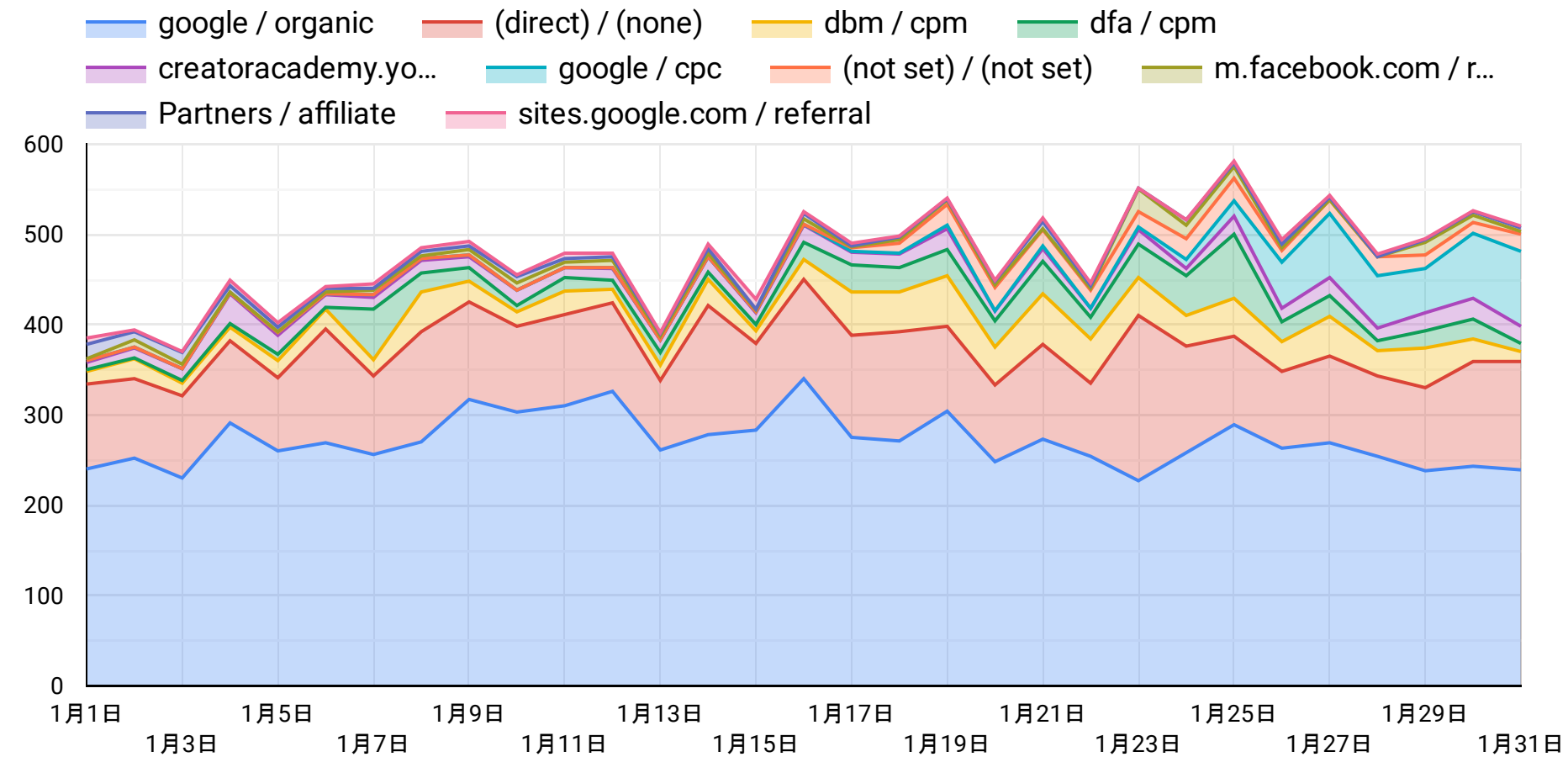
【参照元/メディア別セッション数】



Source / Medium	Sessions ▾	% Δ	Users	% Δ	% New S...	% Δ
google / organic	18,327	-29.7% ↓		-33.5% ↓	65.9%	-13.0% ↓
(direct) / (none)	9,636	28.7% ↑		35.6% ↑	76.7%	5.4% ↑
mall.googleplex.com / referral	7,180	3.8% ↑		-0.1% ↓	34.8%	-9.6% ↓
sites.google.com / referral	3,040	51.2% ↑		61.0% ↑	33.9%	15.9% ↑
analytics.google.com / referral	2,594	3.0% ↑		9.8% ↑	58.2%	1.5% ↑
Partners / affiliate	2,084	21.9% ↑		35.0% ↑	71.3%	8.0% ↑
google.passportcorporate.com / referral	1,512	75,500....		49,000....	29.9%	-40.2% ↓
waze.com / referral	1,334	17.4% ↑		15.7% ↑	96.4%	0.0% ↑
creatoracademy.youtube.com / referral	1,063	-		-	96.0%	-
google.com / referral	955	271.6% ↑		164.4% ↑	13.4%	-84.2% ↓
総計	54,000	-19.5% ↓	38,055	-25.5% ↓	60.1%	-12.6% ↓

Smartphoneユーザー

【参照元/メディア別セッション数】



Source / Medium	Sessions ▾	% Δ	Users	% Δ	% New S...	% Δ
google / organic	8,391	-14.1% ↓		-18.9% ↓	74.6%	-6.7% ↓
(direct) / (none)	3,204	-13.6% ↓		-10.2% ↓	78.9%	5.7% ↑
dbm / cpm	928	2,893.5% ↑		2,271.0% ↑	75.9%	-24.1% ↓
dfa / cpm	624	3,184.2% ↑		2,133.3% ↑	62.8%	-33.7% ↓
creatoracademy.youtube.com / referral	485	-		-	93.0%	-
google / cpc	441	-84.3% ↓		-83.7% ↓	77.1%	-2.5% ↓
(not set) / (not set)	262	-		-	64.9%	-
m.facebook.com / referral	168	194.7% ↑		192.3% ↑	87.5%	3.9% ↑
Partners / affiliate	144	16.1% ↑		29.5% ↑	79.2%	-3.8% ↓
sites.google.com / referral	97	120.5% ↑		85.0% ↑	49.5%	-16.3% ↓
総計	15,631	-23.2% ↓	12,377	-27.2% ↓	75.1%	-5.9% ↓

流入分析：トレンド分析（スケール） 3/3

PC/Tablet ユーザー

【曜日別・参照元/メディア別セッション数】

上位 5 項目 - Source / Medium / Sessions					
Day of Week	google / organic	(direct) / (none)	mall.googleplex.com / re...	sites.google.com / referral	analytics.google.com / r...
日曜日	1,615	730	392	268	197
月曜日	2,759	1,611	1,143	499	446
火曜日	3,293	1,614	1,302	545	488
水曜日	3,435	1,654	1,534	688	462
木曜日	3,345	1,754	1,478	467	533
金曜日	2,413	1,092	1,000	358	285
土曜日	1,467	1,181	331	215	183
総計	18,327	9,636	7,180	3,040	2,594

Smartphoneユーザー

【曜日別・参照元/メディア別セッション数】

上位 5 項目 - Source / Medium / Sessions					
Day of Week	google / organic	(direct) / (none)	dbm / cpm	dfa / cpm	creatoracademy.youtub...
日曜日	1,047	384	125	68	59
月曜日	1,061	424	131	111	58
火曜日	1,285	485	165	73	65
水曜日	1,379	605	134	94	81
木曜日	1,305	537	123	93	71
金曜日	1,161	411	127	117	79
土曜日	1,153	358	123	68	72
総計	8,391	3,204	928	624	485

【時間別・参照元/メディア別セッション数】

上位 5 項目 - Source / Medium / Sessions					
Hour	google / organic	(direct) / (none)	mall.googleplex.com / r...	sites.google.com / referr...	analytics.google.com / r...
0	490	319	77	46	117
1	485	315	54	23	151
2	488	267	46	27	104
3	461	323	30	26	134
4	480	246	43	10	138
5	592	334	76	41	119
6	794	355	157	63	161
7	950	493	277	91	124
8	1,037	465	394	156	153
9	1,076	734	552	220	109
10	1,107	869	663	253	134
11	1,238	507	597	236	113
12	1,117	482	520	180	110
13	1,063	524	586	253	97
14	1,035	439	626	210	85
15	979	418	510	175	65
16	825	329	425	185	70
17	685	321	340	148	111
18	638	351	241	133	86
19	716	257	227	102	82
20	578	276	229	152	52
21	543	280	216	121	70
22	497	368	179	137	89
23	453	364	115	52	120
総計	18,327	9,636	7,180	3,040	2,594

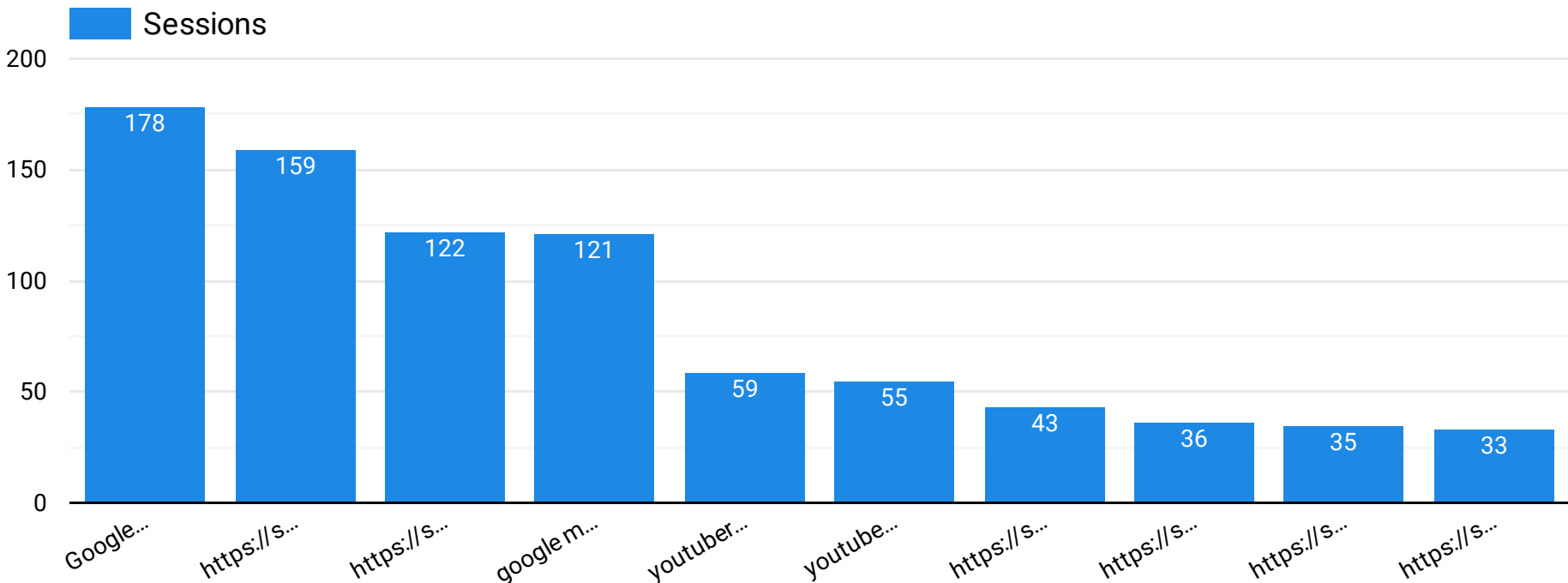
【時間別・参照元/メディア別セッション数】

上位 5 項目 - Source / Medium / Sessions					
Hour	google / organic	(direct) / (none)	dbm / cpm	dfa / cpm	creatoracademy.youtube...
0	244	196	17	5	16
1	198	91	18	11	20
2	181	71	20	10	20
3	198	63	20	16	16
4	243	148	40	20	18
5	285	146	29	22	19
6	347	142	50	21	24
7	360	135	42	19	18
8	411	118	40	17	26
9	400	151	35	23	24
10	430	133	44	31	36
11	412	146	38	28	22
12	425	121	43	21	33
13	415	165	45	27	14
14	440	150	55	31	21
15	429	142	58	40	22
16	394	123	47	41	23
17	444	149	64	50	16
18	375	167	61	54	18
19	440	148	64	59	17
20	368	159	58	50	16
21	368	141	19	8	23
22	281	104	8	12	13
23	303	95	13	8	10
総計	8,391	3,204	928	624	485

流入分析：検索キーワード

PC/Tablet ユーザー

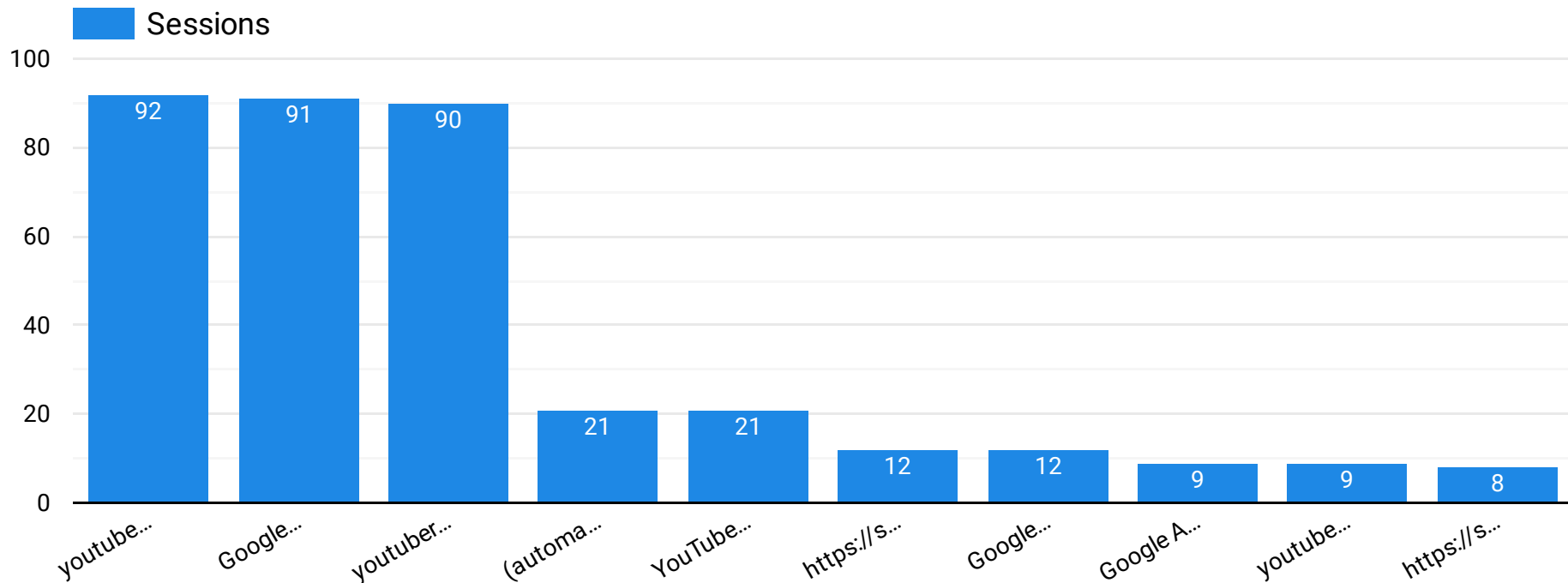
【検索キーワードのクリック数】



Keyword	Sessions ▾	% Δ	Bounce ...	% Δ	Pages / S...	% Δ	Avg. Sessio...	% Δ
Google Merchandise Store	178	3,460.0% ↑	16.9%	-57.9% ↓	6.15	104.9% ↑	00:04:16	456.9% ↑
https://shop.googlemerchandisestore.com	159	69.1% ↑	22.0%	-1.5% ↓	7.11	-14.4% ↓	00:04:58	1.0% ↑
https://shop.googlemerchandisestore.com	122	-	62.3%	-	1.28	-	00:00:17	-
google merchandise store	121	-28.4% ↓	22.3%	98.5% ↑	5.36	-32.0% ↓	00:04:29	33.2% ↑
youtuber merch	59	2,850.0% ↑	62.7%	25.4% ↑	1.92	-36.2% ↓	00:00:21	71.0% ↑
youtube merch	55	5,400.0% ↑	63.6%	-36.4% ↓	2.53	152.7% ↑	00:00:39	-
https://shop.googlemerchandisestore.com	43	-	88.4%	-	1.12	-	00:01:55	-
https://shop.googlemerchandisestore.com	36	-	33.3%	-	4.72	-	00:02:16	-
https://shop.googlemerchandisestore.com	35	-	57.1%	-	2.54	-	00:00:41	-
https://shop.googlemerchandisestore.com	33	-	66.7%	-	2.33	-	00:01:16	-
https://shop.googlemerchandisestore.com	30	200.0% ↑	36.7%	-38.9% ↓	4.70	113.6% ↑	00:02:10	145.5% ↑
https://shop.googlemerchandisestore.com	30	-	26.7%	-	4.67	-	00:06:17	-
(Remarketing/Content targeting)	28	-73.8% ↓	39.3%	-19.2% ↓	3.29	-13.4% ↓	00:02:01	21.5% ↑
https://goto.google.com/a/google.co...	27	-	14.8%	-	0.89	-	00:00:14	-
YouTube Merchandise	26	225.0% ↑	42.3%	-51.6% ↓	2.31	105.1% ↑	00:00:31	2,696.0% ↑
(automatic matching)	25	-85.5% ↓	88.0%	72.0% ↑	1.04	-59.4% ↓	00:00:29	-40.6% ↓
https://shop.googlemerchandisestore.com	21	-74.1% ↓	0.0%	-100.0% ↓	9.05	51.7% ↑	00:05:00	0.5% ↑
Google Merchandise	21	-80.6% ↓	14.3%	-35.7% ↓	11.62	69.8% ↑	00:08:22	100.7% ↑
google merchandise	21	950.0% ↑	42.9%	-14.3% ↓	4.43	47.6% ↑	00:01:41	537.2% ↑
https://shop.googlemerchandisestore.com	20	-	35.0%	-	5.60	-	00:03:00	-
https://shop.googlemerchandisestore.com	19	-	36.8%	-	4.47	-	00:03:27	-
https://shop.googlemerchandisestore.com	19	-	57.9%	-	4.32	-	00:01:45	-
training	18	-	88.9%	-	1.22	-	00:01:19	-
https://shop.googlemerchandisestore.com	17	-	47.1%	-	4.12	-	00:02:23	-
google merchandisestore	15	-	20.0%	-	3.60	-	00:05:55	-
総計	2,071	-14.9% ↓	39.0%	12.1% ↑	4.53	-19.4% ↓	00:02:58	-0.3% ↓

Smartphoneユーザー

【検索キーワードのクリック数】

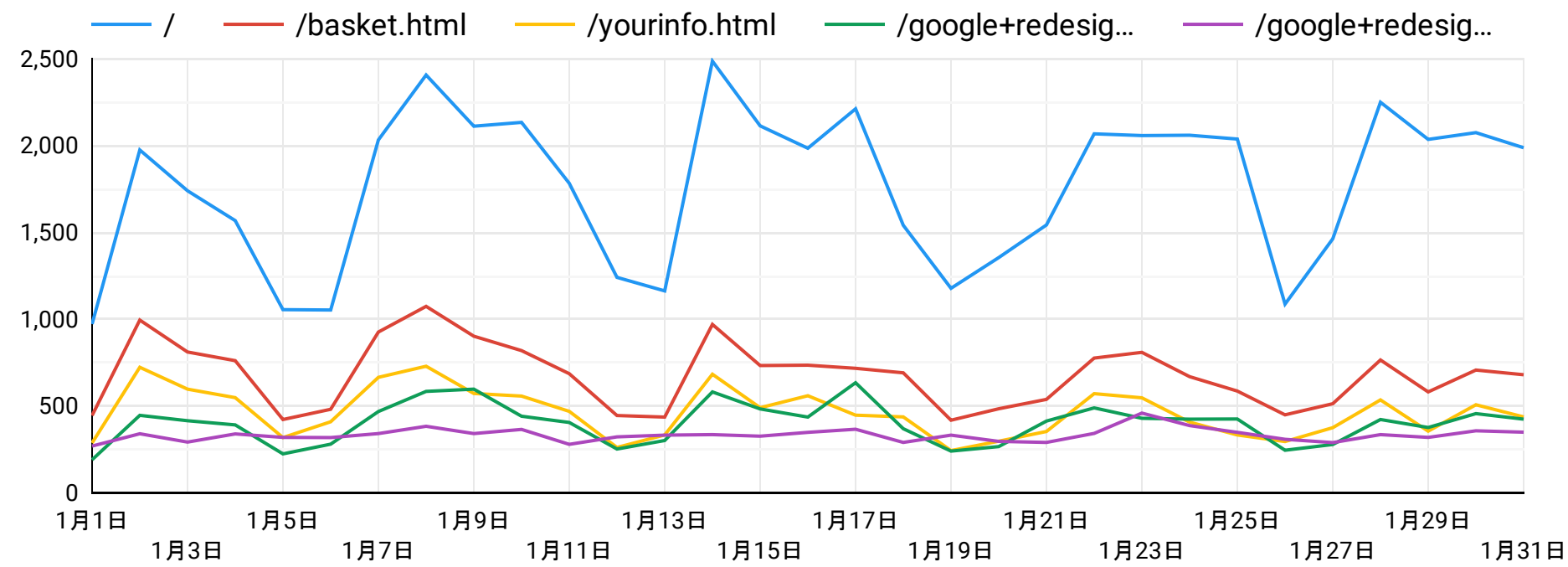


Keyword	Sessions ▾	% Δ	Bounce ...	% Δ	Pages / ...	% Δ	Avg. Sessi...	% Δ
youtuber merch	92	2,966.7% ↑	48.9%	-26.6% ↓	1.78	-40.6% ↓	00:00:45	44.2% ↑
Google Merchandise Store	91	-	33.0%	-	6.23	-	00:03:33	-
youtuber merch	90	-	64.4%	-	1.67	-	00:00:36	-
(automatic matching)	21	-64.4% ↓	76.2%	18.3% ↑	1.14	-29.0% ↓	00:00:34	-29.0% ↓
YouTube Merchandise	21	-	42.9%	-	4.76	-	00:01:43	-
https://shop.googlemerchandisestore.com	12	-57.1% ↓	25.0%	-12.5% ↓	6.50	7.1% ↑	00:03:31	-12.9% ↓
Google Merchandise	12	-85.7% ↓	16.7%	-6.7% ↓	5.08	-22.2% ↓	00:02:03	-17.0% ↓
Google Apparel	9	-	22.2%	-	6.11	-	00:06:18	-
youtube store	9	350.0% ↑	11.1%	-88.9% ↓	3.44	244.4% ↑	00:00:56	-
Google Swag	8	-	25.0%	-	3.88	-	00:04:12	-
youtuber merchandise	8	-	62.5%	-	2.13	-	00:00:58	-
google merch	8	-55.6% ↓	50.0%	125.0% ↑	6.75	76.1% ↑	00:06:22	78.7% ↑
https://shop.googlemerchandisestore.com	8	-	62.5%	-	1.75	-	00:00:41	-
YouTube Apparel	7	-	42.9%	-	2.43	-	00:00:53	-
google backpack	7	600.0% ↑	0.0%	-	7.00	75.0% ↑	00:02:56	109.5% ↑
(Remarketing/Content targeting)	7	-91.9% ↓	57.1%	2.4% ↑	2.14	-25.4% ↓	00:01:24	-5.3% ↓
google merch store	5	25.0% ↑	20.0%	-20.0% ↓	5.80	-17.1% ↓	00:01:37	-28.1% ↓
https://shop.googlemerchandisestore.com	5	-	40.0%	-	1.20	-	00:00:16	-
https://shop.googlemerchandisestore.com	4	-	75.0%	-	4.75	-	00:01:35	-
https://shop.googlemerchandisestore.com	4	-	75.0%	-	1.25	-	00:00:03	-
Google Water Bottles	4	-	50.0%	-	9.00	-	00:08:17	-
https://shop.googlemerchandisestore.com	3	-	100.0%	-	1.00	-	00:00:00	-
https://shop.googlemerchandisestore.com	3	-	66.7%	-	1.00	-	00:00:00	-
https://shop.googlemerchandisestore.com	3	-	33.3%	-	3.33	-	00:03:52	-
https://shop.googlemerchandisestore.com	3	-	100.0%	-	1.00	-	00:00:00	-
総計	624	-70.6% ↓	47.6%	-33.7% ↓	3.13	28.1% ↑	00:01:36	77.3% ↑

