

Ecommerce Overview Report

26 Feb 2022 - 25 Mar 2022

Ecommerce Metrics

Gross Sales

\$1.69K

↓ -5.1%

Orders

16

↓ -5.9%

Avg Order Value

\$105.43

↑ 0.8%

Users

3.4K

↑ 361.4%

Detail-to-Cart

2.8%

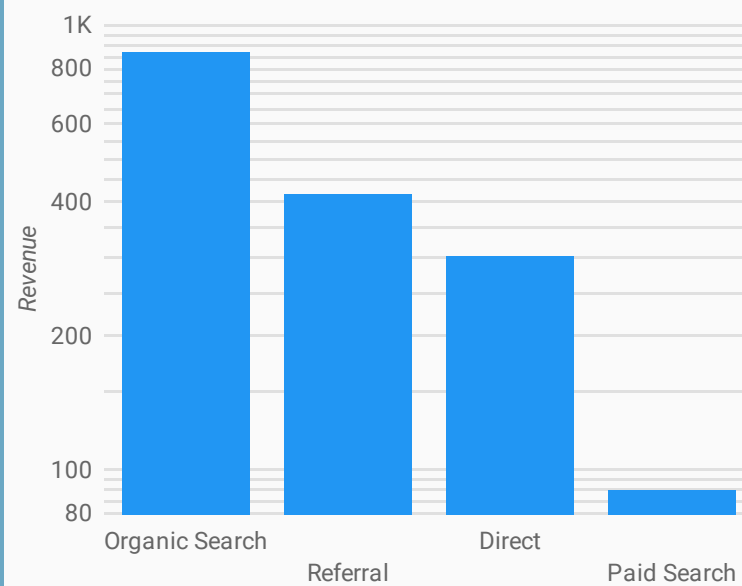
↓ -12.1%

Cart Conversion

\$0.5

↓ -59.5%

Sales by Source



Google Ads Metrics

Spend

\$2.07K

↓ -35.8%

Impressions

305.6K

↑ 201.5%

Clicks

4,291

↑ 58.4%

CTR

1.4%

↓ -47.5%

Avg CPC

\$0.48

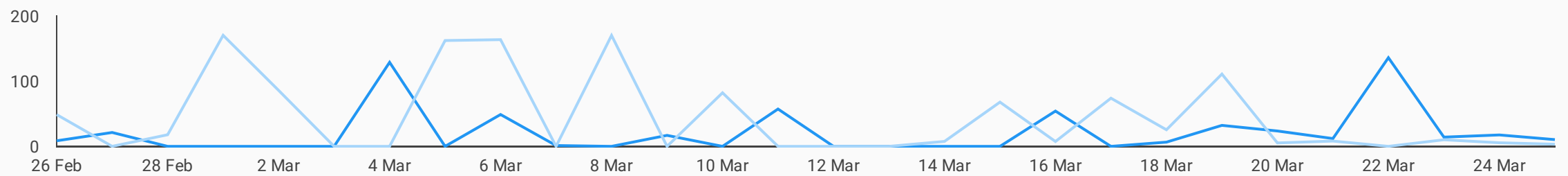
↓ -59.5%

ROAS (conv. value/cost)

0

↓ -100.0%

Google Ads Cost/Conversion (\$)



Products - All Sources

Product	Quantity	Product Revenue
1. LUCIDAL	20	\$1,199
2. BONEXID	4	\$239.8
3. BONEXID	3	\$149.85
4. VITALOSS	2	\$89.96

Campaigns - Google Ads

Campaign	Impressions	Clicks	Avg. CPC
1. Search Lucidal Half OF...	0	0	\$0
2. Search Bonexid 27.01...	0	0	\$0
3. Performance Max-2- Sp...	31,275	537	\$0.26
4. Performance Max-2 - Tr...	69,483	787	\$0.62
5. Performance Max-2 - Sp...	31,031	445	\$0.32
6. Performance Max-2 - B...	60,444	730	\$0.69
7. Performance Max-1 - Tr...	9,951	209	\$1.18
8. Performance Max-1 - Sp...	32,245	418	\$0.34
9. Performance Max-1 - B...	30,644	475	\$0.53
10. Performance Max 1-Sp...	40,481	690	\$0.22
11. Looking For A Neurologi...	0	0	\$0

