

Overview KPIs and metrics

UNIQUE VIEWS

 **987** views

TOTAL SALES

 **53,467** \$

PRODUCT VIEWS

 **1,362** views

NEW CUSTOMERS

 **321**

RETURNING CUSTOMERS

 **98**

BOUNCE RATE

 **0.89** %

Electronics product category

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CLICK THROUGH RATE

 **5** %

IMPRESSIONS

 **1,364** views

TOTAL SALES

 **3,567** \$

PRODUCT VIEWS

 **1,018** views

Key performing pages

URL	Page title	Views
/products/arduino	Arduino accessories	9,342
/products/raspberry-pi	Raspberry Pi accessories	5,674
/products/keyboards	Keyboards	2,248
/products/graphics-cards	Graphics cards	973

Top performing referrers

Referrer	URL	Count
Google	google.com/search?s=raspberry+pi	13,934
Bing	bing.com/search?s=raspberry+pi	9,231
Facebook	facebook.com	3,673
Twitter	twitter.com	2,190