

チャンネルグループ

参照元/メディア

ランディングページ

デバイス

売上収益  
¥135,344  
↓ -17.1%

トランザクション数  
1,954  
↓ -19.6%

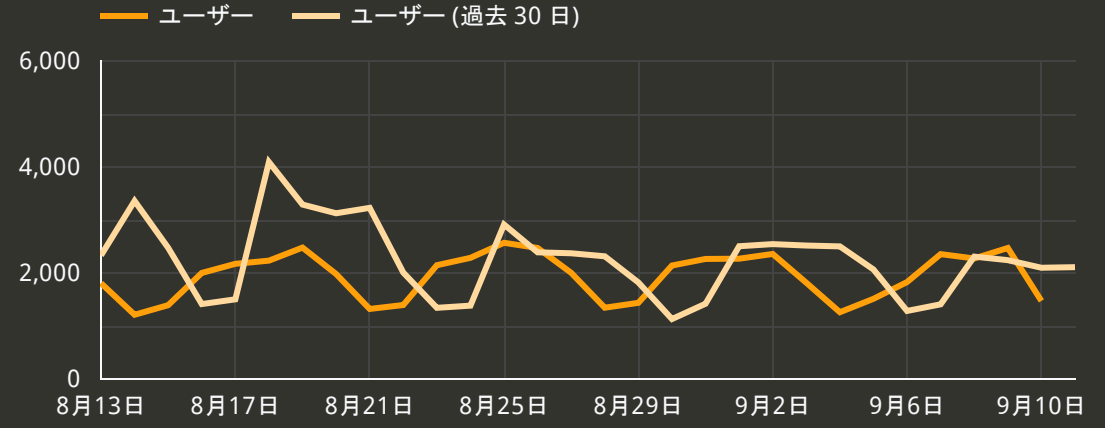
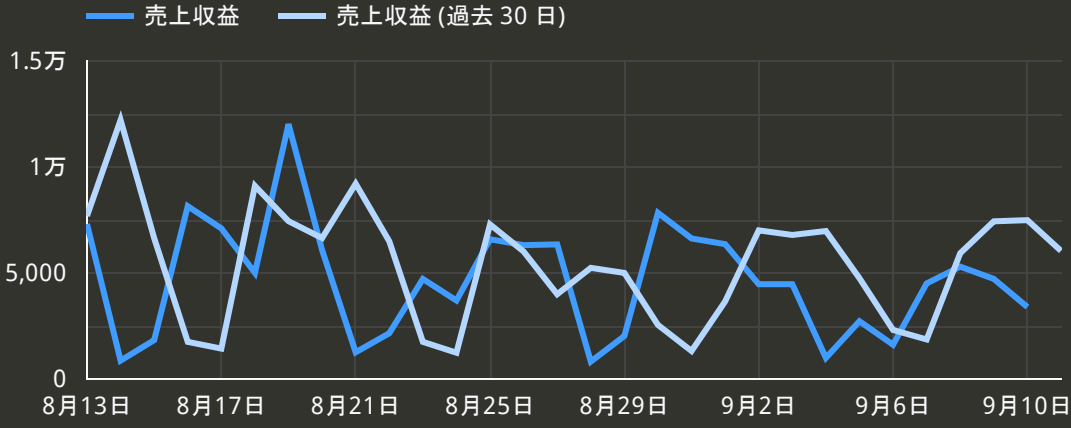
平均注文額  
¥69  
↑ 3.1%

コンバージョン率  
3.19%  
↓ -2.8%

ユーザー  
48,277  
↓ -13.2%

セッション/ユーザー  
1.27  
↓ -4.8%

ページ/セッション  
5.29  
↓ -2.2%



| 商品   | 商品の収益           | % Δ             | 数量           | % Δ             | 平均価格       | % Δ           |
|--|-----------------|-----------------|--------------|-----------------|------------|---------------|
| 1. Google Utility Backpack                   | ¥6,216          | 156.4% ↑        | 63           | 162.5% ↑        | ¥99        | -2.3% ↓       |
| 2. Google Unisex Eco Tee Black               | ¥5,799          | 84.1% ↑         | 312          | 82.5% ↑         | ¥19        | 0.9% ↑        |
| 3. Google Black Cloud Tee                    | ¥3,931          | 123.6% ↑        | 174          | 132.0% ↑        | ¥23        | -3.6% ↓       |
| 4. Super G Washed Cap                        | ¥3,424          | 2,013.3% ↑      | 218          | 1,881.8% ↑      | ¥16        | 6.6% ↑        |
| 5. Google Land & Sea French Terry Sweatshirt | ¥2,893          | 405.8% ↑        | 63           | 384.6% ↑        | ¥46        | 4.4% ↑        |
| 6. Google Navy French Terry Zip Hoodie       | ¥2,838          | 18.3% ↑         | 67           | 17.0% ↑         | ¥46        | 1.7% ↑        |
| <b>総計</b>                                    | <b>¥135,344</b> | <b>-17.1% ↓</b> | <b>9,899</b> | <b>-18.6% ↓</b> | <b>¥14</b> | <b>1.8% ↑</b> |