サイト内行動概況：全体

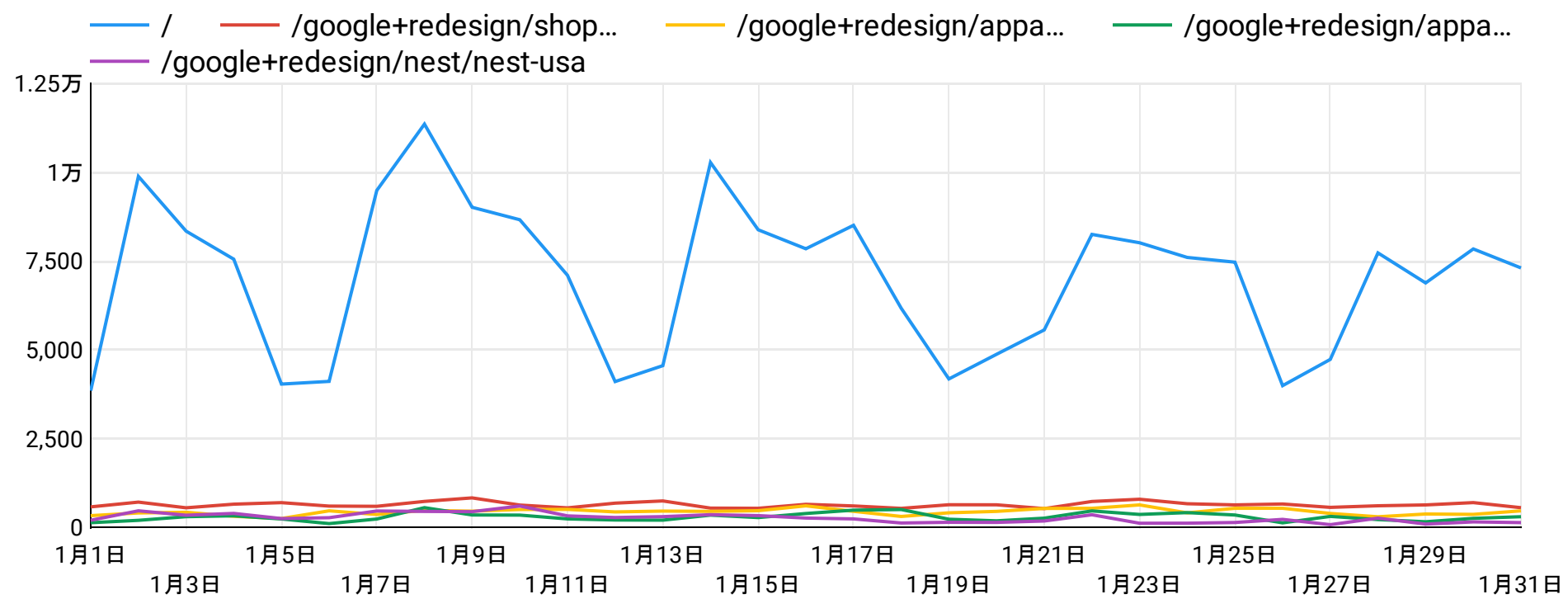
PC/Tablet Smartphone ユーザー共通

【コンテンツ別のPV数】



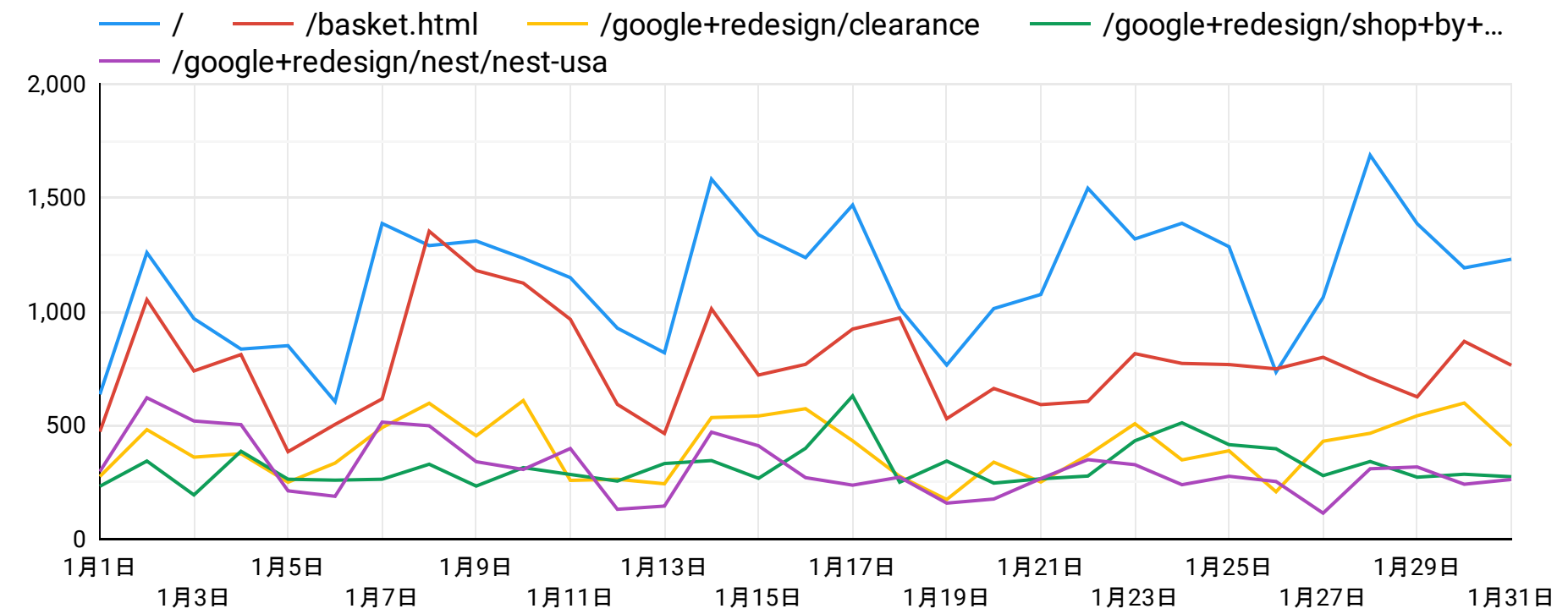
Page	Pageviews ▾	Avg. Time on Page	% Exit
/	54,743	00:00:54	26.2%
/basket.html	20,993	00:00:41	10.56%
/yourinfo.html	14,308	00:00:30	3.47%
/google+redesign/bags	12,353	00:00:44	18.01%
/google+redesign/shop+by+brand/youtube	10,285	00:01:03	49%
総計	371,148	00:00:44	18.63%

【ランディングページ別のPV数】



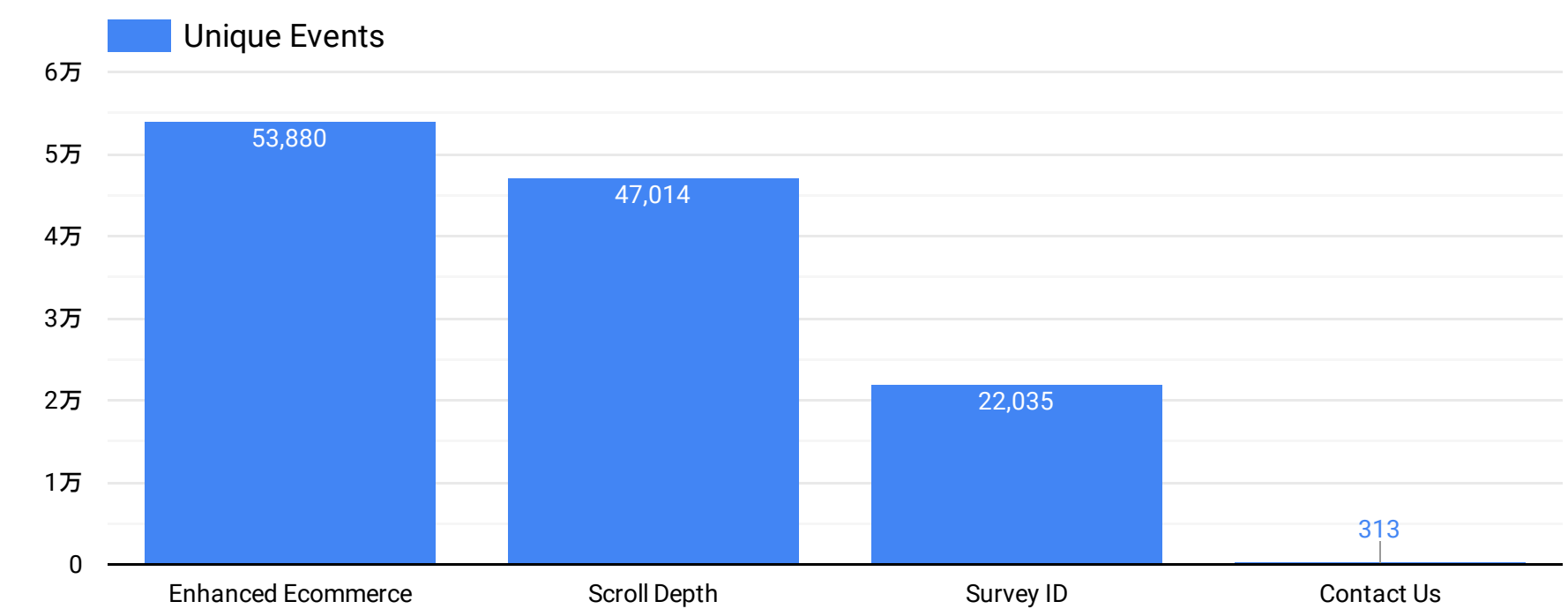
Landing Page	Entrances ▾	% New Sessions	Bounce Rate	Pages / Session	Avg. Session Durat...
/	33,208	63.2%	25.6%	6.56	00:03:59
/google+redesign/shop+by+brand/y...	6,777	89.3%	50.2%	2.93	00:01:24
/google+redesign/apparel/mens/me...	2,539	83.1%	32.8%	5.41	00:03:03
/google+redesign/bags	1,837	61.8%	43.6%	4.23	00:02:36
/signin.html	1,704	29.9%	28.1%	4.17	00:02:17
総計	69,132	63.5%	34.9%	5.33	00:03:12

【ページ別の離脱数】



Exit Page	Exits	Pageviews ▾	% Exit
/	14,342	35,554	40.3%
/basket.html	2,216	23,877	9.3%
/google+redesign/clearance	1,786	12,342	14.5%
/google+redesign/shop+by+brand/youtube	5,040	9,883	51.0%
/google+redesign/nest/nest-usa	1,639	9,587	17.1%
総計	69,132	371,148	18.6%

【イベントカテゴリ/アクション概要】

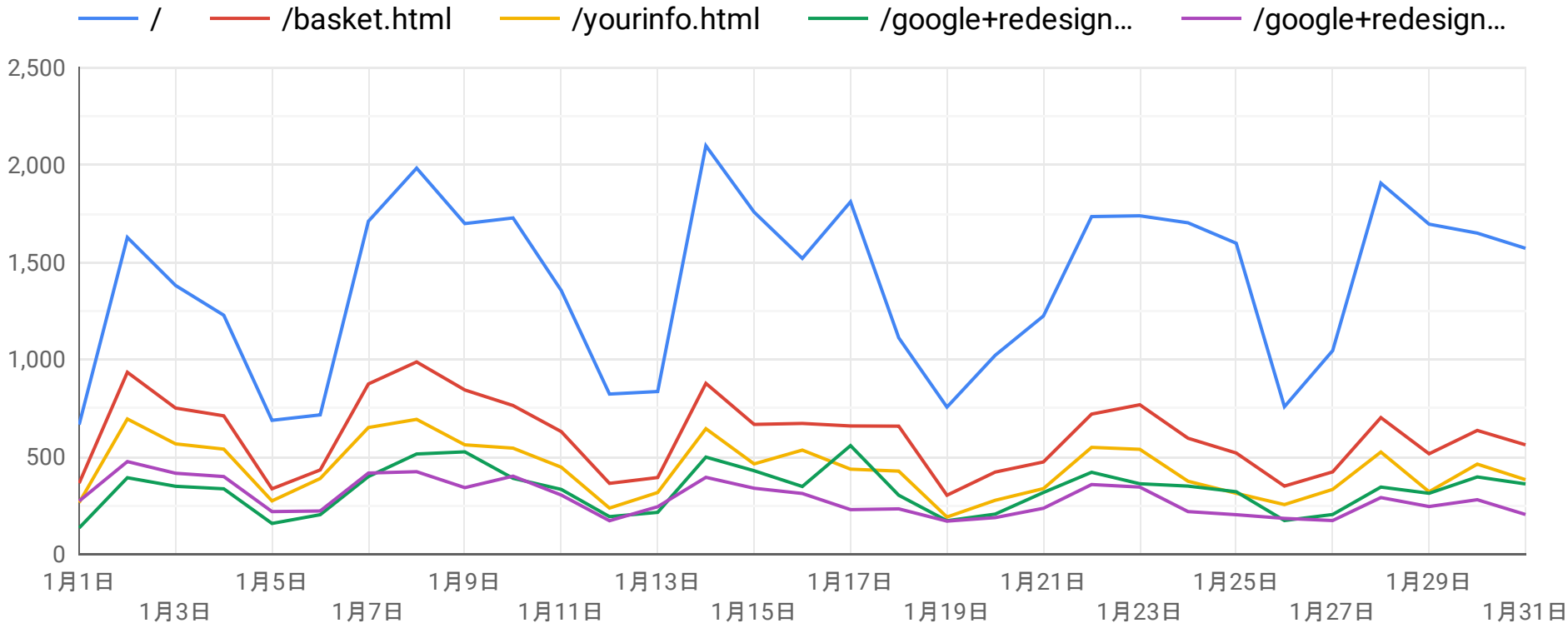


Event Category	Event Action	Total Events	Unique Events ▾	Event Value	Avg. Value
Scroll Depth	Percentage	135,752	47,014	135,752	1
Enhanced Ecommerce	Quickview Click	43,733	33,654	0	0
Survey ID	Viewed	60,306	19,172	0	0
Enhanced Ecommerce	Product Click	14,685	8,415	0	0
Enhanced Ecommerce	Promotion Click	9,289	5,501	0	0
総計		279,662	123,242	135,752	0.49

サイト内行動：ページ分析

PC/Tablet ユーザー

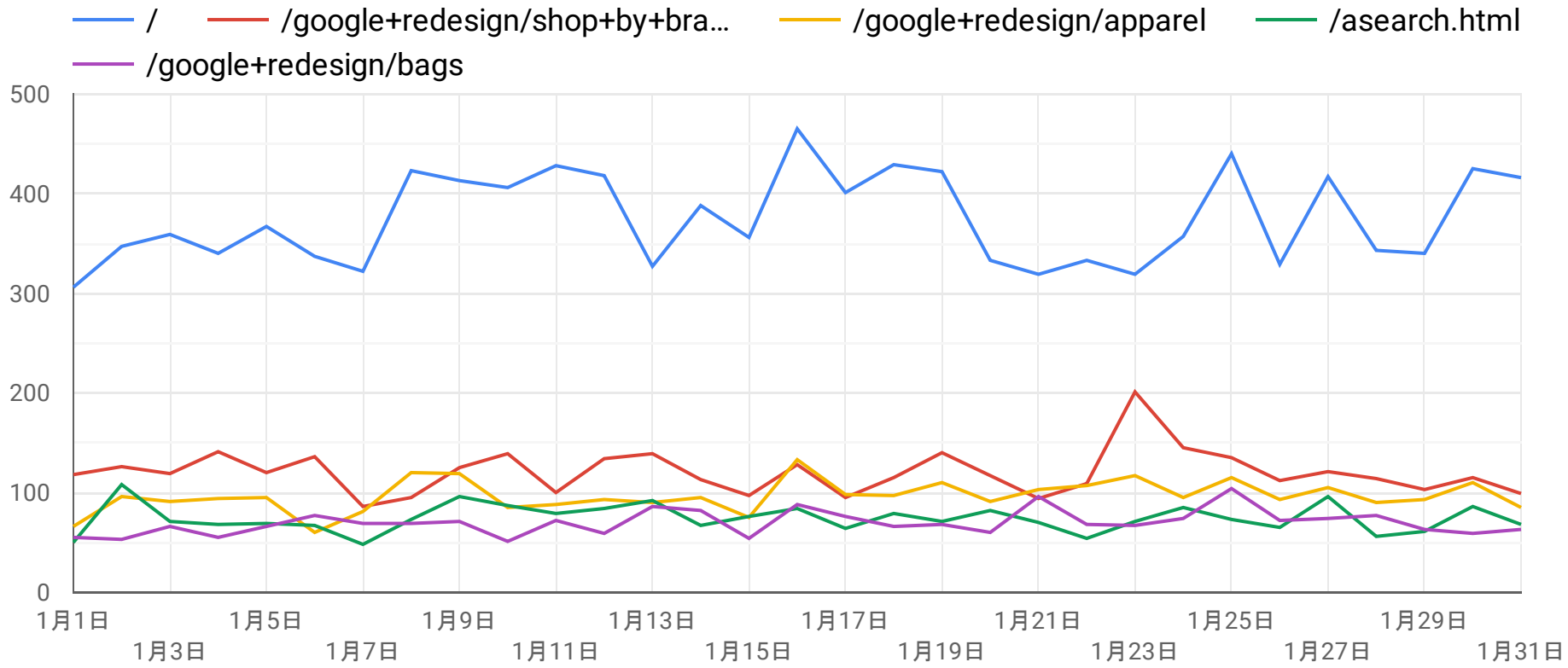
【閲覧ページ別のPV数】



Page Title	Pageviews ▾	% Δ	Avg. Time on ...	% Δ	% Exit	% Δ
Home	48,218	6.7% ↑	00:00:54	26.4% ↑	22%	4.8% ↑
Shopping Cart	20,087	37.0% ↑	00:00:42	-50.0% ↓	9.62%	-30.3% ↓
Bags Google Merchandise Store	15,277	3.3% ↑	00:00:33	46.7% ↑	11.74%	8.5% ↑
The Google Merchandise Store - Log In	14,866	5.0% ↑	00:00:25	5.2% ↑	9.71%	-25.0% ↓
Nest-USA	14,232	-19.8% ↓	00:00:56	28.6% ↑	14.08%	-11.0% ↓
Checkout Your Information	13,522	565.5% ↑	00:00:30	-19.1% ↓	3.25%	-9.6% ↓
Men's Warm Gear Apparel Google Merch...	11,522	-	00:00:35	-	12.5%	-
Clearance Google Merchandise Store	10,088	-	00:00:38	-	16.66%	-
Men's T-Shirts Apparel Google Merchandi...	8,922	335.9% ↑	00:00:42	-4.6% ↓	17.45%	-42.2% ↓
YouTube Shop by Brand Google Merchan...	7,683	-65.3% ↓	00:00:47	13.9% ↑	38.72%	-24.0% ↓
The Google Merchandise Store - My Account	7,411	0.9% ↑	00:00:37	7.6% ↑	20.08%	9.8% ↑
New Google Merchandise Store	6,957	-	00:00:47	-	18.11%	-
Payment Method	5,982	647.8% ↑	00:01:04	-12.1% ↓	7.04%	-29.6% ↓
Store search results	5,936	-4.4% ↓	00:00:43	-19.0% ↓	21.98%	-1.6% ↓
Accessories Electronic Accessories Googl...	5,764	-	00:00:31	-	10.43%	-
Checkout Confirmation	5,351	13.5% ↑	00:00:30	-4.3% ↓	37.77%	11.0% ↑
Apparel Google Merchandise Store	4,735	6.7% ↑	00:01:05	53.5% ↑	23.7%	35.3% ↑
Fun Accessories Google Merchandise Sto...	4,649	8,352.7% ↑	00:00:42	-64.1% ↓	9.36%	-83.4% ↓
Google Shop by Brand Google Merchandi...	4,268	-22.6% ↓	00:01:11	50.9% ↑	22.99%	-7.2% ↓
Mugs & Tumblers Drinkware Google Merc...	4,250	-	00:00:28	-	9.67%	-
総計	312,418	3.8% ↑	00:00:44	9.1% ↑	17.15%	-23.0% ↓