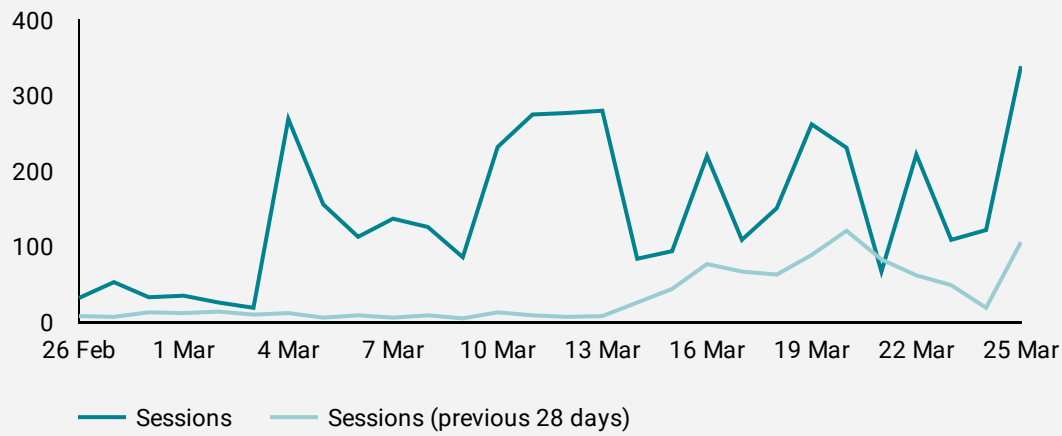
Users
3,485
↑ 413.3%

Sessions
4,284
↑ 377.6%

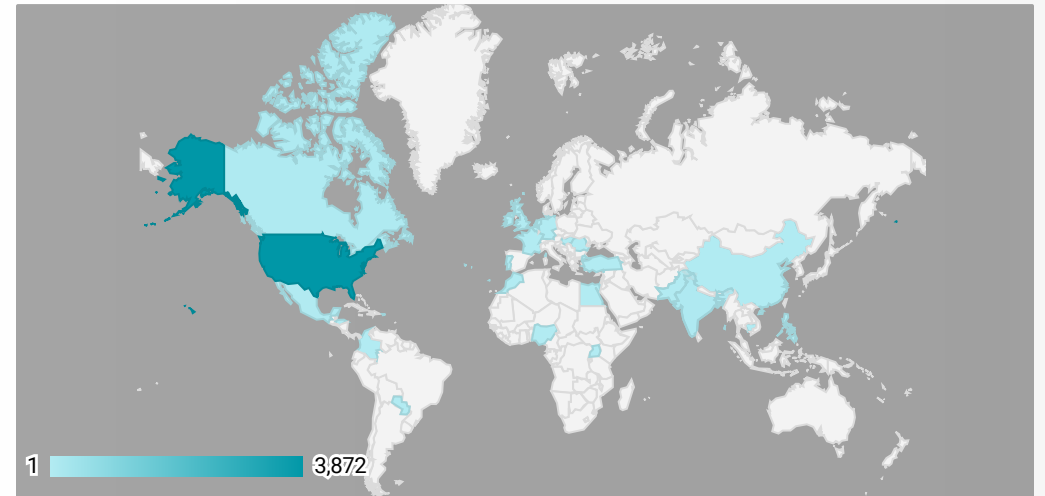
Page Views
6,705
↑ 276.5%

Bounce Rate
45.5%
↑ 258.2%

How are site sessions trending?

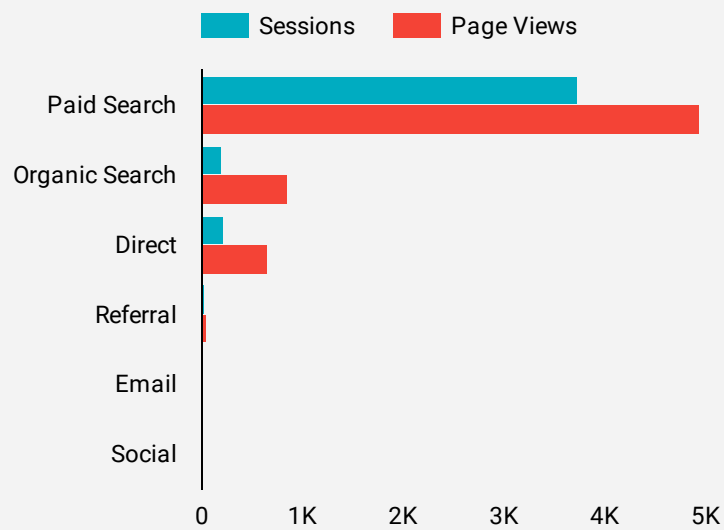


What are the top countries by sessions?