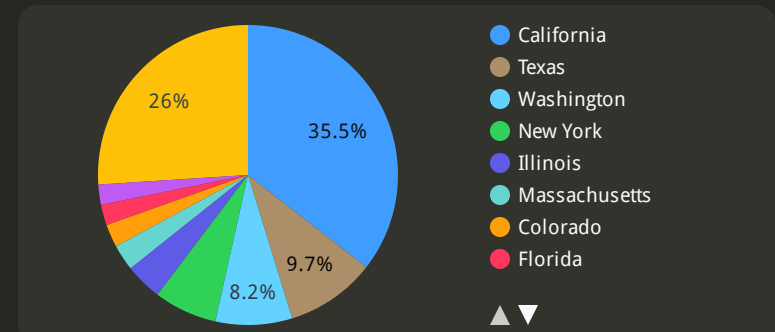
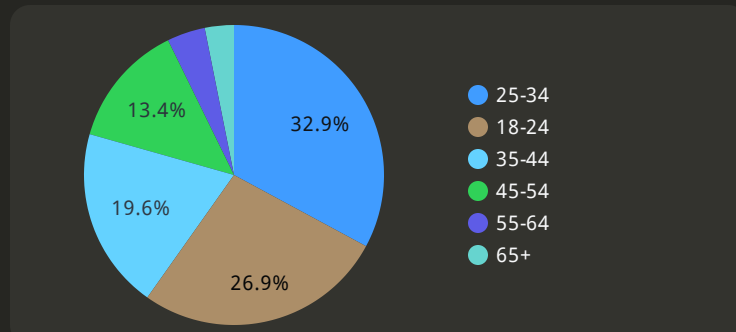
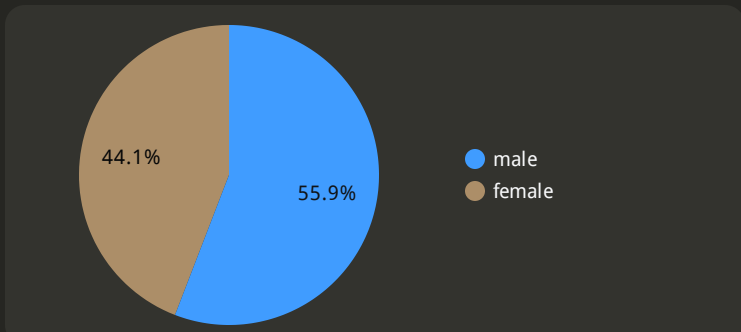
## 集客チャネル

| チャンネルグループ      | 売上収益            | % Δ             | ユーザー          | % Δ             |
|----------------|-----------------|-----------------|---------------|-----------------|
| 1. Direct      | ¥133,842        | -16.6% ↓        | 47,328        | -12.6% ↓        |
| 2. Paid Search | ¥784            | -67.9% ↓        | 617           | -18.4% ↓        |
| 3. (Other)     | ¥511            | 141.0% ↑        | 36            | 63.6% ↑         |
| 4. Affiliates  | ¥206            | 20.2% ↑         | 143           | -32.2% ↓        |
| 5. Display     | ¥0              | -               | 178           | -53.5% ↓        |
| <b>総計</b>      | <b>¥135,344</b> | <b>-17.1% ↓</b> | <b>48,277</b> | <b>-13.2% ↓</b> |

## ランディングページ

| ランディングページ                        | 売上収益            | % Δ             | ユーザー          | % Δ             |
|----------------------------------|-----------------|-----------------|---------------|-----------------|
| 1. /home                         | ¥40,575         | 10.9% ↑         | 28,361        | -4.3% ↓         |
| 2. /basket.html                  | ¥16,017         | -36.0% ↓        | 1,083         | -35.9% ↓        |
| 3. /signin.html                  | ¥13,778         | -25.0% ↓        | 1,547         | -40.5% ↓        |
| 4. /google+redesign/apparel/mens | ¥11,226         | -34.0% ↓        | 2,090         | -35.2% ↓        |
| 5. /store.html                   | ¥5,935          | -55.0% ↓        | 955           | -54.5% ↓        |
| <b>総計</b>                        | <b>¥135,344</b> | <b>-17.1% ↓</b> | <b>48,277</b> | <b>-13.2% ↓</b> |

## ユーザー属性



| 性別        | 売上収益            | % Δ             | ユーザー          | % Δ             |
|-----------|-----------------|-----------------|---------------|-----------------|
| male      | ¥40,456         | -18.7% ↓        | 11,898        | -20.7% ↓        |
| female    | ¥31,971         | -24.1% ↓        | 8,743         | -25.3% ↓        |
| <b>総計</b> | <b>¥135,344</b> | <b>-17.1% ↓</b> | <b>48,277</b> | <b>-13.2% ↓</b> |

| 年齢        | 売上収益            | % Δ             | ユーザー          | % Δ             |
|-----------|-----------------|-----------------|---------------|-----------------|
| 25-34     | ¥22,241         | -22.3% ↓        | 6,801         | -24.7% ↓        |
| 18-24     | ¥18,226         | 3.0% ↑          | 4,778         | -19.1% ↓        |
| 35-44     | ¥13,255         | -31.8% ↓        | 3,412         | -24.7% ↓        |
| 45-54     | ¥9,041          | -22.2% ↓        | 2,235         | -20.5% ↓        |
| 55-64     | ¥2,781          | -49.3% ↓        | 1,105         | -24.6% ↓        |
| <b>総計</b> | <b>¥135,344</b> | <b>-17.1% ↓</b> | <b>48,277</b> | <b>-13.2% ↓</b> |

| 地域         | 売上収益            | % Δ             | ユーザー          | % Δ             |
|------------|-----------------|-----------------|---------------|-----------------|
| California | ¥48,088         | -21.4% ↓        | 6,634         | -34.8% ↓        |
| Texas      | ¥13,148         | 9.2% ↑          | 1,620         | -15.2% ↓        |
| Washington | ¥11,163         | 38.2% ↑         | 1,207         | -17.8% ↓        |
| New York   | ¥9,218          | -26.7% ↓        | 1,647         | -22.6% ↓        |
| <b>総計</b>  | <b>¥135,344</b> | <b>-17.1% ↓</b> | <b>48,277</b> | <b>-13.2% ↓</b> |