Smartphoneユーザー

【閲覧ページ別のPV数】

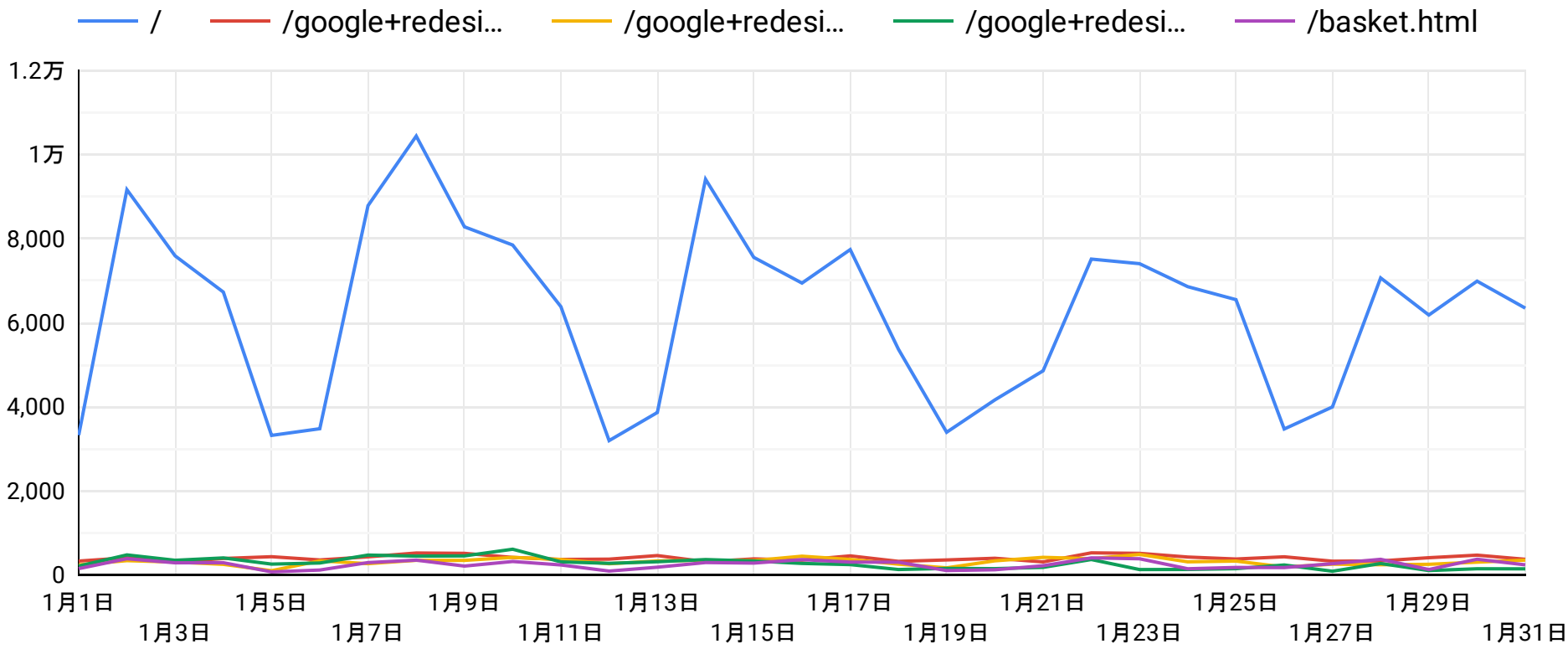


Page Title	Pageviews ▾	% Δ	Avg. Time on ...	% Δ	% Exit	% Δ
Home	11,686	-0.9% ↓	00:00:30	-26.0% ↓	23.21%	-33.1% ↓
YouTube Shop by Brand Google Mercha...	4,787	-50.1% ↓	00:00:47	9.2% ↑	49.28%	4.0% ↑
Apparel Google Merchandise Store	3,497	69.1% ↑	00:00:53	26.7% ↑	19.45%	4.4% ↑
Bags Google Merchandise Store	3,364	28.2% ↑	00:00:36	43.1% ↑	21.73%	35.4% ↑
Store search results	2,964	55.9% ↑	00:00:32	-16.3% ↓	21.42%	-37.7% ↓
Men's Warm Gear Apparel Google Merch...	2,834	-	00:00:33	-	14.43%	-
The Google Merchandise Store - Log In	2,204	19.8% ↑	00:00:46	35.8% ↑	27.63%	5.0% ↑
Shopping Cart	2,165	1.5% ↑	00:00:37	-30.1% ↓	17.69%	-22.2% ↓
Men's T-Shirts Apparel Google Merchandi...	2,103	80.5% ↑	00:00:41	-1.8% ↓	29.53%	-11.1% ↓
Accessories Google Merchandise Store	1,849	-41.7% ↓	00:01:09	44.8% ↑	32.18%	-2.2% ↓
Office Google Merchandise Store	1,579	-27.0% ↓	00:01:02	95.8% ↑	35.34%	131.7% ↑
Drinkware Google Merchandise Store	1,432	-28.0% ↓	00:00:58	57.3% ↑	39.04%	42.8% ↑
Men's Apparel Google Merchandise Store	1,234	-71.5% ↓	00:00:45	43.4% ↑	23.91%	35.6% ↑
Clearance Google Merchandise Store	1,087	-	00:00:50	-	20.15%	-
Checkout Your Information	788	135.9% ↑	00:00:32	-23.1% ↓	7.23%	20.8% ↑
Google Campus Bike	741	-	00:00:33	-	11.07%	-
Google Online Store	614	-85.9% ↓	00:00:40	-12.5% ↓	60.42%	7.3% ↑
Google Black Tee	573	-	00:00:29	-	16.58%	-
Shop by Brand Google Merchandise Store	545	-22.7% ↓	00:00:53	-3.5% ↓	15.6%	-16.7% ↓
Stickers & Decals Accessories Google Me...	537	-	00:00:41	-	38.18%	-
総計	58,730	-6.1% ↓	00:00:41	2.5% ↑	26.47%	-18.7% ↓

サイト内行動：ランディングページ分析

PC/Tablet ユーザー

【LP別のPV数】

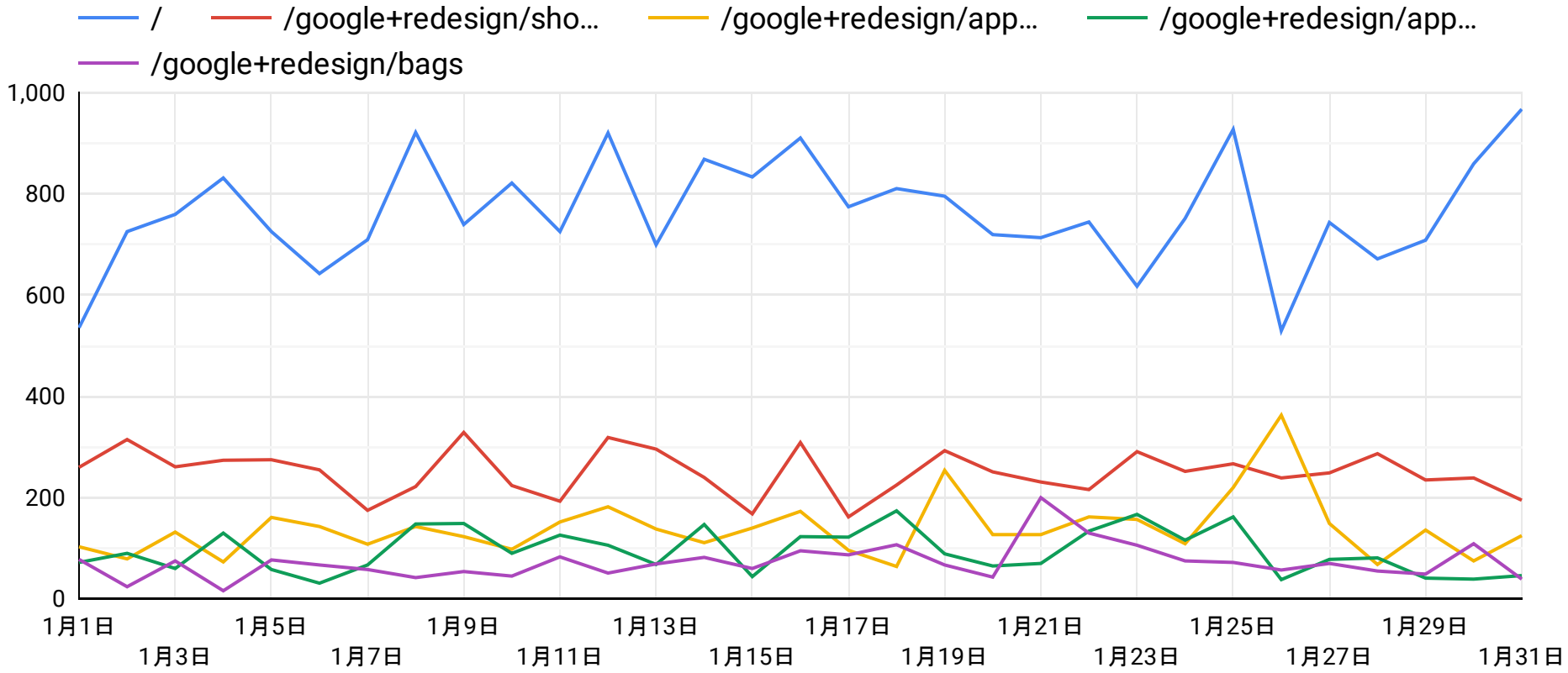


Landing Page	Pageviews ▾	% Δ	Avg. Session Dur...	% Δ	Bounce Rate	% Δ
/	194,054	45.4% ↑	00:04:12	58.7% ↑	24.31%	-45.5% ↓
/google+redesign/shop+by+brand/youtube	12,149	-67.6% ↓	00:01:33	69.5% ↑	50.34%	-20.1% ↓
/google+redesign/apparel/mens/mens+t+sh...	9,476	36.9% ↑	00:03:21	27.2% ↑	30.81%	-13.5% ↓
/google+redesign/nest/nest-usa	8,223	-48.8% ↓	00:04:24	23.1% ↑	25.25%	-3.5% ↓
/basket.html	7,419	223.1% ↑	00:05:23	33.8% ↑	30.62%	-13.1% ↓
/google+redesign/apparel	6,279	41.3% ↑	00:03:46	11.6% ↑	31%	-1.0% ↓
/signin.html	5,950	34.3% ↑	00:02:30	23.6% ↑	19.95%	-16.0% ↓
/google+redesign/bags	5,564	32.1% ↑	00:03:04	8.7% ↑	37.34%	5.6% ↑
/identifydiscount.html	4,687	-	00:06:07	-	2.54%	-
/signin.html?loginway=header	3,048	304,700.0% ↑	00:06:11	-	8.39%	-91.6% ↓
/google+redesign/waze	2,875	11.1% ↑	00:00:47	26.5% ↑	60.17%	-15.9% ↓
/google+redesign/apparel/mens/mens+war...	2,864	-	00:04:22	-	31.06%	-
/google+redesign/apparel/mens	2,536	-22.9% ↓	00:04:28	20.9% ↑	28.83%	-30.2% ↓
/store.html	2,305	215.8% ↑	00:04:10	0.2% ↑	35.37%	-0.5% ↓
/google+redesign/accessories/stickers+and...	2,252	-	00:02:18	-	40.13%	-
/google+redesign/drinkware	2,197	-26.4% ↓	00:01:36	-32.3% ↓	59.88%	17.7% ↑
/store.html?tpt=4532&sortci=orderscount+...	1,861	-	00:04:04	-	23.42%	-
/google+redesign/clearance	1,771	-	00:04:45	-	29.18%	-
/google+redesign/accessories	1,372	-37.7% ↓	00:02:07	36.2% ↑	55.63%	-11.0% ↓
/google+redesign/new	1,330	-	00:03:20	-	39.11%	-

総計 312,418 3.8% ↑ 00:03:34 50.2% ↑ 31.57% -29.9% ↓

Smartphoneユーザー

【LP別のPV数】



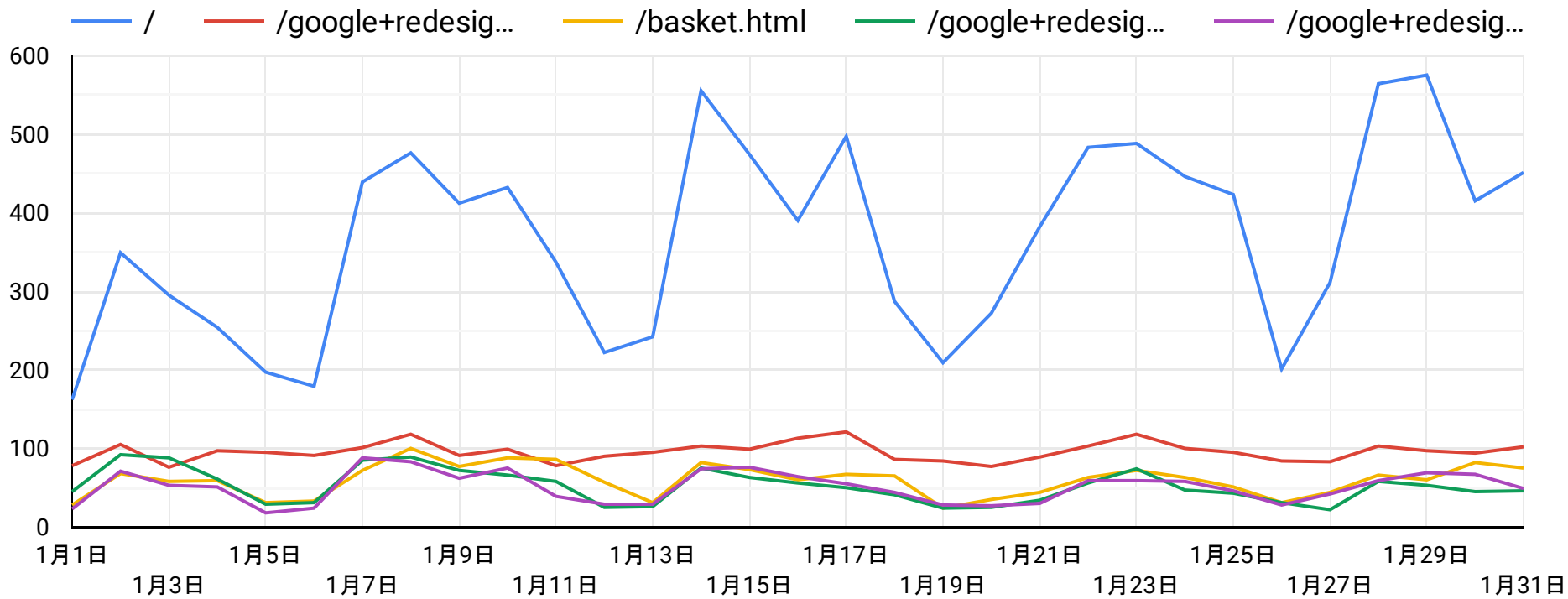
Landing Page	Pageviews ▾	% Δ	Avg. Session Dur...	% Δ	Bounce Rate	% Δ
/	23,689	-5.7% ↓	00:02:39	69.2% ↑	33.5%	-41.0% ↓
/google+redesign/shop+by+brand/youtube	7,716	-53.0% ↓	00:01:10	6.9% ↑	50.11%	-11.1% ↓
/google+redesign/apparel/mens/mens+t+s...	4,260	37.2% ↑	00:02:30	12.3% ↑	36.73%	-10.1% ↓
/google+redesign/apparel	2,900	68.4% ↑	00:03:32	13.7% ↑	31.78%	-8.4% ↓
/google+redesign/bags	2,211	19.8% ↑	00:01:48	-9.3% ↓	53.88%	27.1% ↑
/google+redesign/apparel/mens	1,274	17.1% ↑	00:02:28	41.7% ↑	34.71%	-45.0% ↓
/signin.html	1,160	52.8% ↑	00:01:39	67.0% ↑	51.61%	-14.3% ↓
/google+redesign/accessories	1,159	-5.6% ↓	00:01:06	33.8% ↑	71.62%	-12.5% ↓
/google+redesign/drinkware	1,058	-2.8% ↓	00:01:04	22.6% ↑	65.2%	-11.4% ↓
/store.html?tpt=4532&sortci=orderscount+...	888	-	00:02:46	-	32.56%	-
/google+redesign/office	799	217.1% ↑	00:00:50	-3.0% ↓	77.71%	5.6% ↑
/google+redesign/accessories/stickers+and...	705	-	00:01:04	-	43.98%	-
/google+redesign/apparel/headgear	622	36.7% ↑	00:01:56	53.2% ↑	52.1%	-8.3% ↓
/google+redesign/apparel/mens/mens+war...	607	-	00:01:27	-	53.61%	-
/basket.html	549	133.6% ↑	00:02:25	-49.2% ↓	65.07%	11.3% ↑
/store.html?tpt=4532&sortci=topsellers+asc	423	-	00:00:49	-	53.2%	-
/google+redesign/apparel/google+zip+hoo...	413	726.0% ↑	00:01:54	38.3% ↑	41.9%	-51.1% ↓
/google+redesign/apparel/womens/women...	399	59.6% ↑	00:02:50	129.0% ↑	38.89%	-33.3% ↓
/asearch.html	334	178.3% ↑	00:01:40	140.3% ↑	77.44%	-3.2% ↓
/google+redesign/apparel/womens	330	161.9% ↑	00:01:41	24.0% ↑	60.87%	-17.7% ↓

総計 58,730 -6.1% ↓ 00:01:56 36.7% ↑ 46.45% -19.6% ↓

サイト内行動：離脱ページ分析

PC/Tablet ユーザー

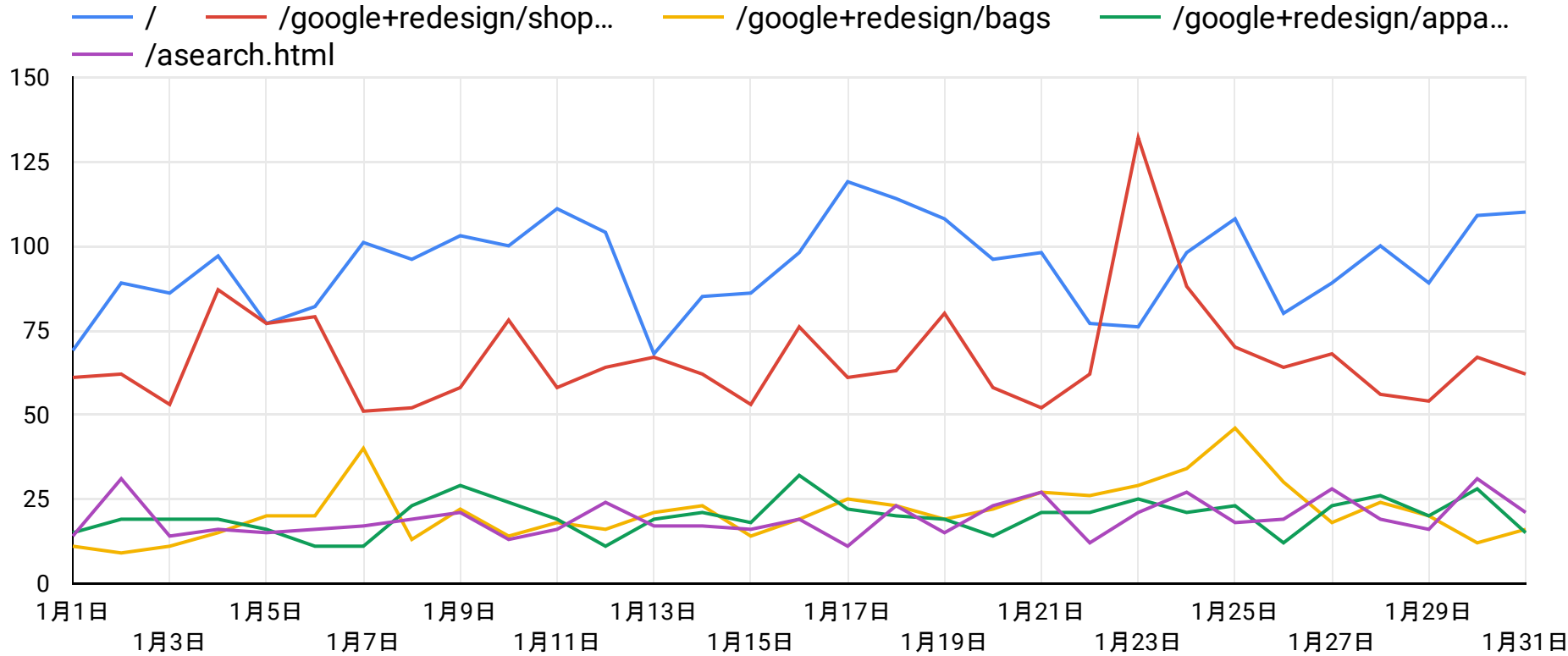
【ページ別の離脱数】



Page	Exits ▾	% Δ	Pageviews	% Δ	% Exit	% Δ
/	11,419	-36.3% ↓	43,118	-11.7% ↓	26.5%	-27.9% ↓
/google+redesign/shop+by+brand/youtube	2,965	-73.2% ↓	6,554	-66.9% ↓	45.2%	-19.3% ↓
/basket.html	1,845	81.6% ↑	18,885	164.9% ↑	9.8%	-31.4% ↓
/google+redesign/nest/nest-usa	1,610	-28.9% ↓	8,882	-17.7% ↓	18.1%	-13.6% ↓
/google+redesign/clearance	1,579	-	8,269	-	19.1%	-
/google+redesign/bags	1,568	10.3% ↑	10,193	-9.0% ↓	15.4%	21.2% ↑
/google+redesign/apparel/mens/mens+t+shirts	1,409	139.2% ↑	6,466	284.7% ↑	21.8%	-37.8% ↓
/google+redesign/apparel/mens/mens+warm+gear	1,253	-	8,106	-	15.5%	-
/asearch.html	1,226	51.7% ↑	4,699	40.6% ↑	26.1%	7.9% ↑
/google+redesign/waze	1,199	4.4% ↑	2,078	-8.5% ↓	57.7%	14.1% ↑
/google+redesign/new	1,162	-	5,807	-	20.0%	-
/google+redesign/shop+by+brand/google	904	-31.3% ↓	3,667	-25.2% ↓	24.7%	-8.1% ↓
/google+redesign/apparel	880	21.5% ↑	3,868	-1.3% ↓	22.8%	23.1% ↑
/signin.html	815	-26.5% ↓	4,498	-42.5% ↓	18.1%	27.7% ↑
/google+redesign/drinkware	710	-48.4% ↓	2,699	-72.7% ↓	26.3%	89.3% ↑
/signin.html?loginway=header	609	60,800.0% ↑	8,460	845,900.0% ↑	7.2%	-92.8% ↓
/gpsmap	565	-	633	-	89.3%	-
/google+redesign/apparel/mens	553	-76.4% ↓	2,778	-79.5% ↓	19.9%	14.9% ↑
/google+redesign/accessories/electronic+accessories	550	-	4,588	-	12.0%	-
総計	53,584	-20.1% ↓	312,418	3.8% ↑	17.2%	-23.0% ↓

