

Aug 1, 2025 Aug 31, 2025

Compare to: Aug 1, 2024 Aug 31, 2024

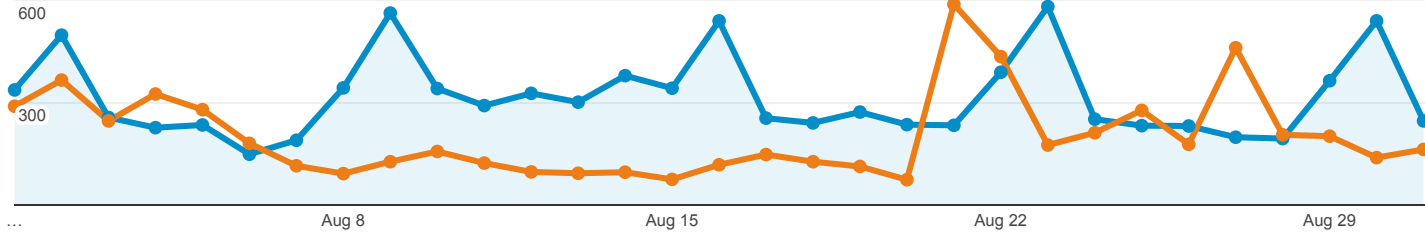


Explorer

Summary

Aug 1, 2025 - Aug 31, 2025: ● Sessions

Aug 1, 2024 - Aug 31, 2024: ● Sessions



Campaign	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	56.24% ▲ 9,776 vs 6,257	0.62% ▲ 56.78% vs 56.43%	57.21% ▲ 5,551 vs 3,531	13.88% ▼ 64.74% vs 56.85%	7.99% ▼ 2.90 vs 3.15	0.99% ▼ 00:02:23 vs 00:02:24	18.74% ▲ 2.75% vs 2.32%	85.52% ▲ 269 vs 145	61.50% ▲ \$31,869.91 vs \$19,734.22
1. Skinny D Brand									
Aug 1, 2025	2,572 (26.31%)	55.56%	1,429 (25.74%)	65.71%	2.61	00:02:23	2.18%	56 (20.82%)	\$6,141.57 (19.27%)
Aug 1, 2024	561 (8.97%)	71.30%	400 (11.33%)	56.15%	3.30	00:02:32	3.21%	18 (12.41%)	\$2,549.86 (12.92%)
% Change	358.47%	-22.08%	257.25%	17.02%	-20.95%	-6.06%	-32.14%	211.11%	140.86%
2. Cal-Max									
Aug 1, 2025	2,145 (21.94%)	58.04%	1,245 (22.43%)	62.24%	2.93	00:02:36	2.10%	45 (16.73%)	\$4,652.73 (14.60%)
Aug 1, 2024	596 (9.53%)	72.82%	434 (12.29%)	47.48%	3.64	00:02:44	3.19%	19 (13.10%)	\$1,807.31 (9.16%)
% Change	259.90%	-20.29%	186.87%	31.07%	-19.28%	-5.09%	-34.19%	136.84%	157.44%
3. SuperC22									
Aug 1, 2025	801 (8.19%)	52.18%	418 (7.53%)	66.92%	2.42	00:01:48	2.00%	16 (5.95%)	\$1,547.25 (4.85%)
Aug 1, 2024	218 (3.48%)	73.85%	161 (4.56%)	66.06%	2.78	00:01:28	1.38%	3 (2.07%)	\$425.20 (2.15%)
% Change	267.43%	-29.34%	159.63%	1.30%	-13.20%	22.83%	45.15%	433.33%	263.89%
4. Dr. Newton's Search									
Aug 1, 2025	582 (5.95%)	53.44%	311 (5.60%)	27.49%	5.65	00:04:45	5.15%	30 (11.15%)	\$4,321.88 (13.56%)
Aug 1, 2024	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
5. Dr Newton's Display									
Aug 1, 2025	567 (5.80%)	85.01%	482 (8.68%)	96.12%	1.05	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
Aug 1, 2024	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%

6.	Shopping Ad - CalMax									
	Aug 1, 2025	477 (4.88%)	53.67%	256 (4.61%)	75.68%	2.00	00:01:27	1.89%	9 (3.35%)	\$820.76 (2.58%)
	Aug 1, 2024	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
7.	Cal-Max Top Ten States									
	Aug 1, 2025	394 (4.03%)	53.55%	211 (3.80%)	65.99%	2.63	00:02:13	2.28%	9 (3.35%)	\$758.15 (2.38%)
	Aug 1, 2024	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
8.	Dr Newton									
	Aug 1, 2025	315 (3.22%)	54.60%	172 (3.10%)	26.98%	7.52	00:06:00	8.57%	27 (10.04%)	\$4,451.35 (13.97%)
	Aug 1, 2024	436 (6.97%)	61.93%	270 (7.65%)	29.82%	5.61	00:04:25	6.19%	27 (18.62%)	\$3,877.72 (19.65%)
	% Change	-27.75%	-11.83%	-36.30%	-9.50%	34.06%	35.87%	38.41%	0.00%	14.79%
9.	Glucosamine									
	Aug 1, 2025	299 (3.06%)	48.49%	145 (2.61%)	70.90%	2.36	00:01:41	3.01%	9 (3.35%)	\$1,218.23 (3.82%)
	Aug 1, 2024	93 (1.49%)	78.49%	73 (2.07%)	82.80%	1.96	00:01:09	2.15%	2 (1.38%)	\$351.60 (1.78%)
	% Change	221.51%	-38.22%	98.63%	-14.36%	20.83%	45.88%	39.97%	350.00%	246.48%
10.	Nuzymes Brand									
	Aug 1, 2025	114 (1.17%)	52.63%	60 (1.08%)	69.30%	2.76	00:02:22	6.14%	7 (2.60%)	\$626.93 (1.97%)
	Aug 1, 2024	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%