Which channels are driving engagement?

Goal: Engaged Users



	Country	Sessions	Page Views
1.	United States	3,872	
2.	India	71	
3.	Canada	68	
4.	Mexico	32	
5.	Puerto Rico	31	
6.	(not set)	19	
7.	China	13	
8.	Colombia	8	
9.	Bangladesh	5	
10.	United Kingdom	5	
11.	France	4	

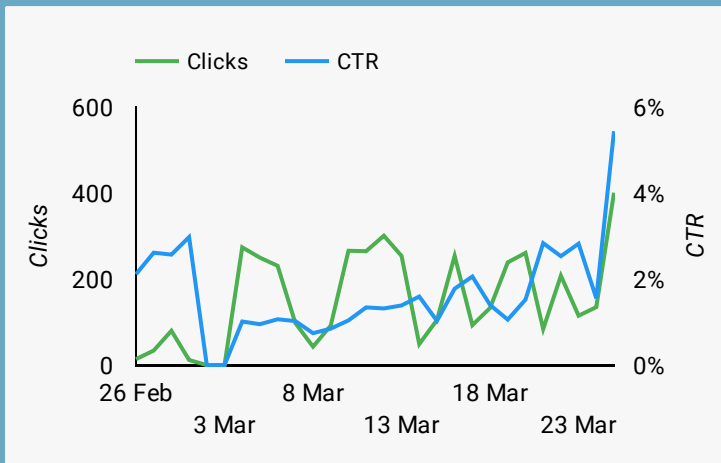
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Overview

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

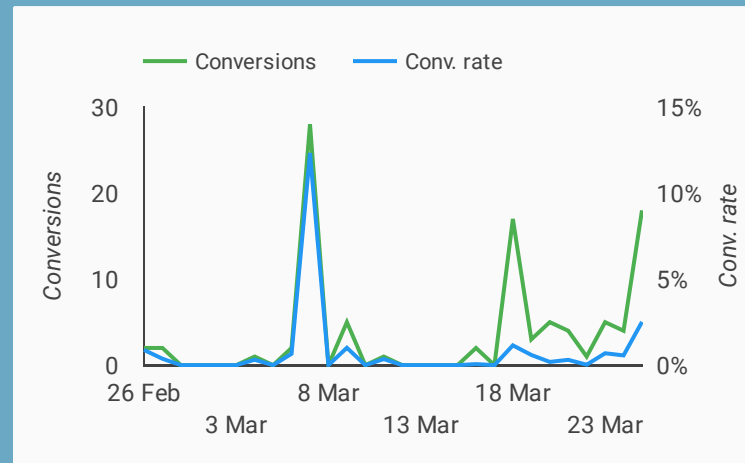
Clicks 4.3K ↑ 58.4%	CTR 1.4% ↓ -47.5%	Impressions 305.6K ↑ 201.5%
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Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

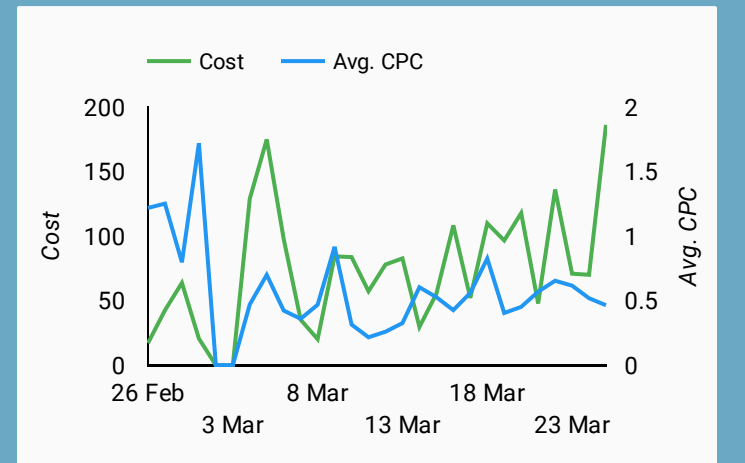
Conversions 100.0 ↑ 11.1%	Conv. rate 0.4% ↓ -79.2%	Cost / conv. \$20.68 ↓ -42.3%
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Cost Per Click

by Cost, CPC, and CPM

Cost \$2.07K ↓ -35.8%	Avg. CPC \$0.48 ↓ -59.5%	Avg. CPM (depreca \$6.77 ↓ -78.7%
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Top Campaigns