Smartphoneユーザー

【ページ別の離脱数】

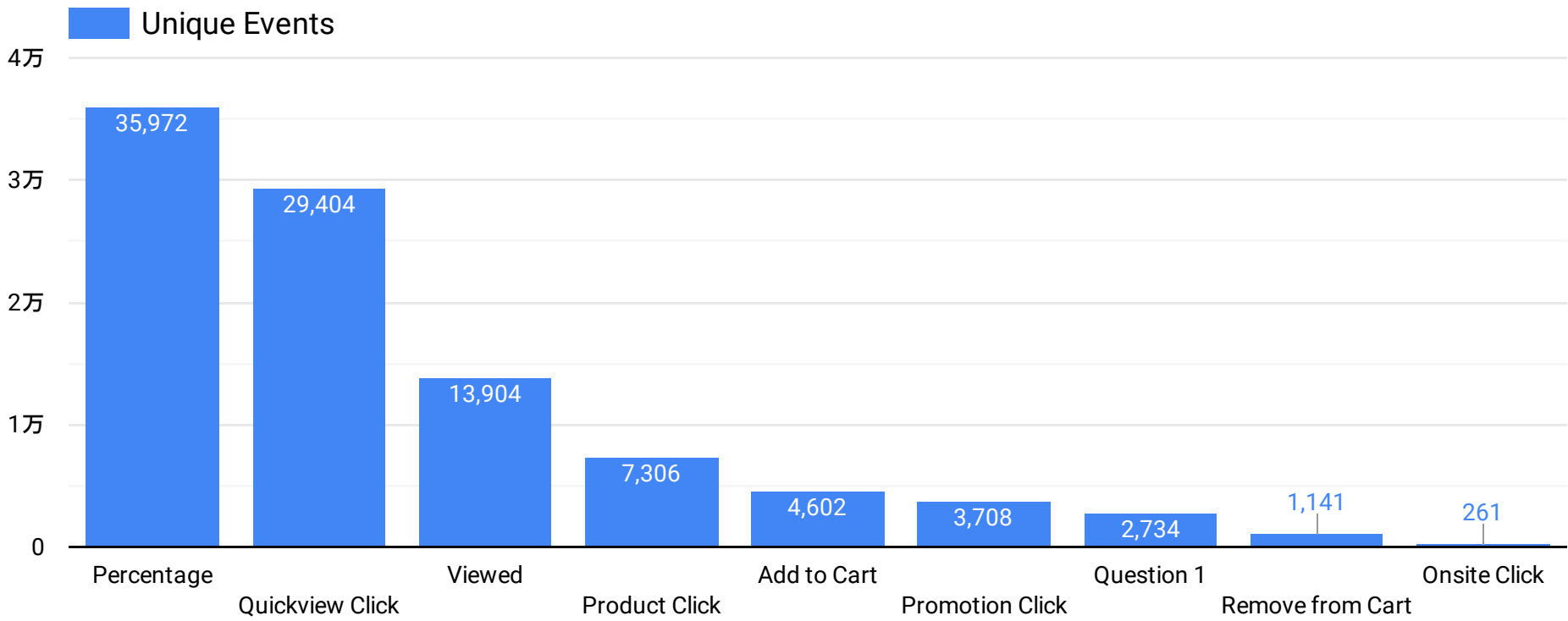


Page	Exits ▾	% Δ	Pageviews	% Δ	% Exit	% Δ
/	2,923	-52.4% ↓	11,625	-23.0% ↓	25.1%	-38.2% ↓
/google+redesign/shop+by+brand/youtube	2,075	-50.3% ↓	3,731	-52.1% ↓	55.6%	3.8% ↑
/google+redesign/bags	657	75.7% ↑	2,160	9.4% ↑	30.4%	60.6% ↑
/google+redesign/apparel	616	70.6% ↑	2,990	71.2% ↑	20.6%	-0.4% ↓
/asearch.html	596	40.6% ↑	2,300	107.8% ↑	25.9%	-32.3% ↓
/google+redesign/accessories	569	-42.9% ↓	1,527	-45.1% ↓	37.3%	3.9% ↑
/google+redesign/apparel/mens/mens+t+shirts	554	57.4% ↑	1,509	73.6% ↑	36.7%	-9.4% ↓
/google+redesign/office	543	78.0% ↑	1,374	-12.0% ↓	39.5%	102.4% ↑
/google+redesign/drinkware	531	4.7% ↑	1,206	-25.3% ↓	44.0%	40.3% ↑
/signin.html	423	31.0% ↑	1,253	24.9% ↑	33.8%	4.8% ↑
/basket.html	371	41.6% ↑	2,108	82.5% ↑	17.6%	-22.4% ↓
/google+redesign/apparel/mens/mens+warm+gear	349	-	1,897	-	18.4%	-
/google+redesign/apparel/mens	270	-59.3% ↓	916	-64.9% ↓	29.5%	16.2% ↑
/google+redesign/clearance	207	-	891	-	23.2%	-
/google+redesign/accessories/stickers+and+decal	185	-	417	-	44.4%	-
/signin.html?loginway=header	180	-	664	-	27.1%	-
/home/shop by brand/youtube//quickview	141	-55.7% ↓	791	-50.6% ↓	17.8%	-10.3% ↓
/store.html?tpt=4532&sortci=topsellers+asc	139	-	258	-	53.9%	-
/google+redesign/apparel/headgear	127	-27.0% ↓	315	-58.7% ↓	40.3%	74.7% ↑
総計	15,548	-23.6% ↓	58,730	-6.1% ↓	26.5%	-18.7% ↓

サイト内行動：イベント分析

PC/Tablet ユーザー

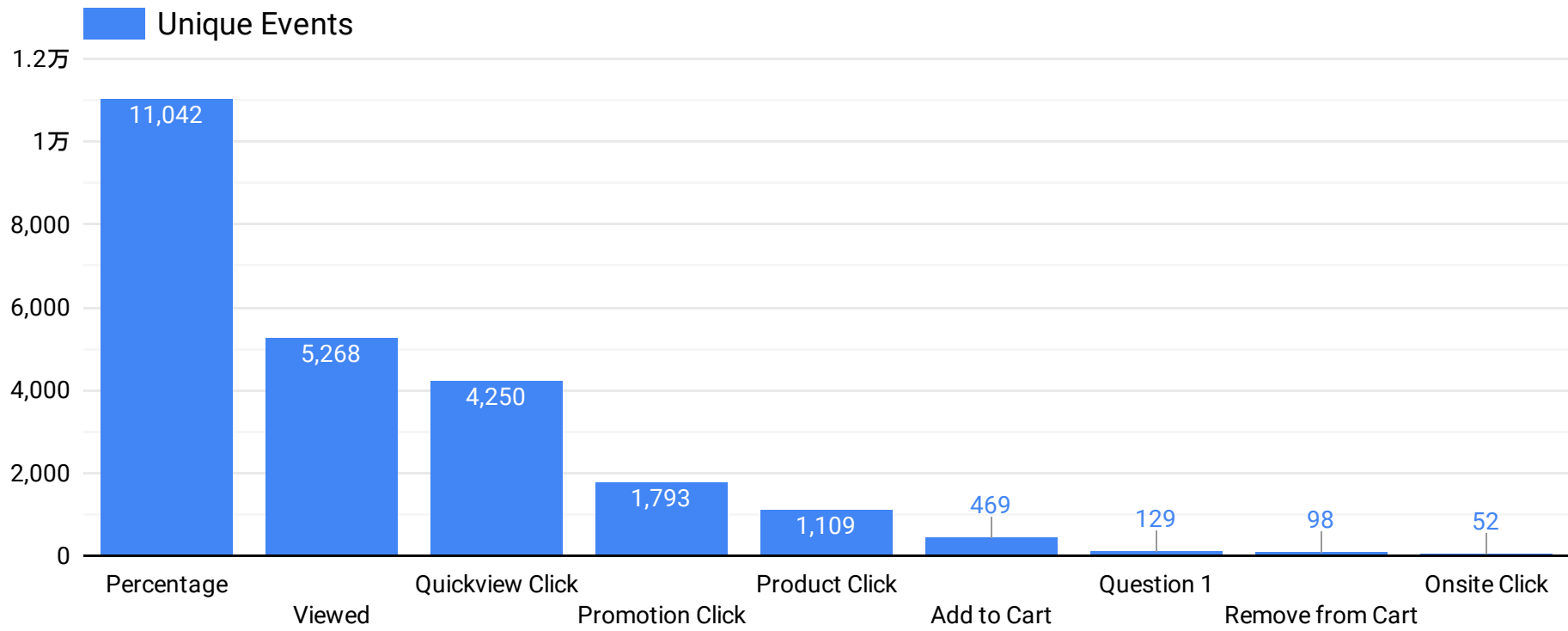
【ユニークイベント数】



Event Category	Event Action	Total Events ▾	% Δ	Unique Events	% Δ
Scroll Depth	Percentage	112,074	288.4% ↑	35,972	199.2% ↑
Survey ID	Viewed	41,254	-	13,904	-
Enhanced Ecommerce	Quickview Click	37,091	-1.2% ↓	29,404	-0.6% ↓
Enhanced Ecommerce	Product Click	12,931	17.3% ↑	7,306	10.6% ↑
Enhanced Ecommerce	Add to Cart	9,412	-19.6% ↓	4,602	-18.4% ↓
Enhanced Ecommerce	Promotion Click	5,397	539,600.0% ↑	3,708	370,700.0% ↑
Survey ID	Question 1	2,794	-	2,734	-
Enhanced Ecommerce	Remove from Cart	1,905	77.0% ↑	1,141	55.0% ↑
Contact Us	Onsite Click	532	-36.3% ↓	261	-38.3% ↓
総計		223,390	145.3% ↑	99,032	80.1% ↑

Smartphoneユーザー

【ユニークイベント数】



Event Category	Event Action	Total Events ▾	% Δ	Unique Events	% Δ
Scroll Depth	Percentage	23,678	336.6% ↑	11,042	288.4% ↑
Survey ID	Viewed	19,052	-	5,268	-
Enhanced Ecommerce	Quickview Click	6,642	-11.3% ↓	4,250	-6.0% ↓
Enhanced Ecommerce	Promotion Click	3,892	-	1,793	-
Enhanced Ecommerce	Product Click	1,754	-1.6% ↓	1,109	-1.8% ↓
Enhanced Ecommerce	Add to Cart	901	-35.6% ↓	469	-33.0% ↓
Enhanced Ecommerce	Remove from Cart	164	49.1% ↑	98	36.1% ↑
Survey ID	Question 1	130	-	129	-
Contact Us	Onsite Click	59	-69.4% ↓	52	-55.9% ↓
総計		56,272	243.3% ↑	24,210	158.0% ↑

ECマース概況：全体

PC/Tablet Smartphone ユーザー共通

【ECマース概況】

Revenue
\$57.24万
↓ -19.9%

Transactions
2,667
↓ -32.0%

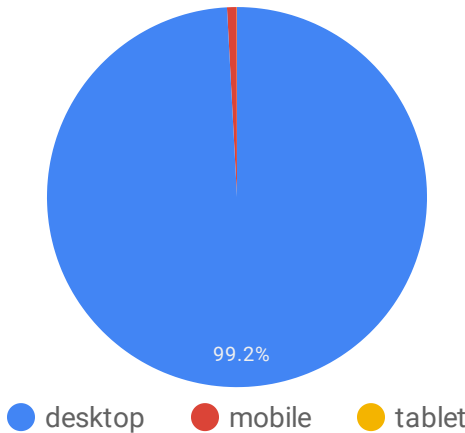
Ecommerce Conversion Rate
3.83%
↓ -27.1%

平均注文額
\$214.62
↑ 17.8%

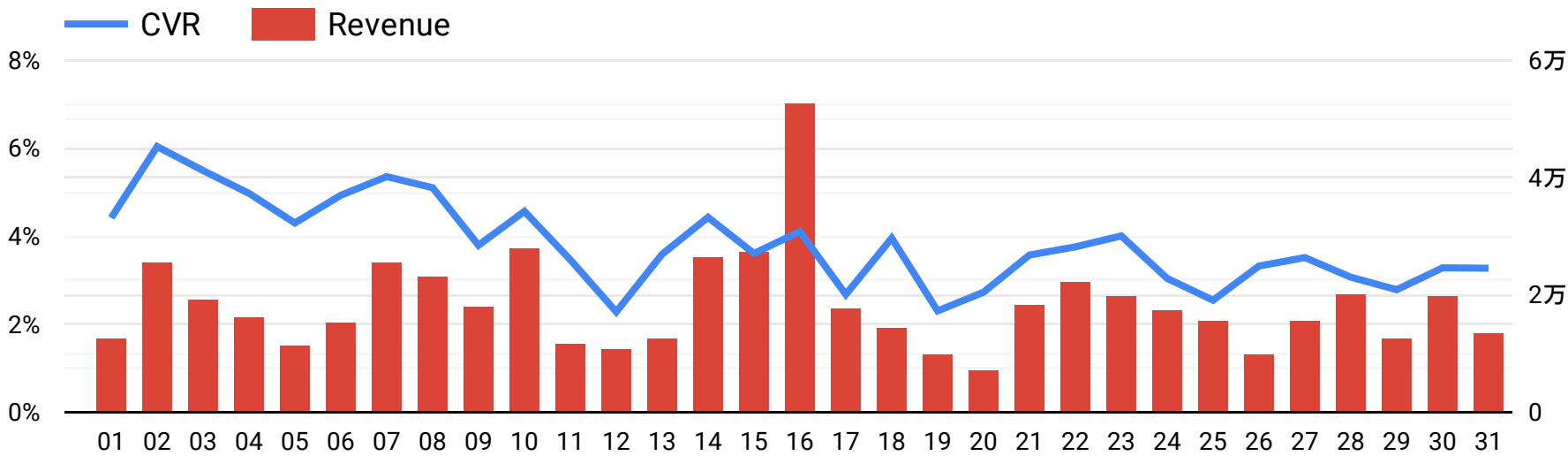
平均数量
3.66
↑ 32.0%

収益/セッション
\$8.22
↓ -14.2%

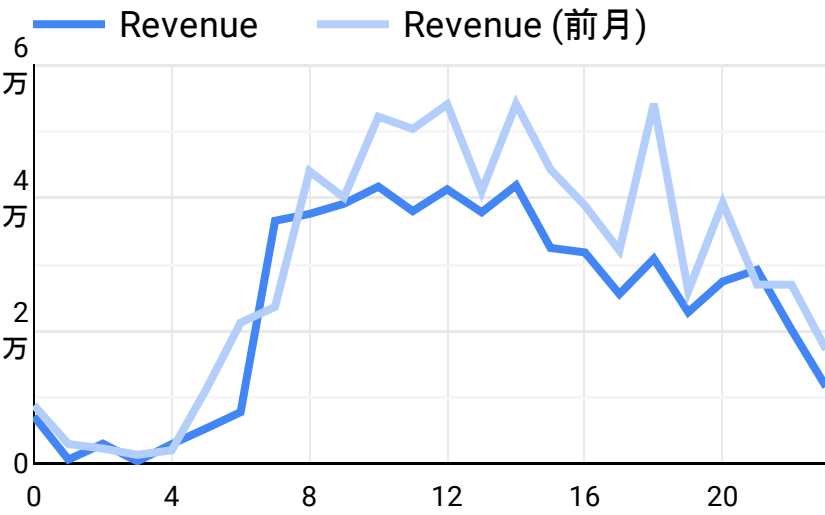
【収益割合】



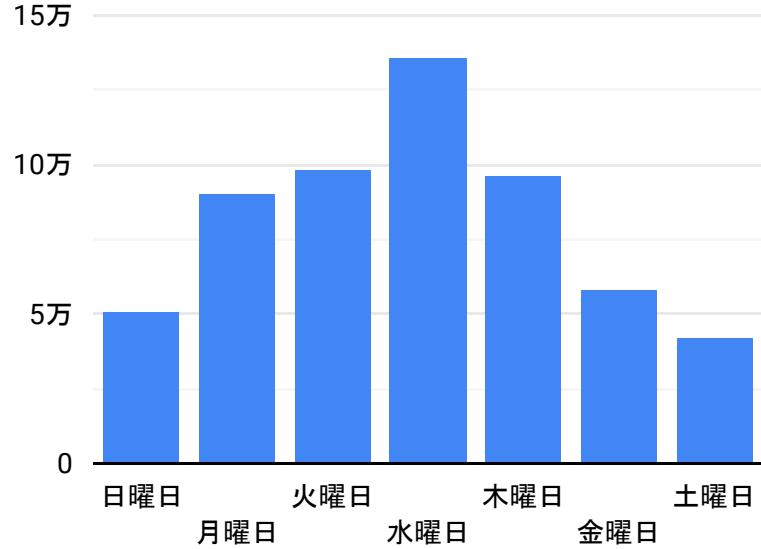
【日別ECマースコンバージョン率/収益】



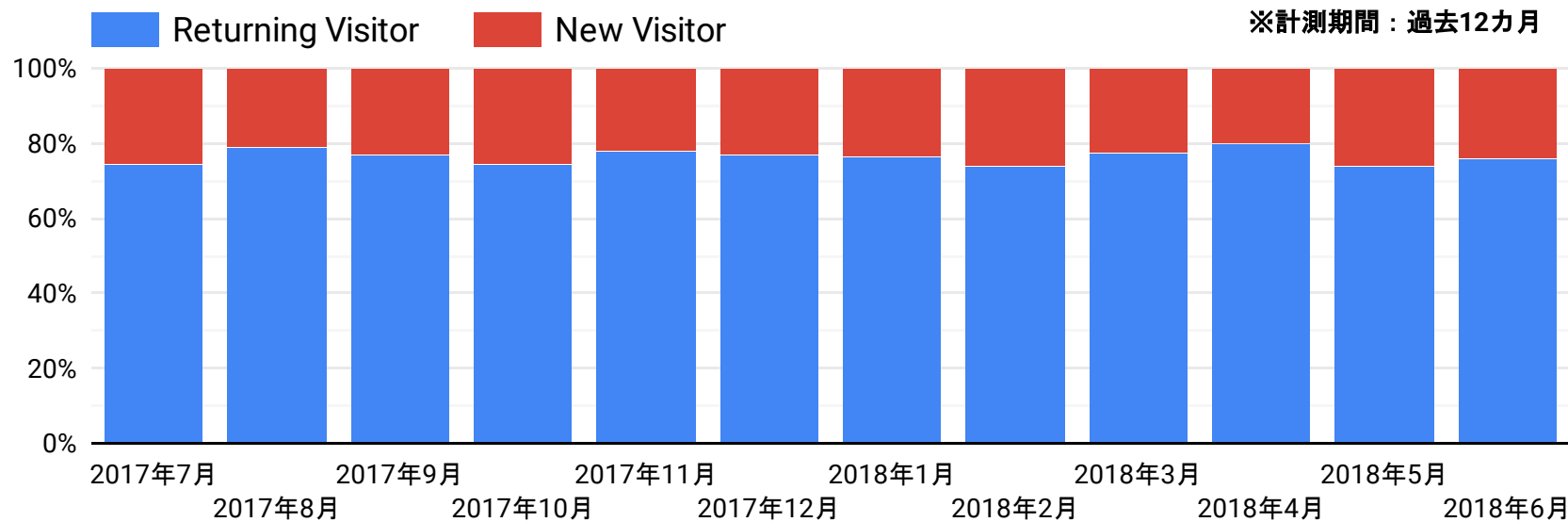
【時間別収益】



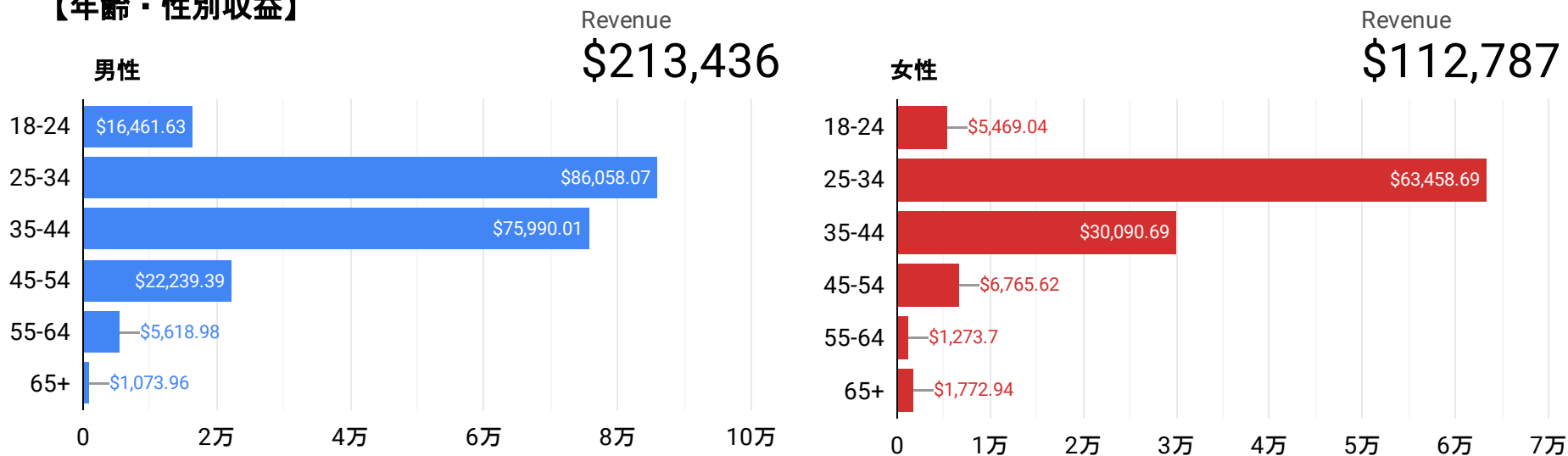
【曜日別収益】



【月別新規・リピーター収益割合】



【年齢・性別収益】



【商品カテゴリ別収益】

Product Category (Enhanced Ecommer...	Product Revenue ▾	Quantity	Average Price	Average QTY
Nest	\$208,143	1,259	\$165.3	1.24
Nest-USA	\$191,014	1,778	\$107.4	1.62
Apparel	\$70,727.73	3,074	\$23.0	1.98
Office	\$23,746.35	5,242	\$4.5	14.28
Bags	\$20,332.91	1,135	\$17.9	4.60
総計	\$572,388.85	20,148	\$28.4	3.66

【参照元/メディア別収益】

Default Channel Grouping	Revenue ▾	Transactions	CVR	Average Order V...	Average QTY
Referral	\$419,435.03	1,931	9.96%	\$217.2	3.14
Direct	\$81,241.23	327	2.55%	\$248.4	6.33
Organic Search	\$61,258.94	358	1.30%	\$171.1	3.73
Paid Search - Branded	\$4,523.54	14	1.70%	\$323.1	4.80
Social	\$4,521.96	19	0.71%	\$238.0	1.22
Paid Search - Generic	\$839.11	10	3.45%	\$83.9	2.25
(Other)	\$285.47	4	0.30%	\$71.4	13.25
総計	\$572,388.85	2,667	3.83%	\$214.6	3.66

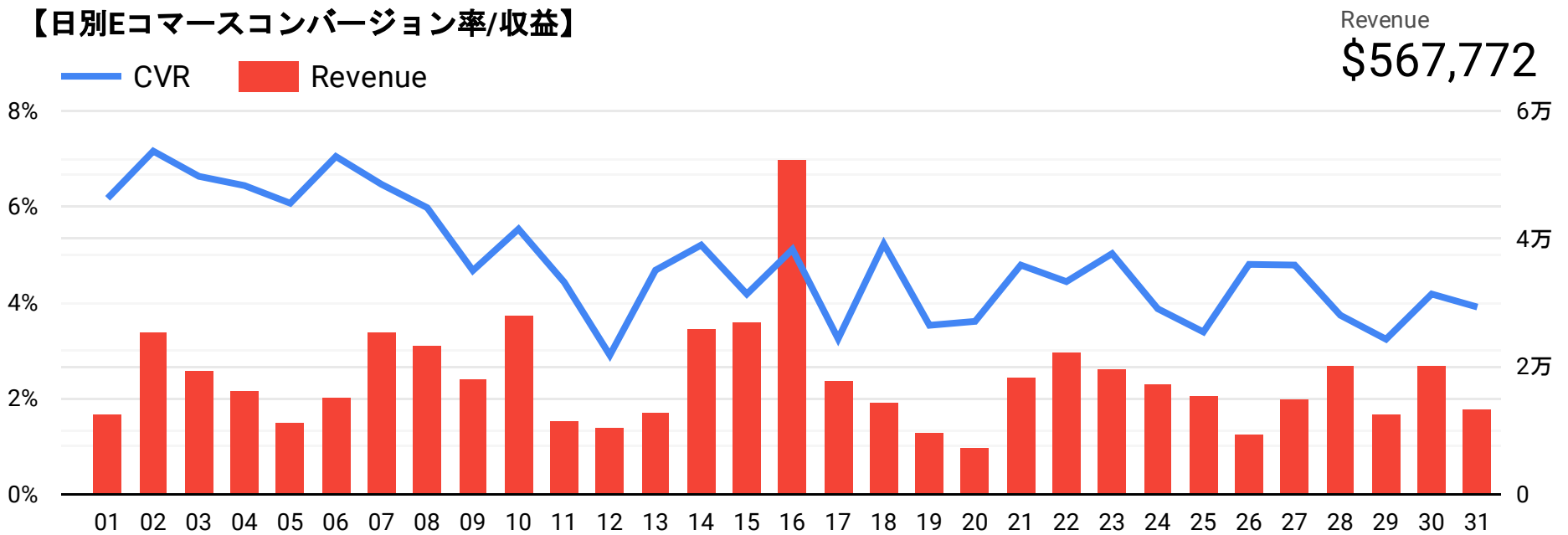
【参照元/メディア別収益】

Source / Medium	Revenue ▾	Transactions	CVR	Average Order V...	Average QTY
sites.google.com / referral	\$147,981.81	530	16.90%	\$279.2	1.40
mall.googleplex.com / referral	\$137,999.59	736	10.23%	\$187.5	3.58
(direct) / (none)	\$81,241.23	327	2.55%	\$248.4	6.33
google.passportcorporate.com / referral	\$73,789.41	277	17.71%	\$266.4	1.47
google / organic	\$61,258.94	358	1.34%	\$171.1	3.73
google.com / referral	\$48,500.51	253	25.84%	\$191.7	5.84
google / cpc	\$5,362.65	24	2.10%	\$223.4	3.97
総計	\$572,388.85	2,667	3.83%	\$214.6	3.66

Eコマース：トレンド分析

PC/Tablet ユーザー

【日別Eコマースコンバージョン率/収益】

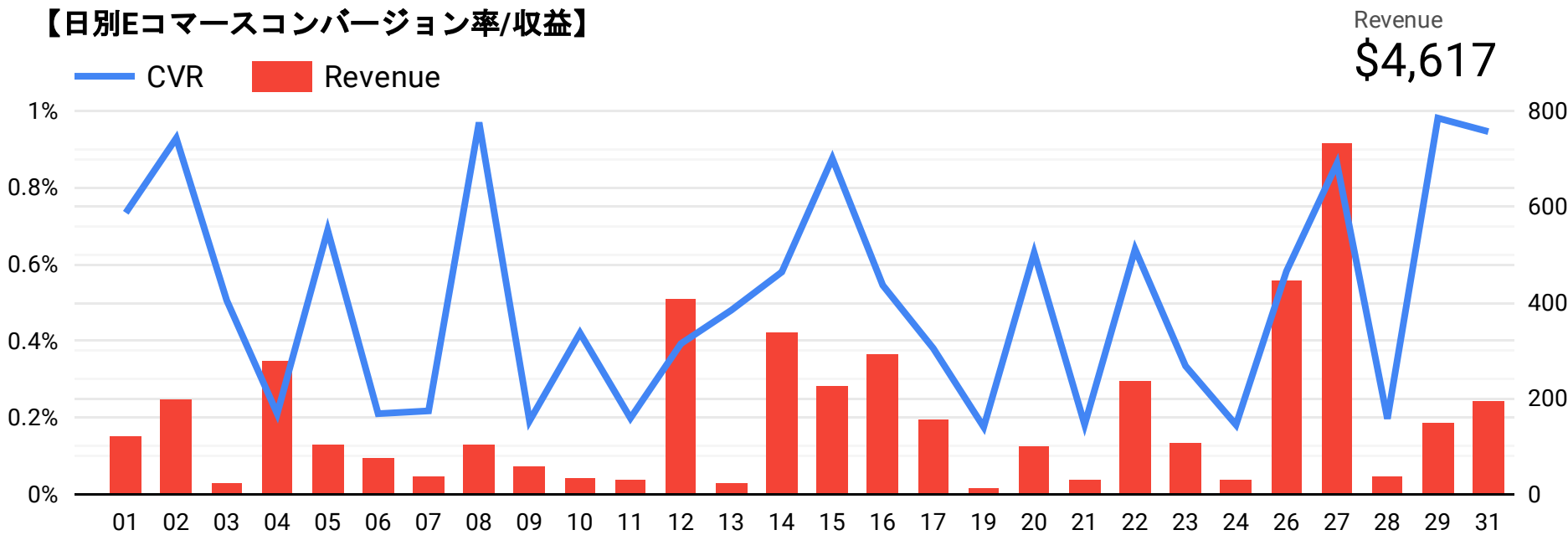


【曜日・時間別収益】

Day of Week / Revenue							
Hour	日曜日	月曜日	火曜日	水曜日	木曜日	金曜日	土曜日
0	\$662,000,000	\$699,670,000	\$1,138,870,000	\$2,908,180,000	\$812,730,000	\$205,980,000	\$516,000,000
1	\$254,530,000	\$66,750,000	-	\$21,990,000	\$39,580,000	\$119,000,000	-
2	\$676,000,000	\$31,970,000	\$223,740,000	\$289,790,000	\$1,551,120,000	\$151,730,000	\$35,180,000
3	-	-	\$41,930,000	-	\$248,000,000	\$3,990,000	-
4	-	\$169,000,000	\$1,463,220,000	\$466,160,000	-	\$797,710,000	-
5	\$1,768,000,000	\$1,732,230,000	\$440,370,000	\$200,700,000	\$724,860,000	\$166,990,000	\$198,000,000
6	-	\$1,370,710,000	\$1,158,520,000	\$2,279,520,000	\$1,476,140,000	\$973,820,000	\$434,390,000
7	\$1,140,880,000	\$5,534,870,000	\$1,452,650,000	\$21,820,700,000	\$2,762,400,000	\$2,701,750,000	\$1,142,140,000
8	\$1,874,380,000	\$5,293,380,000	\$4,730,970,000	\$16,598,340,000	\$5,126,400,000	\$3,367,130,000	\$437,990,000
9	\$1,872,910,000	\$5,276,970,000	\$8,300,890,000	\$10,959,610,000	\$6,521,600,000	\$4,073,010,000	\$1,889,880,000
10	\$1,860,950,000	\$4,215,650,000	\$11,038,020,000	\$6,098,810,000	\$10,337,320,000	\$3,886,750,000	\$3,639,510,000
11	\$4,431,830,000	\$6,034,220,000	\$4,276,760,000	\$6,724,320,000	\$9,303,360,000	\$3,689,290,000	\$3,063,640,000
12	\$4,575,770,000	\$8,747,290,000	\$5,498,890,000	\$7,911,540,000	\$9,349,260,000	\$3,602,750,000	\$1,493,980,000
13	\$2,442,700,000	\$5,934,620,000	\$7,781,390,000	\$6,069,300,000	\$6,983,570,000	\$5,806,650,000	\$2,723,910,000
14	\$3,445,760,000	\$6,602,470,000	\$8,030,150,000	\$8,709,870,000	\$6,517,640,000	\$4,559,780,000	\$3,205,750,000
15	\$1,938,880,000	\$4,269,030,000	\$4,761,560,000	\$8,708,540,000	\$5,933,050,000	\$3,877,330,000	\$2,372,150,000
16	\$4,250,990,000	\$4,773,810,000	\$6,562,530,000	\$6,500,530,000	\$3,314,510,000	\$4,399,890,000	\$1,878,670,000
17	\$4,068,230,000	\$3,637,340,000	\$3,508,960,000	\$4,832,000,000	\$4,027,580,000	\$2,865,770,000	\$2,270,470,000
18	\$1,875,360,000	\$7,659,180,000	\$4,537,020,000	\$5,452,530,000	\$5,452,620,000	\$3,860,840,000	\$1,987,970,000
19	\$3,735,980,000	\$3,449,670,000	\$2,956,550,000	\$4,176,290,000	\$3,400,850,000	\$1,525,160,000	\$3,248,380,000
20	\$3,648,220,000	\$5,116,890,000	\$5,628,030,000	\$4,117,070,000	\$4,024,450,000	\$1,292,930,000	\$3,418,000,000
21	\$2,726,930,000	\$3,153,930,000	\$8,538,110,000	\$4,394,890,000	\$3,151,230,000	\$2,293,760,000	\$4,778,660,000
22	\$2,112,340,000	\$3,773,150,000	\$3,786,100,000	\$4,192,880,000	\$2,787,150,000	\$2,096,860,000	\$1,301,350,000
23	\$707,720,000	\$2,476,960,000	\$1,623,970,000	\$2,172,700,000	\$1,983,420,000	\$1,364,270,000	\$1,048,070,000
...	\$50,070,360,000	\$90,019,760,000	\$97,479,200,000	\$135,606,260,0...	\$95,828,840,000	\$57,683,140,000	\$41,084,090,000

Smartphoneユーザー

【日別Eコマースコンバージョン率/収益】



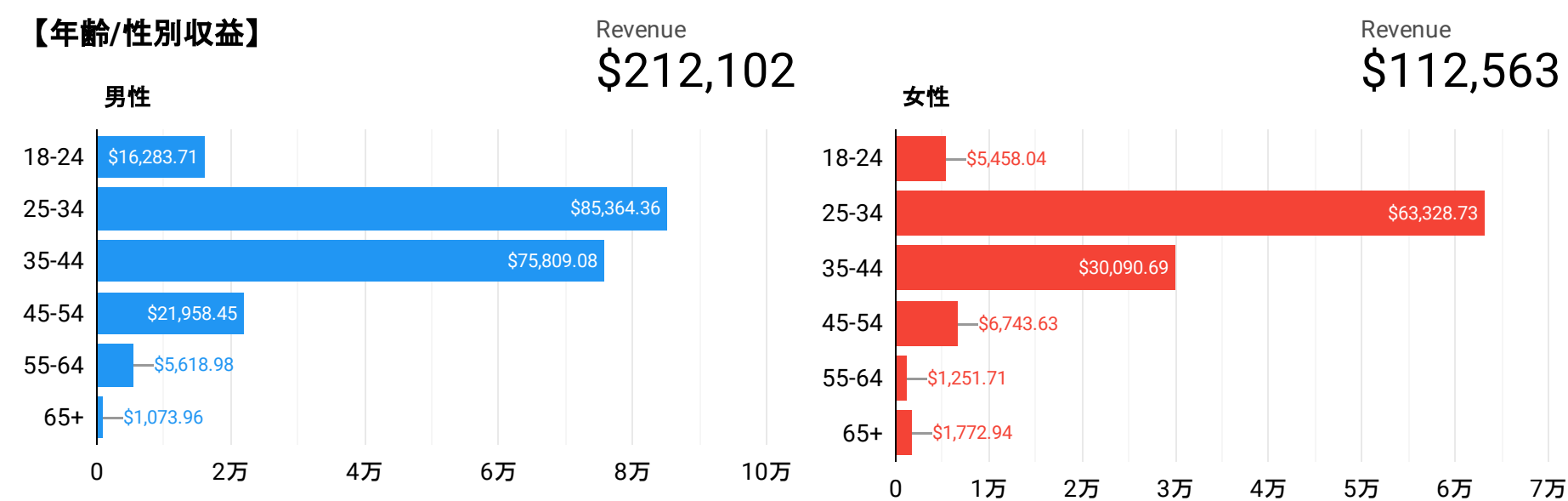
【曜日・時間別収益】

Day of Week / Revenue							
Hour	日曜日	月曜日	火曜日	水曜日	木曜日	金曜日	土曜日
0	\$120,950,000	-	-	\$21,990,000	-	-	-
1	-	-	-	\$59,990,000	-	-	-
5	\$14,000,000	-	\$15,990,000	-	-	-	-
6	\$12,990,000	-	-	-	-	-	-
8	-	-	\$161,940,000	-	\$1,750,000	-	-
9	-	-	\$178,350,000	-	\$44,470,000	-	\$2,990,000
10	\$501,950,000	-	\$126,960,000	-	-	-	-
11	-	\$68,710,000	\$17,590,000	\$85,910,000	\$33,990,000	\$280,940,000	-
12	\$75,980,000	-	\$7,000,000	\$31,980,000	-	-	-
13	-	\$67,370,000	\$12,990,000	-	-	-	\$14,000,000
14	\$75,370,000	-	\$12,990,000	\$214,000,000	\$126,960,000	-	\$395,000,000
15	-	-	\$168,600,000	-	-	-	\$433,630,000
16	\$84,960,000	-	-	-	\$21,970,000	-	-
17	-	\$162,660,000	\$34,980,000	\$59,990,000	\$43,980,000	-	-
18	\$2,990,000	-	-	-	-	-	-
19	\$47,970,000	\$146,970,000	\$21,990,000	-	\$21,990,000	-	\$43,990,000
20	-	-	\$81,980,000	\$21,990,000	-	-	\$58,390,000
21	-	-	-	\$108,570,000	-	-	\$23,990,000
22	-	-	-	\$59,990,000	\$12,570,000	-	-
23	-	-	-	-	\$134,980,000	\$32,970,000	-
...	\$937,160,000	\$445,710,000	\$841,360,000	\$664,410,000	\$442,660,000	\$313,910,000	\$971,990,000

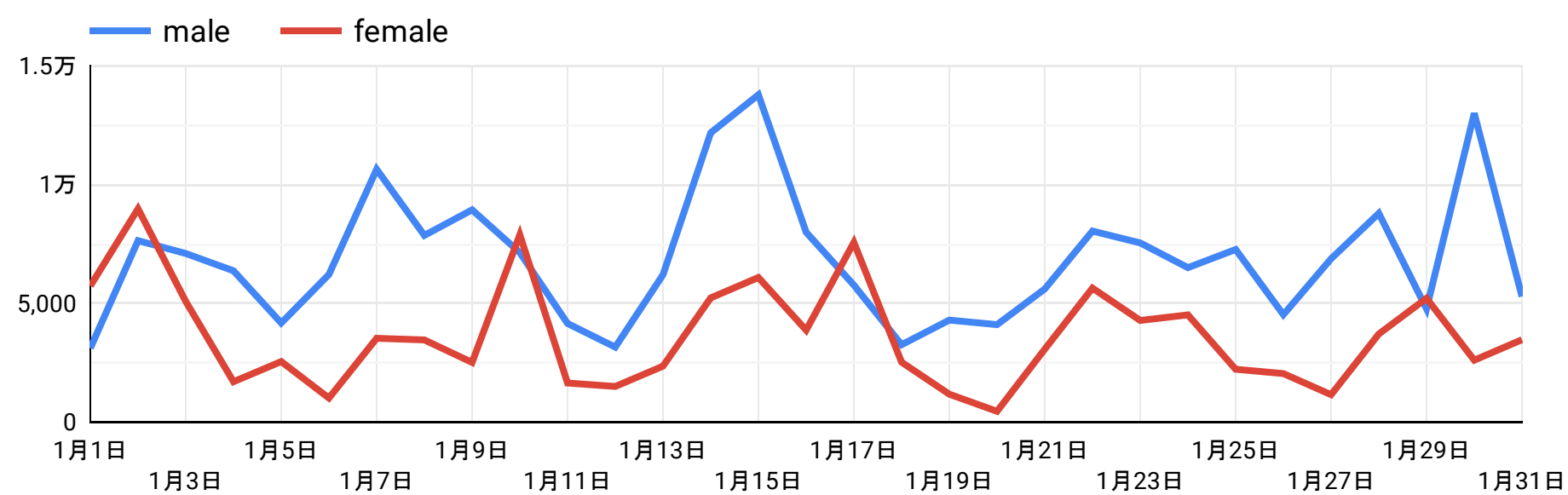
Eコマース：属性別CV分析

PC/Tablet ユーザー

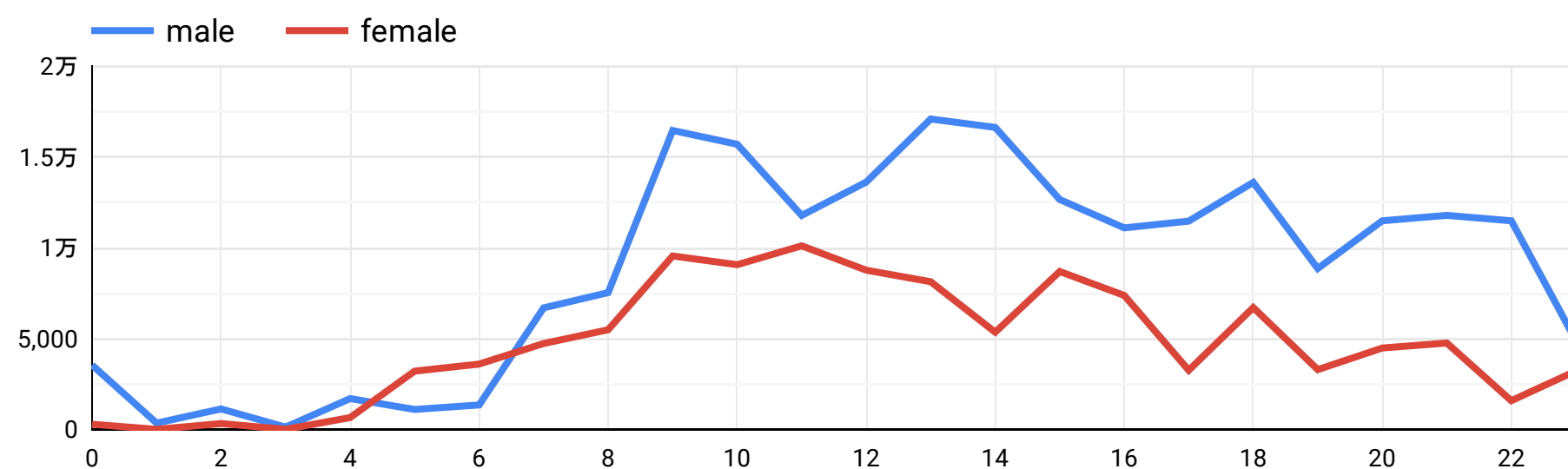
【年齢/性別収益】



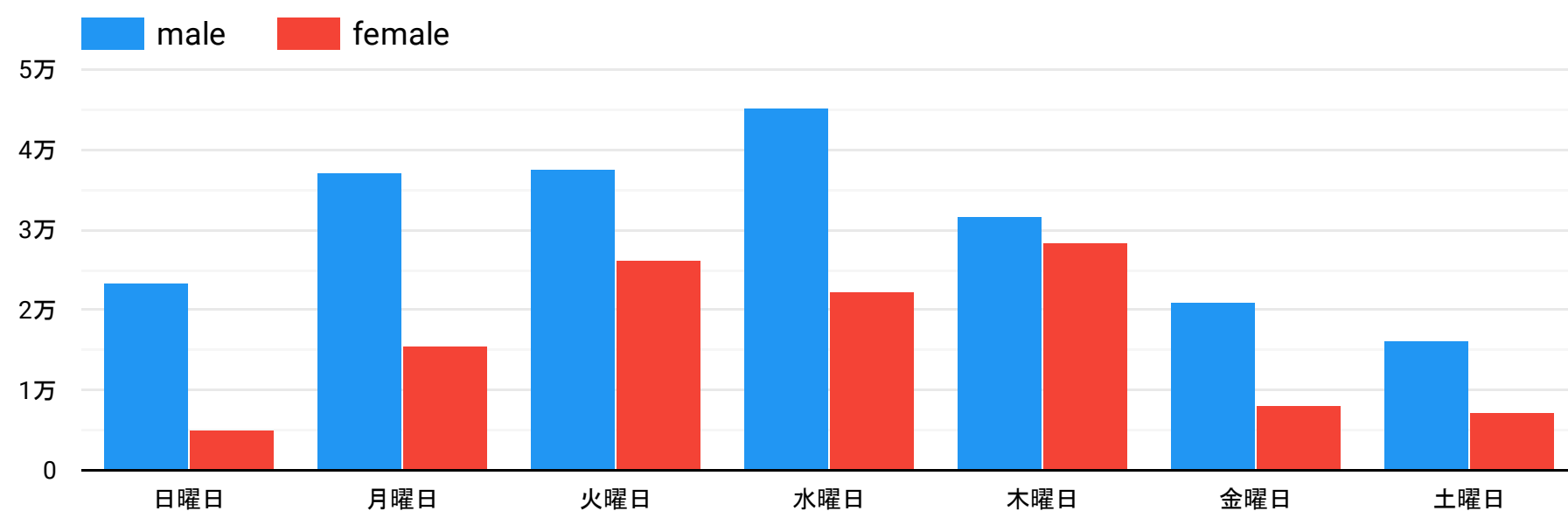
【日別収益】



【時間別収益】

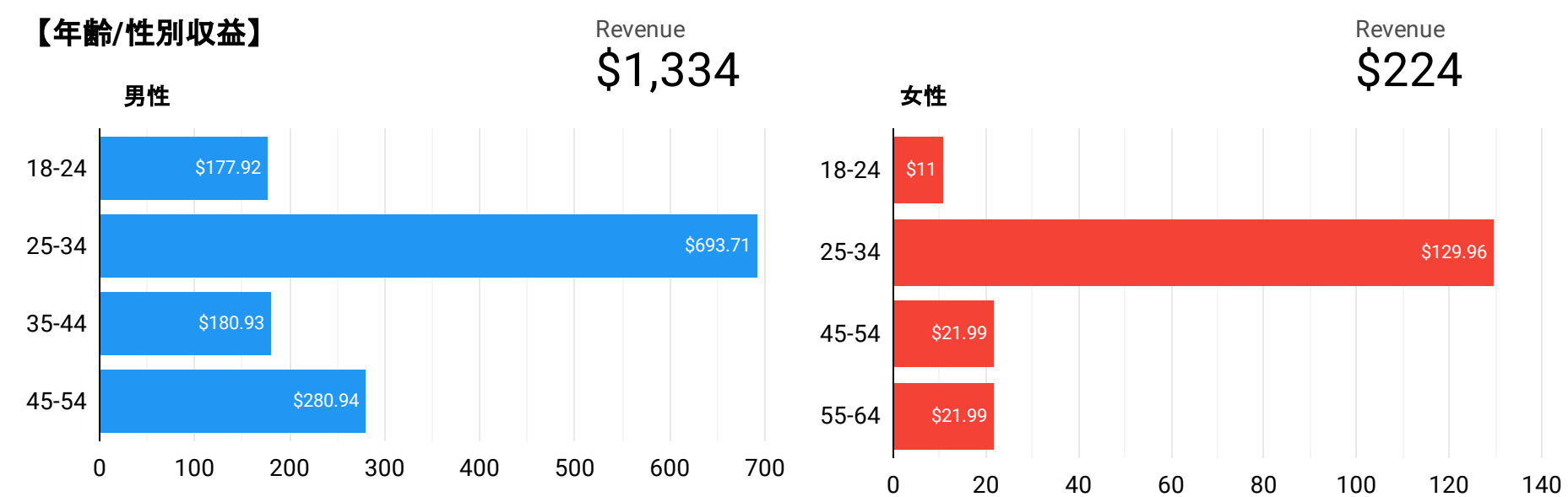


【曜日別収益】

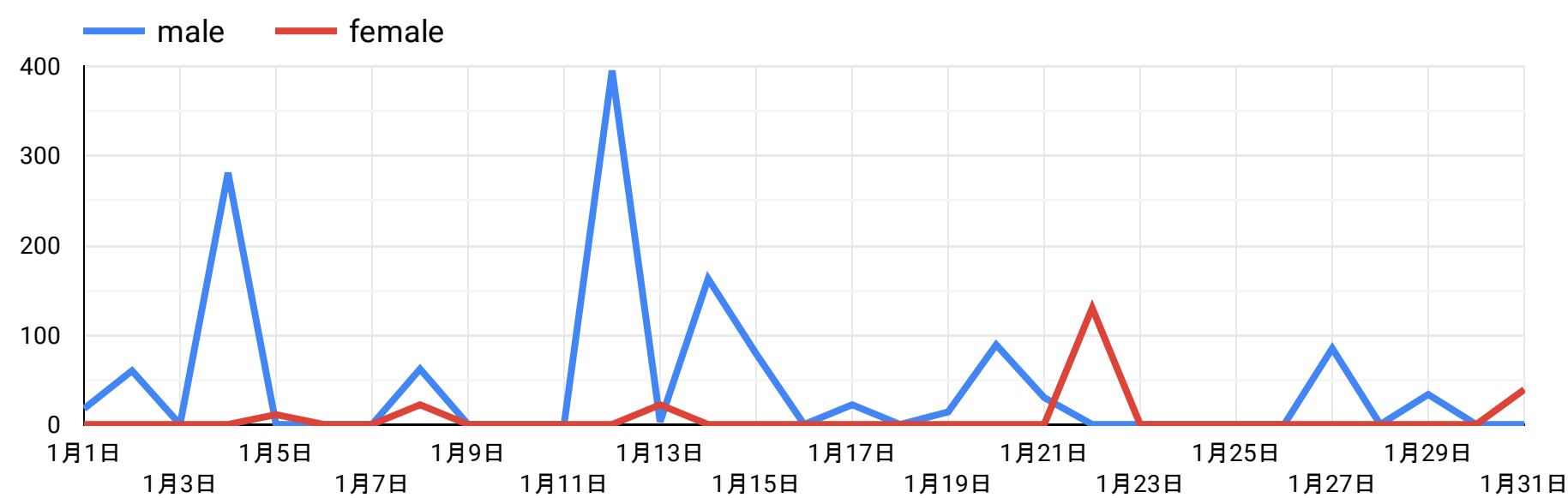


Smartphoneユーザー

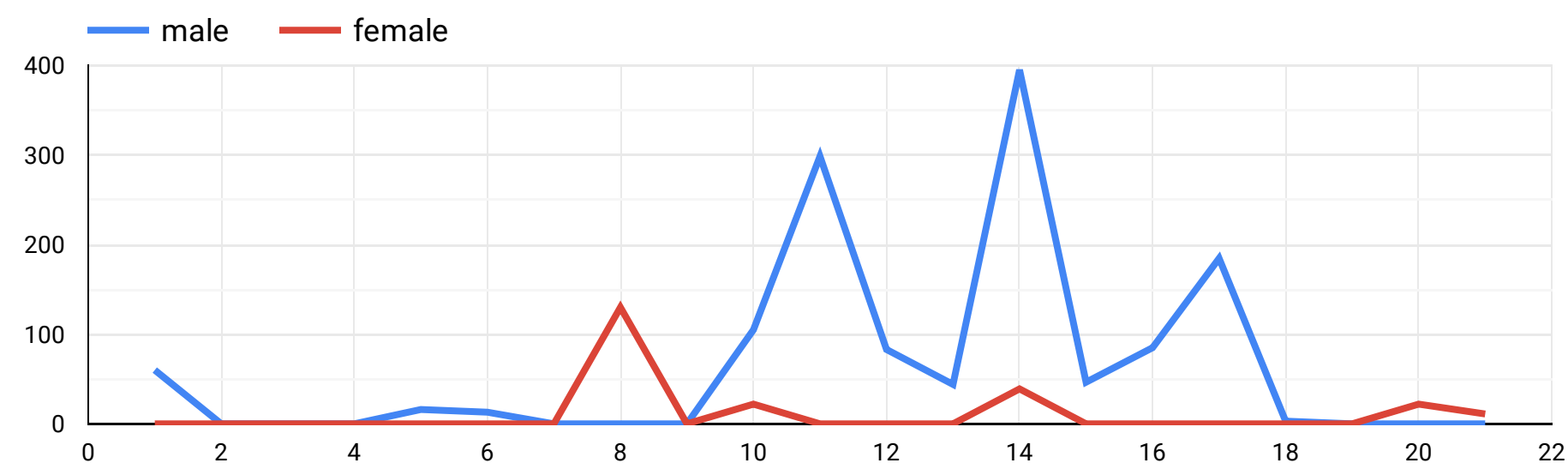
【年齢/性別収益】



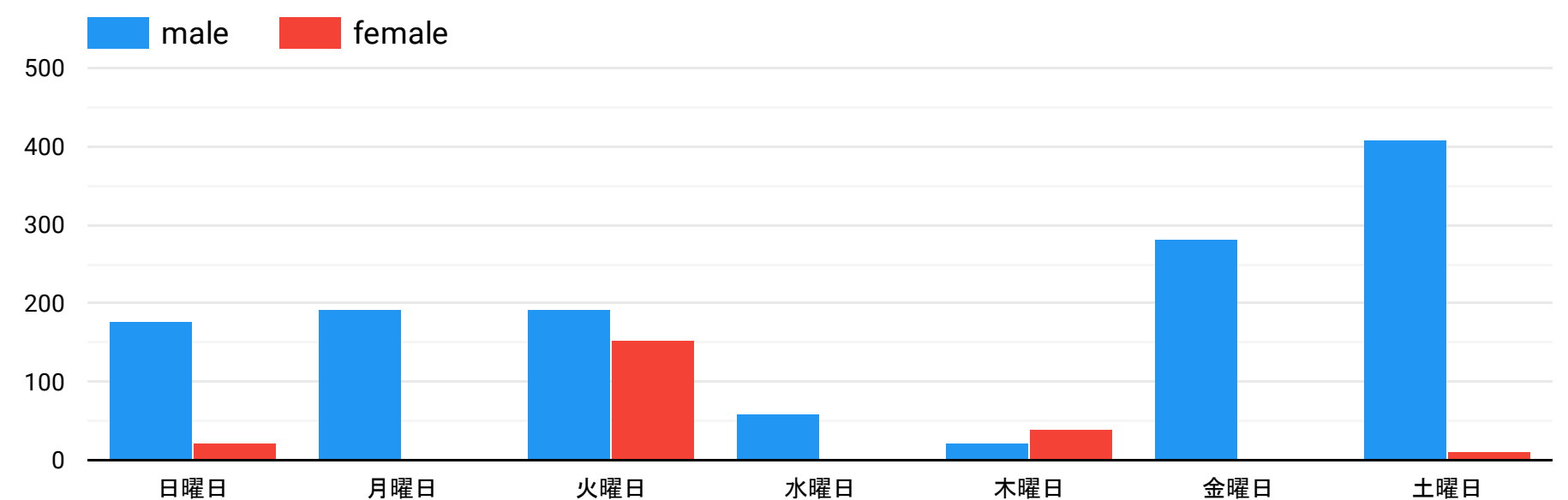
【日別収益】



【時間別収益】



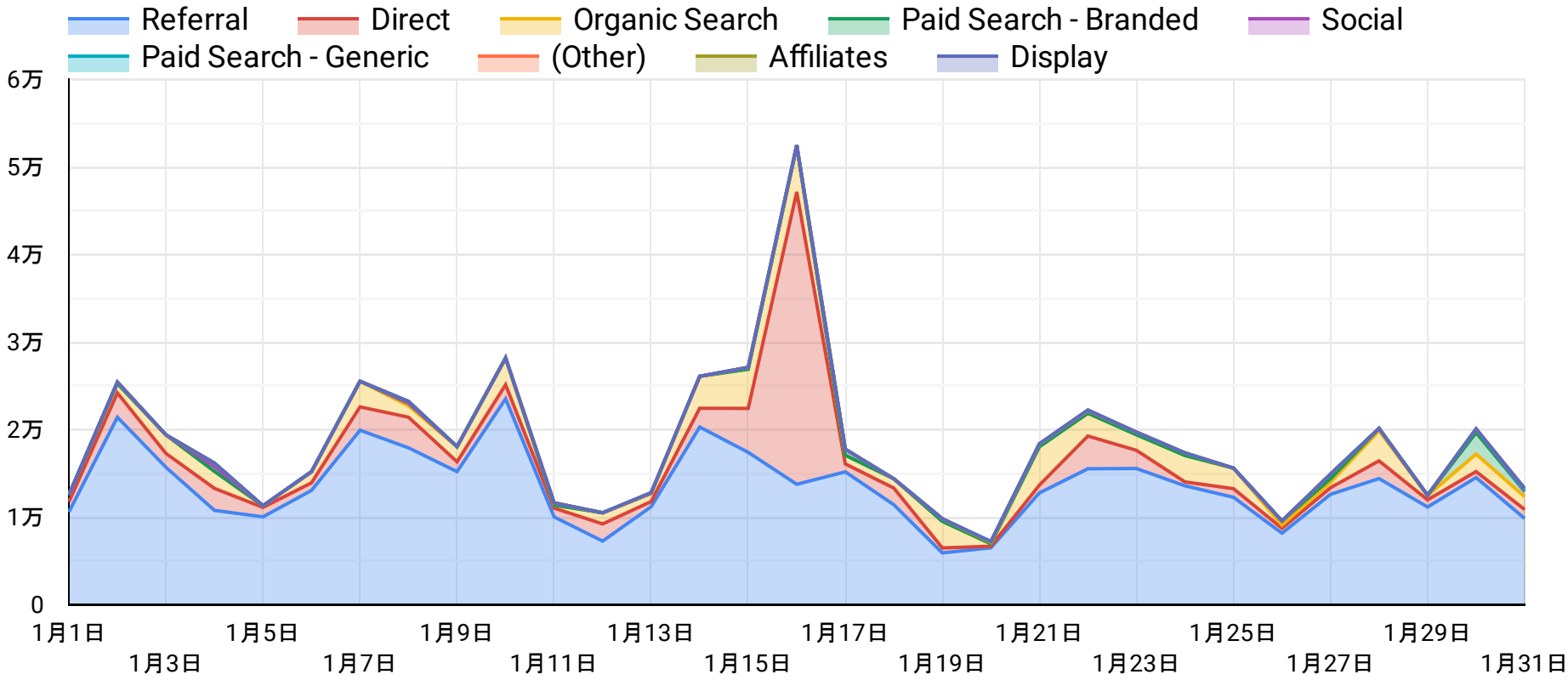
【曜日別収益】



ECマース：流入元分析 1/3

PC/Tablet ユーザー

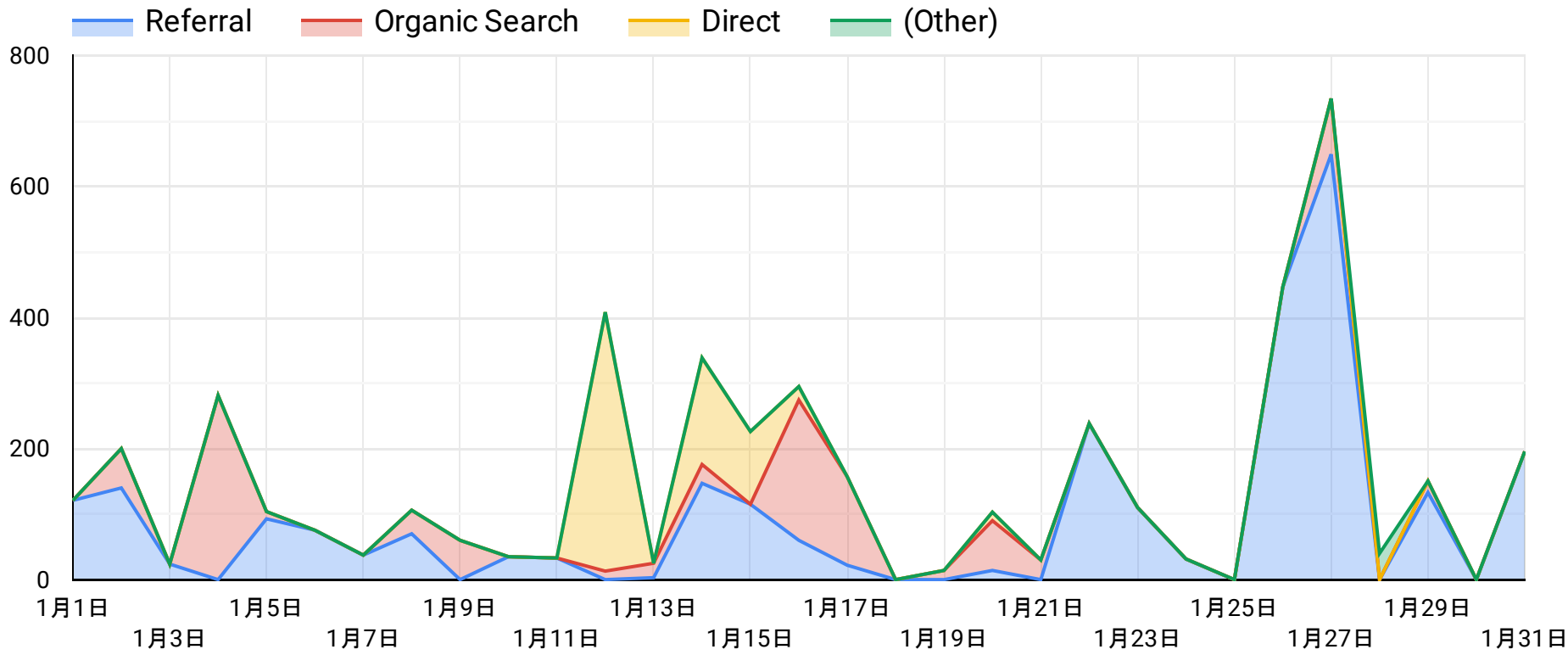
【チャンネル別収益】



Default Channel Group	Revenue	% Δ	Transac...	% Δ	Ecomme...	% Δ	Average ...	% Δ	Average ...	% Δ
Referral	\$416,643.00	27.5% ↑	1,885	21.4% ↑	10.04%	16.7% ↑	\$221.0	5.0% ↑	3.20	25.5% ↑
Direct	\$80,539.02	193.1% ↑	321	111.2% ↑	3.33%	64.1% ↑	\$250.9	38.8% ↑	6.44	51.0% ↑
Organic Search	\$60,175.95	-14.3% ↓	341	-10.3% ↓	1.79%	25.4% ↑	\$176.5	-4.5% ↓	3.83	-25.2% ↓
Paid Search - Branded	\$4,523.54	-	14	-	3.26%	-	\$323.1	-	4.80	-
Social	\$4,521.96	65.1% ↑	19	72.7% ↑	1.05%	959.2% ↑	\$238.0	-4.4% ↓	1.22	-32.6% ↓
Paid Search - Generic	\$839.11	-72.8% ↓	10	-47.4% ↓	3.68%	161.2% ↑	\$83.9	-48.4% ↓	2.25	-63.8% ↓
(Other)	\$245.48	-	3	-	0.28%	-	\$81.8	-	17.33	-
Affiliates	\$144.58	623.3% ↑	2	100.0% ↑	0.10%	64.0% ↑	\$72.3	261.6% ↑	1.00	0.0%
Display	\$138.00	-32.1% ↓	2	-50.0% ↓	0.22%	-75.8% ↓	\$69.0	25.1% ↑	1.00	0.0%
総計	\$567,771.00	31.9% ↑	2,597	22.5% ↑	4.81%	52.3% ↑	\$218.6	7.7% ↑	3.74	14.8% ↑

Smartphoneユーザー

【チャンネル別収益】

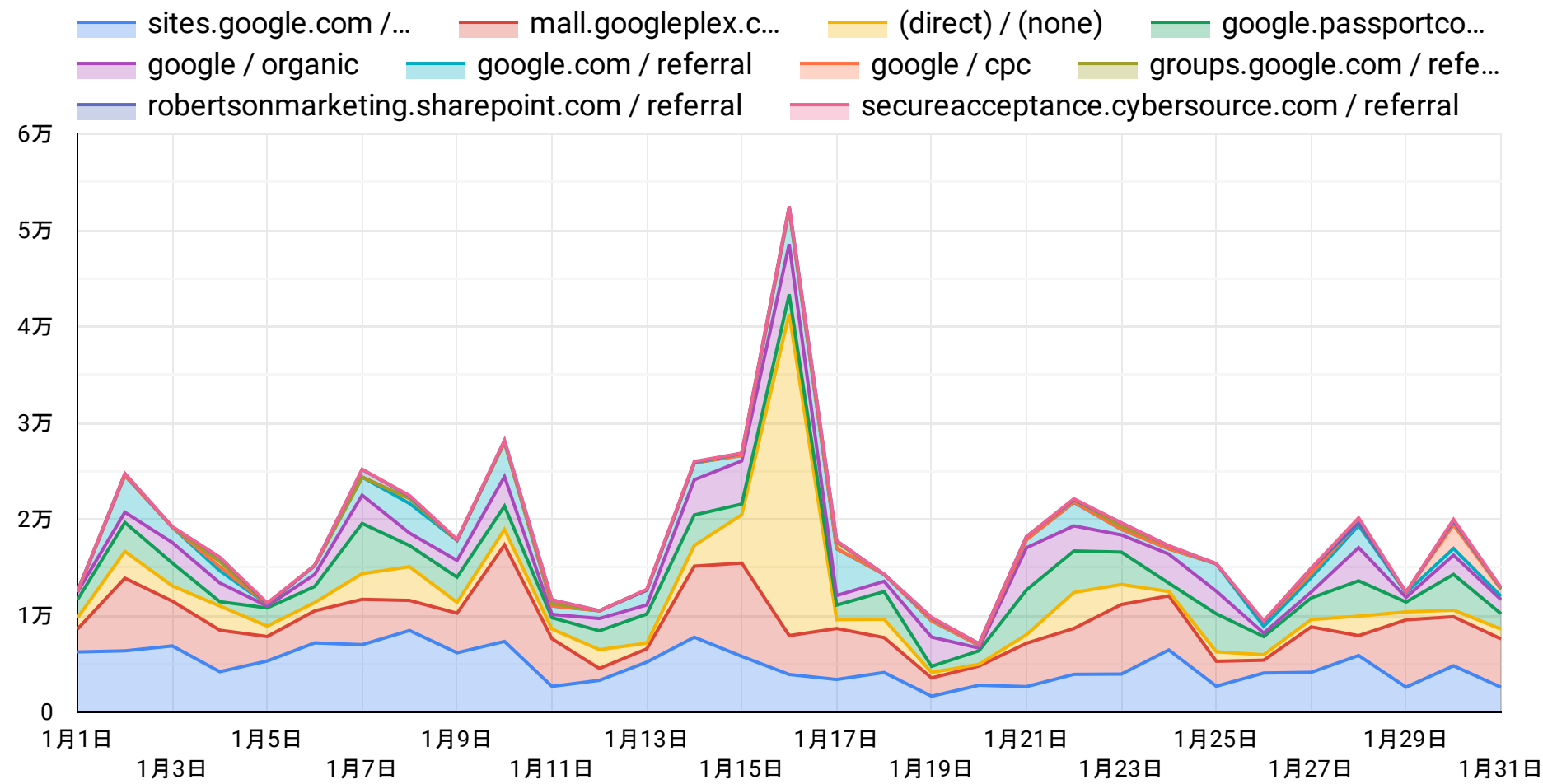


Default Channel Group	Revenue	% Δ	Transac...	% Δ	Ecomme...	% Δ	Average ...	% Δ	Average ...	% Δ
Referral	\$2,792.01	113.3% ↑	46	48.4% ↑	7.43%	48.1% ↑	\$60.7	43.7% ↑	1.26	9.2% ↑
Organic Search	\$1,082.99	140.3% ↑	17	54.5% ↑	0.20%	78.6% ↑	\$63.7	55.5% ↑	1.17	-15.8% ↓
Direct	\$702.21	84.2% ↑	6	-14.3% ↓	0.19%	-0.8% ↓	\$117.0	114.9% ↑	1.78	18.5% ↑
(Other)	\$39.99	-	1	-	0.36%	-	\$40.0	-	1.00	-
総計	\$4,617.2	110.1% ↑	70	34.6% ↑	0.45%	75.3% ↑	\$66.0	56.0% ↑	1.30	3.3% ↑

Eコマース：流入元分析 2/3

PC/Tablet ユーザー

【参照元/メディア別収益】

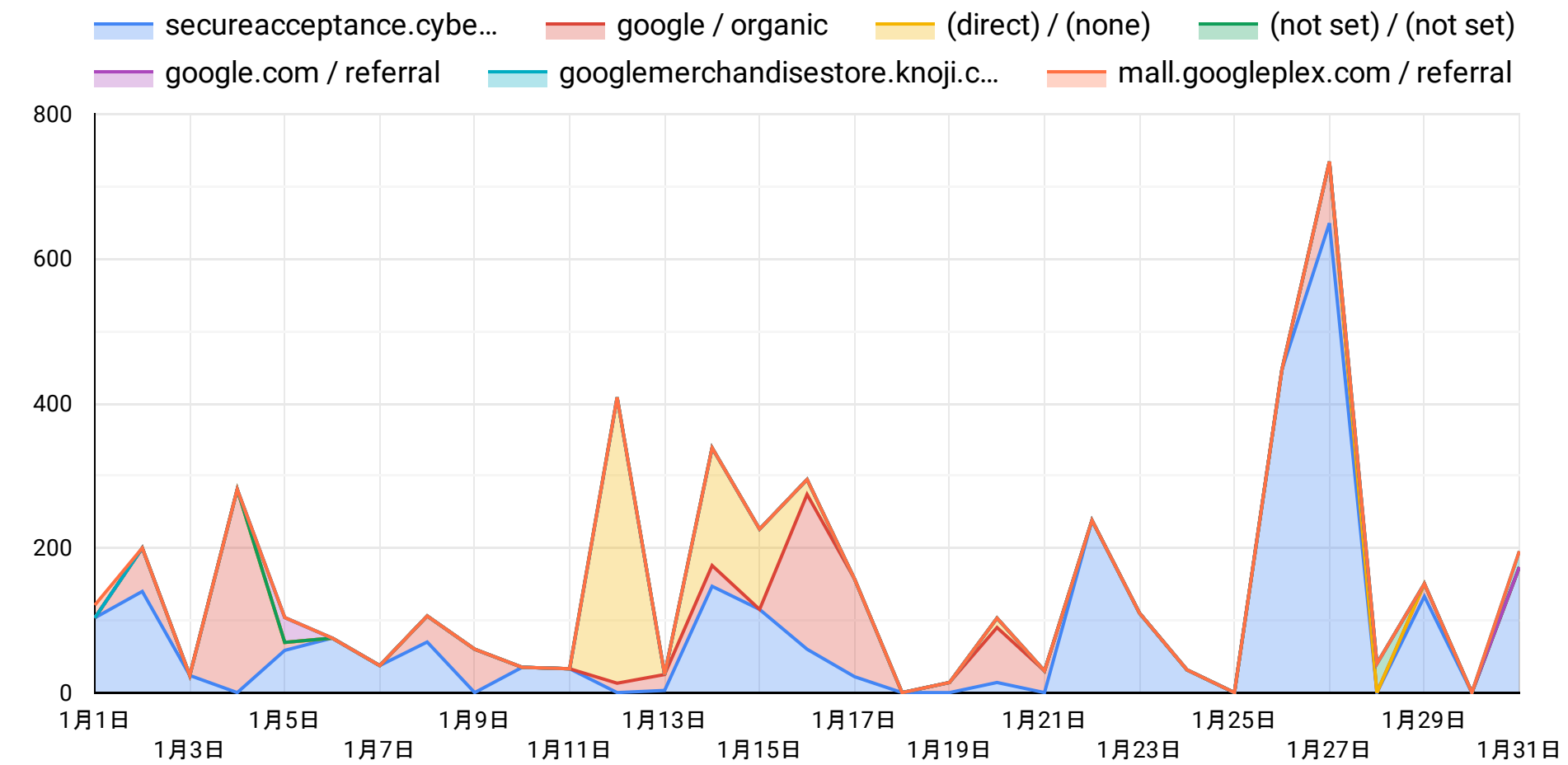


Source / Medium	Revenue ▾	% Δ	Transacti...	% Δ	Ecomm...	% Δ	Averag...	% Δ	Averag...	% Δ
sites.google.com / refer...	\$147,981.81	172.4% ↑	530	128.4% ↑	17.43%	51.0% ↑	\$279.2	19.2% ↑	1.40	-11.8% ↓
mall.googleplex.com / r...	\$137,982	44.2% ↑	735	33.2% ↑	10.24%	28.3% ↑	\$187.7	8.3% ↑	3.59	-4.0% ↓
(direct) / (none)	\$80,539.02	193.1% ↑	321	111.2% ↑	3.33%	64.1% ↑	\$250.9	38.8% ↑	6.44	51.0% ↑
google.passportcorpor...	\$73,789.41	-	277	-	18.32%	-	\$266.4	-	1.47	-
google / organic	\$60,175.95	-13.9% ↓	341	-10.0% ↓	1.86%	28.0% ↑	\$176.5	-4.3% ↓	3.83	-25.4% ↓
google.com / referral	\$48,466.14	-	252	-	26.39%	-	\$192.3	-	5.86	-
google / cpc	\$5,362.65	72.8% ↑	24	20.0% ↑	3.42%	179.5% ↑	\$223.4	44.0% ↑	3.97	-34.6% ↓
groups.google.com / re...	\$4,518.97	67.2% ↑	18	80.0% ↑	9.52%	32.4% ↑	\$251.1	-7.1% ↓	1.23	-36.2% ↓
robertsonmarketing.sh...	\$2,897.42	104.1% ↑	26	188.9% ↑	32.91%	207.2% ↑	\$111.4	-29.4% ↓	1.13	-52.8% ↓
secureacceptance.cybe...	\$1,625.36	-50.7% ↓	31	6.9% ↑	56.36%	12.7% ↑	\$52.4	-53.9% ↓	1.78	-14.0% ↓
login.corp.google.com / ...	\$1,000.04	-25.4% ↓	4	-33.3% ↓	40.00%	40.0% ↑	\$250.0	11.9% ↑	49.50	936.0% ↑
mail.google.com / refer...	\$957.97	96.6% ↑	10	100.0% ↑	5.26%	26.3% ↑	\$95.8	-1.7% ↓	1.22	-52.7% ↓
support.google.com / r...	\$753.99	-	3	-	2.27%	-	\$251.3	-	1.75	-
googlemerchandisestor...	\$667.93	-	9	-	18.75%	-	\$74.2	-	1.12	-
phandroid.com / referral	\$407.72	-	3	-	37.50%	-	\$135.9	-	1.00	-
(not set) / (not set)	\$245.48	-	3	-	0.48%	-	\$81.8	-	17.33	-
Partners / affiliate	\$144.58	623.3% ↑	2	100.0% ↑	0.10%	64.0% ↑	\$72.3	261.6% ↑	1.00	0.0%
dfa / cpm	\$119	-30.9% ↓	1	-50.0% ↓	0.34%	-84.9% ↓	\$119.0	38.2% ↑	1.00	0.0%
localhost:3000 / referral	\$41.93	-	1	-	50.00%	-	\$41.9	-	1.17	-
mail.ccsdli.org / referral	\$27.58	-	1	-	100.00%	-	\$27.6	-	1.00	-

総計	\$567,771.65	31.9% ↑	2,597	22.5% ↑	4.81%	52.3% ↑	\$218.6	7.7% ↑	3.74	14.8% ↑
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Smartphoneユーザー

【参照元/メディア別収益】



Source / Medium	Revenue ▾	% Δ	Transacti...	% Δ	Ecomm...	% Δ	Averag...	% Δ	Averag...	% Δ
secureacceptance.cybe...	\$2,718.06	169.6% ↑	43	48.3% ↑	44.79%	-15.1% ↓	\$63.2	81.8% ↑	1.27	12.4% ↑
google / organic	\$1,082.99	140.3% ↑	17	54.5% ↑	0.20%	80.0% ↑	\$63.7	55.5% ↑	1.17	-15.8% ↓
(direct) / (none)	\$702.21	84.2% ↑	6	-14.3% ↓	0.19%	-0.8% ↓	\$117.0	114.9% ↑	1.78	18.5% ↑
(not set) / (not set)	\$39.99	-	1	-	0.38%	-	\$40.0	-	1.00	-
google.com / referral	\$34.37	-	1	-	4.17%	-	\$34.4	-	1.00	-
googlemerchandisesto...	\$21.99	-	1	-	7.14%	-	\$22.0	-	1.00	-
mall.googleplex.com / r...	\$17.59	-	1	-	8.33%	-	\$17.6	-	1.00	-

総計	\$4,617.2	110.1% ↑	70	34.6% ↑	0.45%	75.3% ↑	\$66.0	56.0% ↑	1.30	3.3% ↑
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Ｅコマース：流入元分析 3/3

PC/Tablet ユーザー

【曜日別・参照元/メディア別収益】

上位 5 項目 - Source / Medium / Revenue					
Day of Week	sites.google.com / referr...	mall.googleplex.com / r...	(direct) / (none)	google.passportcorpora...	google / organic
日曜日	\$19,119,480,000	\$11,406,310,000	\$2,393,230,000	\$8,316,980,000	\$3,104,020,000
月曜日	\$23,111,970,000	\$18,636,850,000	\$7,724,630,000	\$16,676,340,000	\$14,404,500,000
火曜日	\$26,785,350,000	\$26,912,030,000	\$14,247,540,000	\$10,498,540,000	\$9,653,230,000
水曜日	\$24,954,230,000	\$27,986,580,000	\$40,035,010,000	\$14,720,590,000	\$11,808,870,000
木曜日	\$26,397,350,000	\$30,586,590,000	\$5,564,890,000	\$8,772,000,000	\$10,645,150,000
金曜日	\$13,483,290,000	\$15,458,890,000	\$6,403,240,000	\$8,442,980,000	\$5,698,150,000
土曜日	\$14,130,140,000	\$6,994,750,000	\$4,170,480,000	\$6,361,980,000	\$4,862,030,000
総計	\$147,981,810,000	\$137,982,000,000	\$80,539,020,000	\$73,789,410,000	\$60,175,950,000

【時間別・参照元/メディア別収益】

上位 5 項目 - Source / Medium / Revenue					
Hour	sites.google.com / referr...	mall.googleplex.com / r...	(direct) / (none)	google.passportcorpora...	google / organic
0	\$2,456,390,000	\$2,710,760,000	\$665,400,000	\$167,000,000	\$245,230,000
1	\$373,530,000	\$22,700,000	-	-	\$21,990,000
2	\$1,050,580,000	\$368,870,000	\$31,970,000	\$209,000,000	\$686,980,000
3	\$79,000,000	\$169,000,000	-	-	\$3,990,000
4	\$149,000,000	\$646,810,000	\$764,720,000	\$288,000,000	\$1,040,390,000
5	\$833,000,000	\$1,227,930,000	\$376,090,000	\$527,000,000	\$504,430,000
6	\$840,000,000	\$2,202,560,000	\$680,020,000	\$25,000,000	\$2,079,830,000
7	\$4,442,920,000	\$4,135,320,000	\$21,161,480,000	\$2,025,980,000	\$1,589,600,000
8	\$7,157,160,000	\$5,498,940,000	\$14,802,520,000	\$4,353,570,000	\$1,436,530,000
9	\$10,507,380,000	\$10,870,920,000	\$2,995,450,000	\$4,269,000,000	\$6,751,770,000
10	\$9,300,190,000	\$13,057,010,000	\$6,340,850,000	\$4,873,780,000	\$3,010,280,000
11	\$11,506,230,000	\$10,489,350,000	\$2,576,510,000	\$4,002,000,000	\$1,788,660,000
12	\$13,398,000,000	\$13,462,880,000	\$3,061,270,000	\$4,443,760,000	\$2,943,330,000
13	\$9,694,400,000	\$9,175,960,000	\$2,400,170,000	\$5,433,800,000	\$4,564,250,000
14	\$6,864,300,000	\$11,009,910,000	\$4,725,020,000	\$6,884,000,000	\$5,738,710,000
15	\$6,338,990,000	\$8,140,740,000	\$3,901,580,000	\$5,064,000,000	\$3,640,470,000
16	\$9,582,190,000	\$8,312,620,000	\$1,587,860,000	\$4,919,000,000	\$5,338,350,000
17	\$6,318,000,000	\$5,929,800,000	\$1,538,240,000	\$2,185,590,000	\$6,449,440,000
18	\$8,289,000,000	\$6,639,920,000	\$2,423,560,000	\$7,257,000,000	\$4,848,910,000
19	\$6,245,590,000	\$3,607,480,000	\$4,469,350,000	\$2,380,980,000	\$1,771,110,000
20	\$13,976,960,000	\$5,302,220,000	\$684,360,000	\$2,619,000,000	\$1,939,970,000
21	\$7,896,000,000	\$6,328,670,000	\$3,766,450,000	\$6,262,970,000	\$2,417,660,000
22	\$6,593,000,000	\$4,805,620,000	\$513,150,000	\$3,612,980,000	\$1,107,810,000
23	\$4,090,000,000	\$3,866,010,000	\$1,073,000,000	\$1,986,000,000	\$256,260,000
総計	\$147,981,810,000	\$137,982,000,000	\$80,539,020,000	\$73,789,410,000	\$60,175,950,000

Smartphoneユーザー

【曜日別・参照元/メディア別収益】

上位 5 項目 - Source / Medium / Revenue					
Day of Week	secureacceptance.cyber...	google / organic	(direct) / (none)	(not set) / (not set)	google.com / referral
日曜日	\$741,240,000	\$182,930,000	\$12,990,000	-	-
月曜日	\$184,350,000	\$58,710,000	\$162,660,000	\$39,990,000	-
火曜日	\$659,330,000	\$53,460,000	\$110,980,000	-	-
水曜日	\$309,850,000	\$333,980,000	\$20,580,000	-	-
木曜日	\$285,690,000	\$134,980,000	-	-	-
金曜日	\$32,970,000	\$280,940,000	-	-	-
土曜日	\$504,630,000	\$37,990,000	\$395,000,000	-	\$34,370,000
総計	\$2,718,060,000	\$1,082,990,000	\$702,210,000	\$39,990,000	\$34,370,000

【時間別・参照元/メディア別収益】

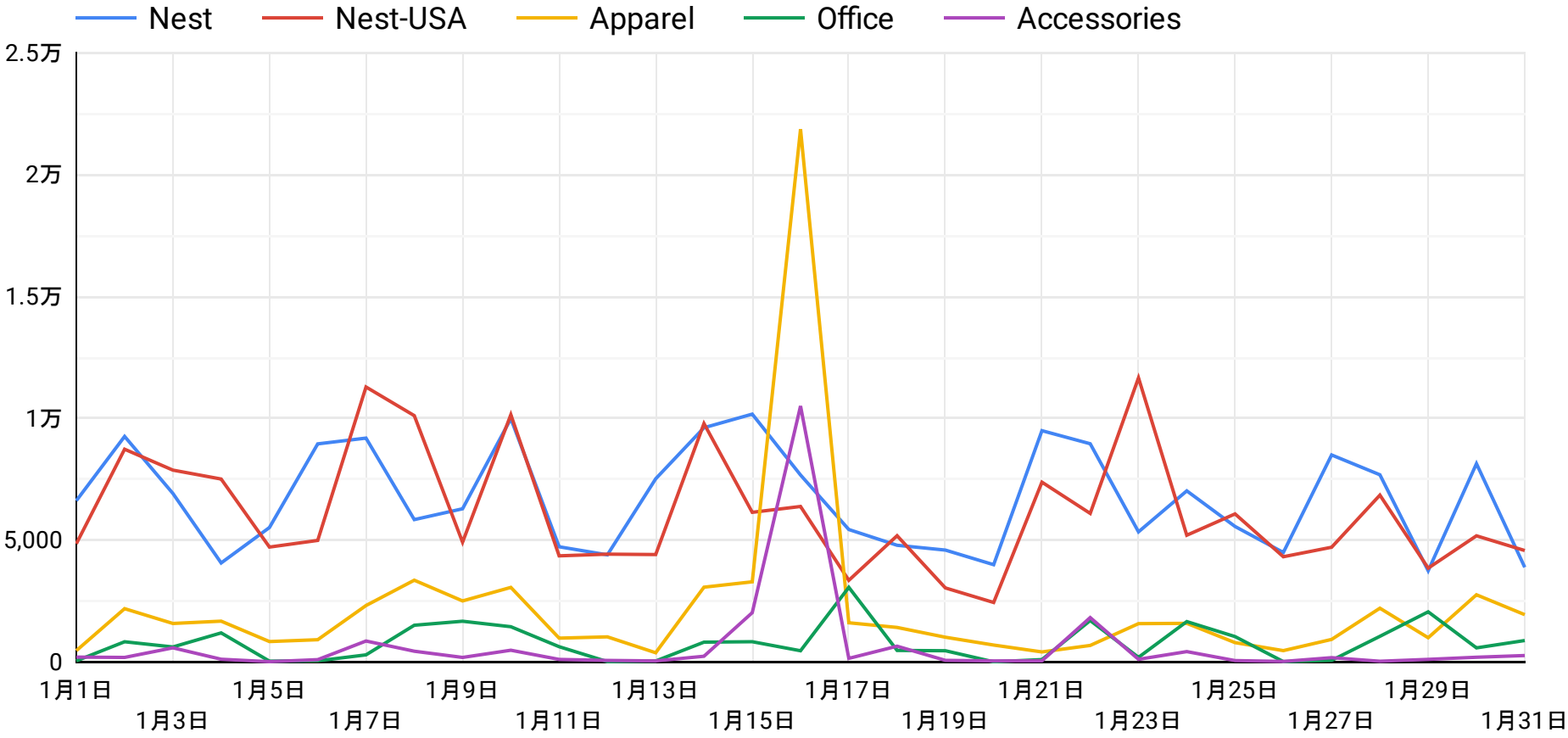
上位 5 項目 - Source / Medium / Revenue					
Hour	secureacceptance.cyber...	google / organic	(direct) / (none)	(not set) / (not set)	google.com / referral
0	\$142,940,000	-	-	-	-
1	-	\$59,990,000	-	-	-
5	\$29,990,000	-	-	-	-
6	-	-	\$12,990,000	-	-
8	\$131,710,000	-	\$31,980,000	-	-
9	\$225,810,000	-	-	-	-
10	\$527,920,000	\$21,990,000	\$79,000,000	-	-
11	\$119,900,000	\$309,660,000	-	\$39,990,000	-
12	\$31,980,000	\$82,980,000	-	-	-
13	\$50,370,000	\$43,990,000	-	-	-
14	\$215,320,000	\$214,000,000	\$395,000,000	-	-
15	\$521,400,000	\$46,460,000	-	-	\$34,370,000
16	\$21,970,000	\$84,960,000	-	-	-
17	\$78,960,000	\$59,990,000	\$162,660,000	-	-
18	\$2,990,000	-	-	-	-
19	\$260,920,000	-	-	-	-
20	\$162,360,000	-	-	-	-
21	\$87,990,000	\$23,990,000	\$20,580,000	-	-
22	\$72,560,000	-	-	-	-
23	\$32,970,000	\$134,980,000	-	-	-
総計	\$2,718,060,000	\$1,082,990,000	\$702,210,000	\$39,990,000	\$34,370,000

ECマース：ページ別分析

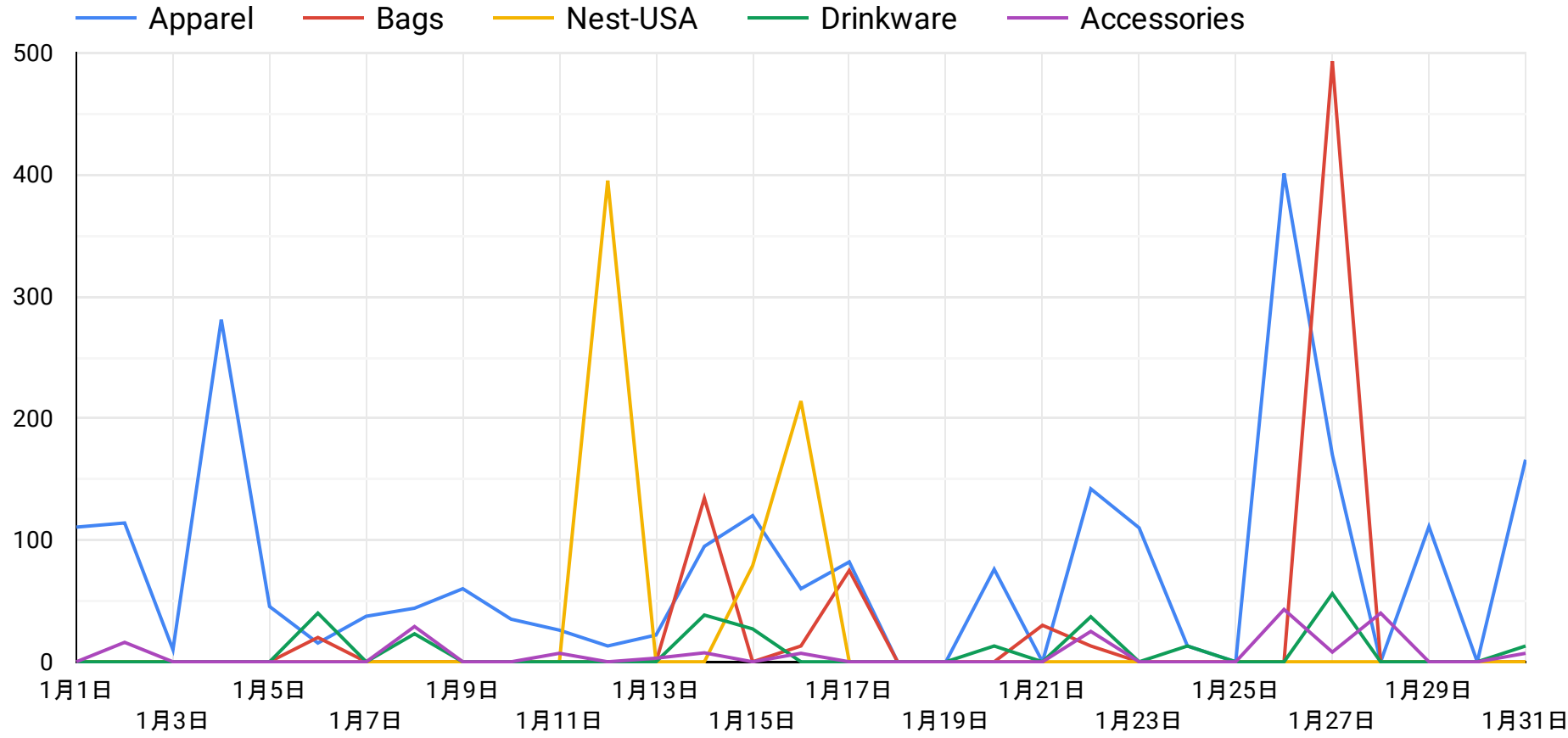
PC/Tablet ユーザー

Smartphoneユーザー

【商品カテゴリ別収益】



【商品カテゴリ別収益】



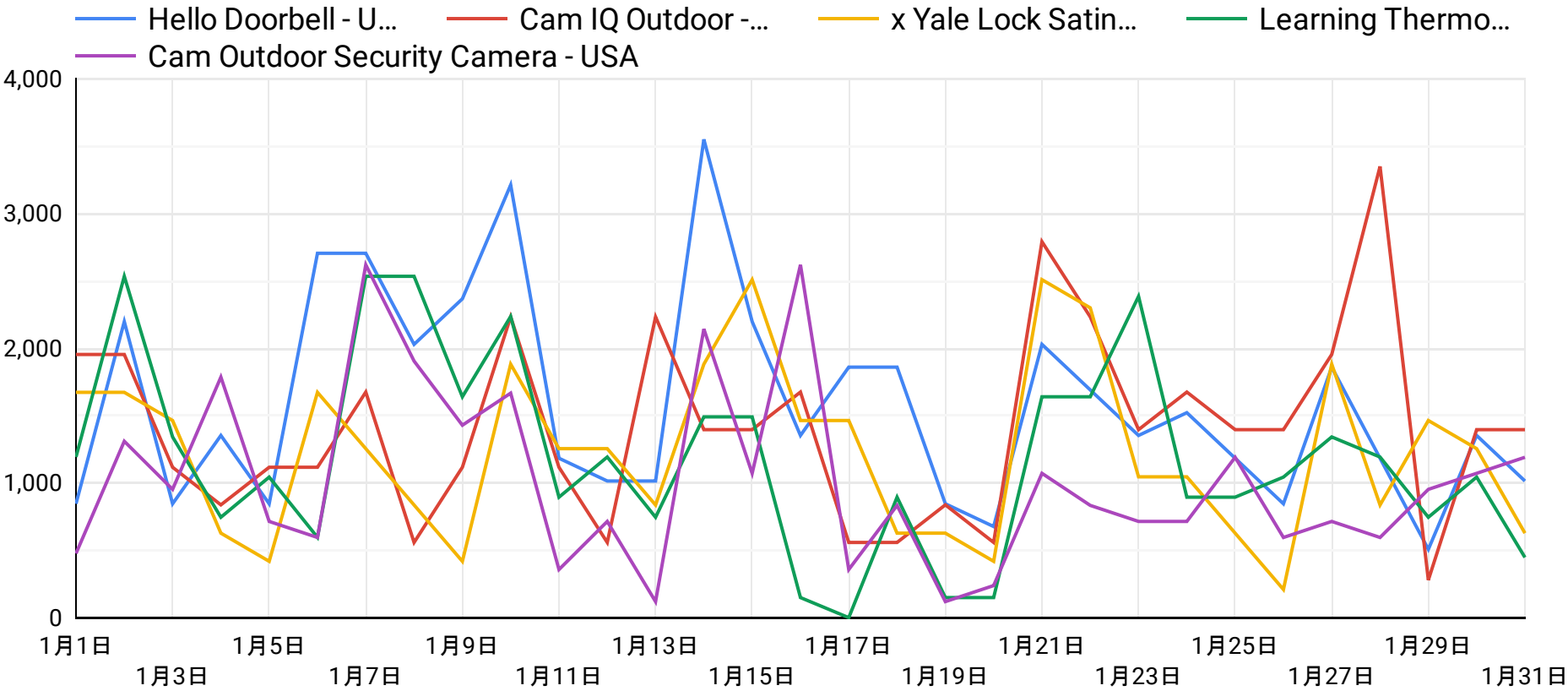
Product Category (Enhanced)	Product Revenue	% Δ	Quantity	% Δ	Average Price	% Δ	Average Price	% Δ
Nest	\$208,143	66.7% ↑	1,259	43.2% ↑	\$165.3	16.4% ↑	1.24	-13.5% ↓
Nest-USA	\$190,326	-14.2% ↓	1,770	-9.2% ↓	\$107.5	-5.5% ↓	1.62	7.3% ↑
Apparel	\$68,369	154.5% ↑	2,993	109.7% ↑	\$22.8	21.4% ↑	2.03	10.9% ↑
Office	\$23,605	53.4% ↑	5,206	6.5% ↑	\$4.5	44.0% ↑	15.09	-5.5% ↓
Accessories	\$20,081	1,539.5% ↑	2,833	619.0% ↑	\$7.1	128.0% ↑	8.19	-2.3% ↓
Bags	\$19,555	153.5% ↑	1,121	1,043.9% ↑	\$17.4	-77.8% ↓	4.71	174.0% ↑
Drinkware	\$18,736	25.7% ↑	1,208	41.6% ↑	\$15.5	-11.2% ↓	3.42	3.1% ↑
\$(productitem.product.origin)	\$5,544	-19.6% ↓	241	-40.3% ↓	\$23.0	34.8% ↑	4.08	-67.6% ↓
Lifestyle	\$3,791	210.0% ↑	1,730	380.6% ↑	\$2.2	-35.5% ↓	13.73	33.5% ↑
Google	\$2,615	-	436	-	\$6.0	-	8.72	-
総計	\$567,772	31.9% ↑	19,925	72.9% ↑	\$28.5	-23.7% ↓	3.74	14.8% ↑

Product Category (Enhanced)	Product Revenue	% Δ	Quantity	% Δ	Average Price	% Δ	Average Price	% Δ
Apparel	\$2,359	87.1% ↑	81	6.6% ↑	\$29.1	75.5% ↑	1.08	-10.5% ↓
Bags	\$778	332.4% ↑	14	600.0% ↑	\$55.6	-38.2% ↓	1.56	55.6% ↑
Nest-USA	\$688	78.2% ↑	8	100.0% ↑	\$86.0	-10.9% ↓	2.00	0.0%
Drinkware	\$260	49.7% ↑	14	40.0% ↑	\$18.6	6.9% ↑	1.08	7.7% ↑
Accessories	\$192	6,327.8% ↑	21	2,000.0% ↑	\$9.2	206.1% ↑	1.05	5.0% ↑
Office	\$141	36.4% ↑	36	20.0% ↑	\$3.9	13.7% ↑	1.64	14.5% ↑
Lifestyle	\$88	632.5% ↑	25	733.3% ↑	\$3.5	-12.1% ↓	1.47	47.1% ↑
Google	\$56	-	8	-	\$7.0	-	2.67	-
Writing Instruments	\$21	-	7	-	\$3.0	-	2.33	-
\$(productitem.product.origin)	\$21	-48.0% ↓	2	-60.0% ↓	\$10.4	30.0% ↑	2.00	-20.0% ↓
総計	\$4,617	110.1% ↑	223	67.7% ↑	\$20.7	25.3% ↑	1.30	3.3% ↑

ECマース：商品分析 1/2

PC/Tablet ユーザー

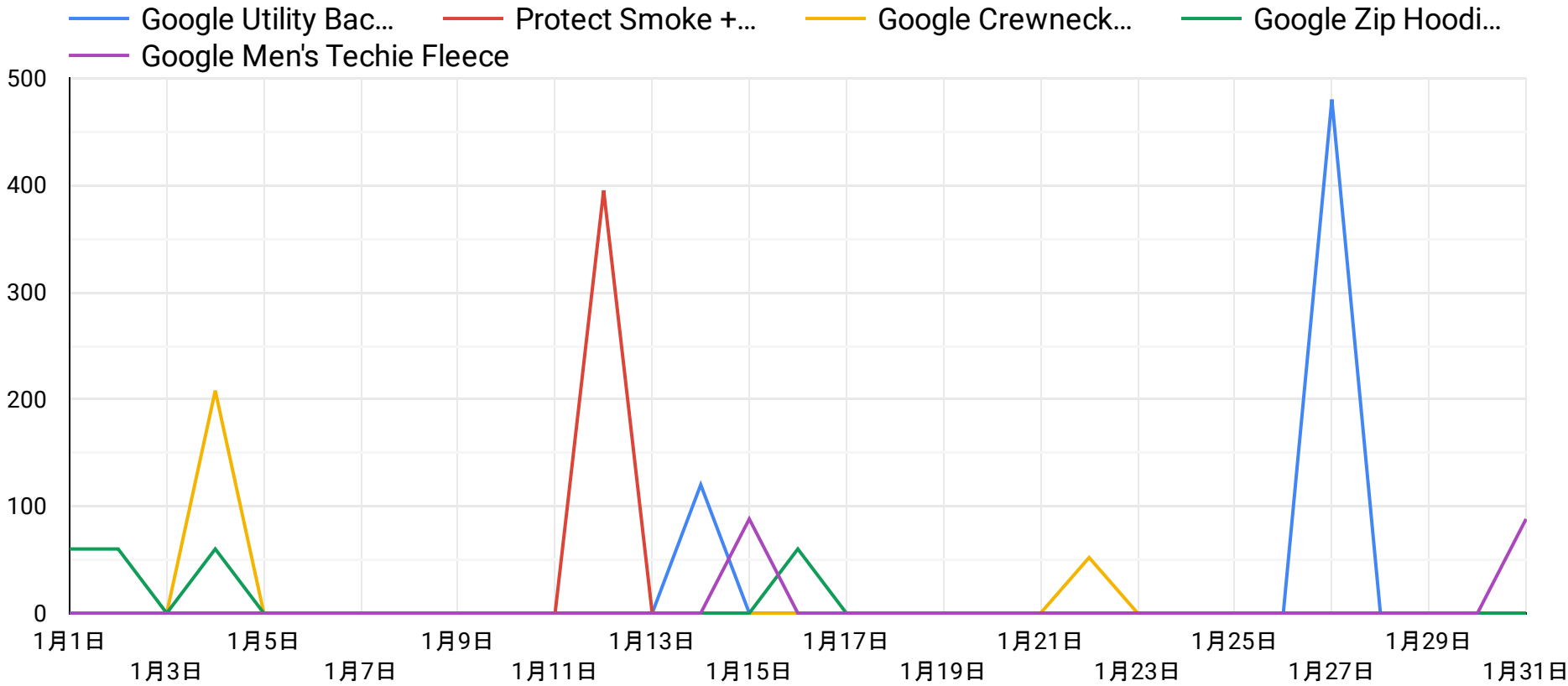
【商品別収益】



Product	Product R...	% Δ	Quantity	% Δ	Average P...	% Δ	Average Q...	% Δ
Hello Doorbell - USA	\$49,179	-	291	-	\$169.0	-	1.05	-
Cam IQ Outdoor - USA	\$43,803	-	157	-	\$279.0	-	1.37	-
x Yale Lock Satin Nickel- USA	\$38,038	-	182	-	\$209.0	-	1.09	-
Learning Thermostat 3rd Gen-...	\$36,803	-	247	-	\$149.0	-	1.22	-
Cam Indoor Security Camera - ...	\$31,654	-	266	-	\$119.0	-	1.39	-
Cam Outdoor Security Camera...	\$31,654	-	266	-	\$119.0	-	1.60	-
Cam IQ - USA	\$29,054	-	146	-	\$199.0	-	1.35	-
Protect Smoke + CO White Wir...	\$28,361	-	359	-	\$79.0	-	2.76	-
Protect Smoke + CO White Bat...	\$26,149	-	331	-	\$79.0	-	2.27	-
Learning Thermostat 3rd Gen-...	\$23,393	-	157	-	\$149.0	-	1.31	-
Secure Alarm System Starter P...	\$19,893	-	57	-	\$349.0	-	1.00	-
Thermostat E - USA	\$19,404	-	196	-	\$99.0	-	1.46	-
Temperature Sensor 3 Pack -US	\$7,865	-	121	-	\$65.0	-	1.06	-
Learning Thermostat 3rd Gen-...	\$6,556	-	44	-	\$149.0	-	1.47	-
Detect - USA	\$4,998	-	102	-	\$49.0	-	2.22	-
Google Large Standard Journ...	\$4,828	6,191.7% ↑	377	6,183.3% ↑	\$12.8	0.1% ↑	16.39	446.4% ↑
Android Tone Hoodie Black	\$4,308	160.2% ↑	151	403.3% ↑	\$28.5	-48.3% ↓	3.43	174.5% ↑
YouTube Tee Black	\$4,209	213.8% ↑	194	162.2% ↑	\$21.7	19.7% ↑	9.24	187.1% ↑
Google Pullover Hoodie Grey	\$3,959	-	74	-	\$53.5	-	1.37	-
Google Zip Hoodie Black	\$3,935	-24.1% ↓	79	-24.0% ↓	\$49.8	0.0% ↓	1.27	12.7% ↑
総計	\$567,772	31.9% ↑	19,925	72.9% ↑	\$28.5	-23.7% ↓	3.74	14.8% ↑

Smartphoneユーザー

【商品別収益】



Product	Product R...	% Δ	Quantity	% Δ	Average P...	% Δ	Average Q...	% Δ
Google Utility Backpack	\$600	-	5	-	\$120.0	-	2.50	-
Protect Smoke + CO White Bat...	\$395	-	5	-	\$79.0	-	5.00	-
Google Crewneck Sweatshirt N...	\$260	66.7% ↑	5	66.7% ↑	\$52.0	0.0%	1.67	11.1% ↑
Google Zip Hoodie Black	\$240	100.0% ↑	4	100.0% ↑	\$60.0	0.0%	1.00	0.0%
Google Men's Techie Fleece	\$176	-	2	-	\$88.0	-	1.00	-
Learning Thermostat 3rd Gen-...	\$149	-	1	-	\$149.0	-	1.00	-
Google Pullover Hoodie Grey	\$120	-	2	-	\$60.0	-	1.00	-
Google Zip Hoodie F/C	\$120	-	2	-	\$60.0	-	1.00	-
Google Tee F/C Black	\$110	-	5	-	\$22.0	-	1.25	-
Google Tee White	\$110	25.0% ↑	5	25.0% ↑	\$22.0	0.0%	1.25	25.0% ↑
Google Black Tee	\$106	-	5	-	\$21.1	-	1.00	-
Google Shoreline Tonal Crew M...	\$99	-	2	-	\$49.5	-	1.00	-
Google Tudes Recycled Tee	\$93	-	3	-	\$31.0	-	1.50	-
Google Men's Discovery Lt. Rai...	\$88	-	1	-	\$88.0	-	1.00	-
Google F/C Longsleeve Ash	\$87	-	3	-	\$29.0	-	1.00	-
Google Sunglasses	\$81	-	23	-	\$3.5	-	1.53	-
Google Campus Bike	\$80	-	2	-	\$40.0	-	1.00	-
Protect Smoke + CO White Wir...	\$79	-	1	-	\$79.0	-	1.00	-
Google Incognito Zip Pack	\$75	-	1	-	\$75.0	-	1.00	-
Google Tonal Tee Slate Grey	\$66	-	3	-	\$22.0	-	1.00	-
総計	\$4,617	110.1% ↑	223	67.7% ↑	\$20.7	25.3% ↑	1.30	3.3% ↑

Ｅコマース：商品分析 3/3

PC/Tablet ユーザー

【曜日別・商品元収益】

上位 5 項目 - Product Category (Enhanced Ecommerce) / Product Revenue					
Day of Week	Nest	Nest-USA	Apparel	Office	Accessories
日曜日	\$28,930,000,000	\$16,521,000,000	\$2,885,570,000	\$132,350,000	\$332,790,000
月曜日	\$35,950,000,000	\$35,272,000,000	\$7,976,650,000	\$2,228,780,000	\$1,145,020,000
火曜日	\$35,298,000,000	\$31,017,000,000	\$8,749,370,000	\$6,108,450,000	\$4,560,500,000
水曜日	\$36,662,000,000	\$36,835,000,000	\$30,853,600,000	\$3,696,920,000	\$11,146,710,000
木曜日	\$33,215,000,000	\$31,115,000,000	\$9,743,260,000	\$7,631,720,000	\$1,865,890,000
金曜日	\$19,115,000,000	\$23,095,000,000	\$4,837,200,000	\$3,308,520,000	\$894,540,000
土曜日	\$18,973,000,000	\$16,471,000,000	\$3,323,260,000	\$498,640,000	\$136,020,000
総計	\$208,143,000,000	\$190,326,000,000	\$68,368,910,000	\$23,605,380,000	\$20,081,470,000

【時間別・商品別収益】

上位 5 項目 - Product Category (Enhanced Ecommerce) / Product Revenue					
Hour	Nest	Nest-USA	Apparel	Office	Accessories
0	\$3,857,000,000	\$1,740,000,000	\$415,100,000	\$4,490,000	\$13,970,000
1	-	\$268,000,000	\$210,280,000	\$6,790,000	\$6,390,000
2	\$1,871,000,000	\$298,000,000	\$321,280,000	\$1,750,000	\$20,760,000
3	\$169,000,000	\$79,000,000	\$12,990,000	\$2,990,000	\$16,970,000
4	\$925,000,000	\$506,000,000	\$186,310,000	\$360,890,000	\$21,530,000
5	\$2,248,000,000	\$1,710,000,000	\$473,390,000	\$182,420,000	\$33,550,000
6	\$1,558,000,000	\$2,229,000,000	\$1,416,890,000	\$876,380,000	\$120,800,000
7	\$6,150,000,000	\$5,760,000,000	\$21,506,860,000	\$1,104,800,000	\$216,810,000
8	\$8,212,000,000	\$10,218,000,000	\$2,438,310,000	\$967,840,000	\$10,880,660,000
9	\$8,448,000,000	\$13,713,000,000	\$4,645,220,000	\$3,724,380,000	\$2,399,560,000
10	\$15,702,000,000	\$11,426,000,000	\$3,307,730,000	\$3,034,190,000	\$1,573,680,000
11	\$11,169,000,000	\$13,875,000,000	\$3,253,180,000	\$4,270,710,000	\$933,080,000
12	\$15,186,000,000	\$14,980,000,000	\$2,046,260,000	\$2,431,570,000	\$295,460,000
13	\$15,096,000,000	\$10,945,000,000	\$4,744,390,000	\$1,738,990,000	\$579,930,000
14	\$13,621,000,000	\$12,832,000,000	\$6,963,880,000	\$3,010,140,000	\$1,039,110,000
15	\$11,327,000,000	\$10,891,000,000	\$2,949,020,000	\$158,480,000	\$284,200,000
16	\$15,021,000,000	\$11,352,000,000	\$1,850,710,000	\$356,910,000	\$407,360,000
17	\$10,598,000,000	\$8,532,000,000	\$3,038,360,000	\$516,060,000	\$432,950,000
18	\$12,834,000,000	\$13,437,000,000	\$2,491,220,000	\$364,130,000	\$186,130,000
19	\$13,089,000,000	\$7,675,000,000	\$765,900,000	\$255,190,000	\$72,300,000
20	\$13,725,000,000	\$11,001,000,000	\$1,466,940,000	\$111,250,000	\$271,680,000
21	\$14,129,000,000	\$12,407,000,000	\$1,371,990,000	\$25,850,000	\$39,130,000
22	\$8,549,000,000	\$9,757,000,000	\$886,160,000	\$22,990,000	\$201,940,000
23	\$4,659,000,000	\$4,695,000,000	\$1,606,540,000	\$76,190,000	\$33,520,000
総計	\$208,143,000,000	\$190,326,000,000	\$68,368,910,000	\$23,605,380,000	\$20,081,470,000

Smartphoneユーザー

【曜日別・商品元収益】

上位 5 項目 - Product Category (Enhanced Ecommerce) / Product Revenue					
Day of Week	Apparel	Bags	Nest-USA	Drinkware	Accessories
日曜日	\$283,300,000	\$512,940,000	-	\$108,950,000	\$10,980,000
月曜日	\$132,130,000	\$164,350,000	-	\$38,380,000	\$47,370,000
火曜日	\$527,430,000	\$12,990,000	\$79,000,000	\$86,950,000	\$53,920,000
水曜日	\$343,920,000	\$12,990,000	\$214,000,000	-	\$22,970,000
木曜日	\$305,900,000	\$74,990,000	-	\$25,980,000	\$6,980,000
金曜日	\$306,920,000	-	-	-	\$6,990,000
土曜日	\$459,220,000	-	\$395,000,000	-	\$42,980,000
総計	\$2,358,820,000	\$778,260,000	\$688,000,000	\$260,260,000	\$192,190,000

【時間別・商品別収益】

上位 5 項目 - Product Category (Enhanced Ecommerce) / Product Revenue					
Hour	Apparel	Bags	Nest-USA	Drinkware	Accessories
0	\$111,960,000	\$12,990,000	-	\$17,990,000	-
1	\$59,990,000	-	-	-	-
5	-	-	-	-	-
6	-	-	-	\$12,990,000	-
8	\$157,950,000	-	-	-	-
9	\$193,940,000	-	-	\$12,990,000	\$2,990,000
10	\$43,980,000	\$479,960,000	\$79,000,000	\$22,980,000	-
11	\$332,520,000	-	-	-	\$60,960,000
12	\$107,960,000	-	-	-	-
13	\$37,380,000	\$29,990,000	-	\$12,990,000	-
14	\$138,360,000	\$19,990,000	\$609,000,000	\$52,980,000	\$3,990,000
15	\$407,230,000	\$12,990,000	-	\$50,980,000	\$93,910,000
16	\$67,970,000	-	-	\$19,990,000	-
17	\$205,720,000	\$14,370,000	-	\$38,380,000	\$2,390,000
18	-	-	-	-	\$2,990,000
19	\$131,950,000	\$119,990,000	-	\$17,990,000	\$7,990,000
20	\$103,970,000	-	-	-	-
21	\$111,980,000	\$12,990,000	-	-	\$6,990,000
22	\$59,990,000	-	-	-	\$2,990,000
23	\$85,970,000	\$74,990,000	-	-	\$6,990,000
総計	\$2,358,820,000	\$778,260,000	\$688,000,000	\$260,260,000	\$192,190,000

ダッシュボード作成の料金・導入フロー



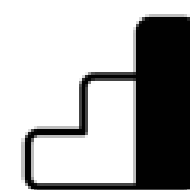
MONITORING REPORT

モニタリングレポート

30,000円/月

※契約期間3ヶ月～

サイトモニタリング
アクセス解析
大容量レポート



ツール共有

Googleアナリティクスの共有

- ・ GAの閲覧権限の付与
- ・ 各種（目標等）設定の確認
- ・ Googleサーチコンソールの共有



レポート作成

モニタリングレポートの作成

- ・ PDFのレポート作成
- ・ ファイルデータによる納品



レポート解説

レポート解説の作成 ※オプション

- ・ モニタリングレポートの解説
- ・ モニタリングレポートと一緒に納品



- 会社名
株式会社エックス
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- メールアドレス
info@dxu.jp
- WEBサイト
<https://www.dxu.jp>
- 事業内容
 - ・WEBメディアの運営
 - ・デジタルマーケティング支援
 - etc...

関連会社

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事業内容: スマートフォンアプリ開発、システム開発、デザインetc...