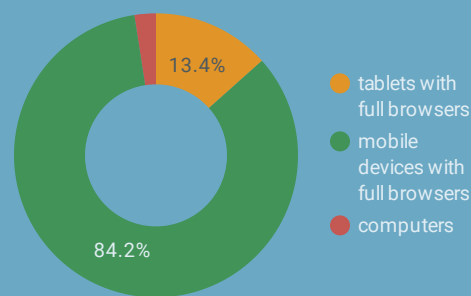
by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR	Avg. CPC	Cost / conv.
1. Search Lucidal Half OFF 22/12/21	0%	\$0	\$0
2. Search Bonexid 27.01.2022	0%	\$0	\$0
3. Performance Max-2- Spanish - Try Lucidal	1.72%	\$0.26	\$23.62
4. Performance Max-2 - Try Lucidal	1.13%	\$0.62	\$97.95
5. Performance Max-2 - Spanish - Bonexid	1.43%	\$0.32	\$35.68
6. Performance Max-2 - Bonexid	1.21%	\$0.69	\$166.91
7. Performance Max-1 - Try Lucidal	2.1%	\$1.18	\$4.33
8. Performance Max-1 - Spanish - Bonexid	1.3%	\$0.34	\$0

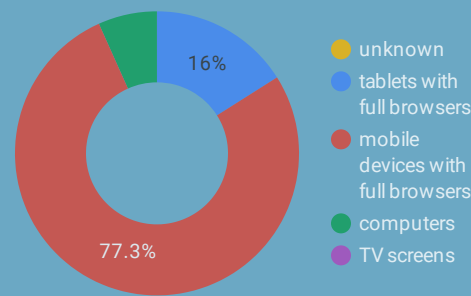
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Device Breakdown

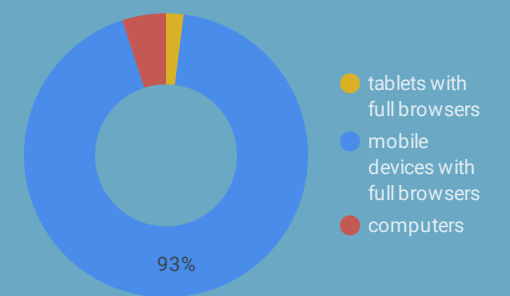
by Clicks, Cost, and Conversions



Clicks



Cost



Conversions

Overview

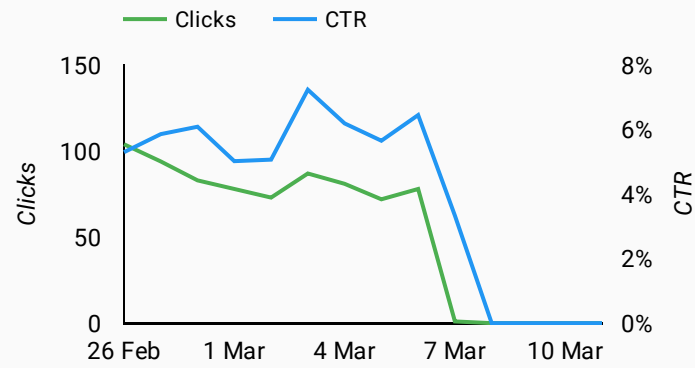
Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks **751.0** ↑ 4.6%

CTR **5.8%** ↓ -4.5%

Impressions **12.9K** ↑ 9.6%



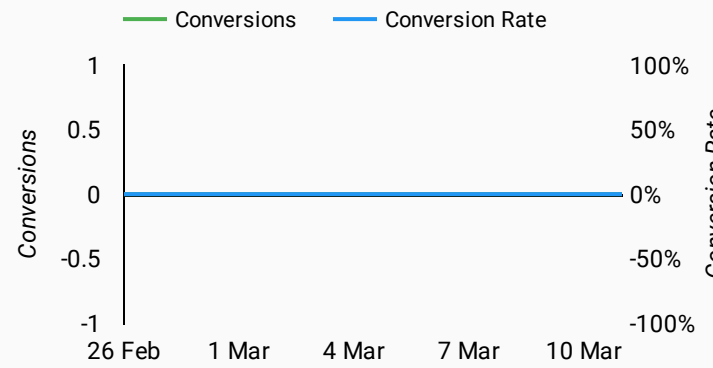
Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions **0.0** N/A

Cost / Conversion **No data** No data

Average Position **0.00** N/A



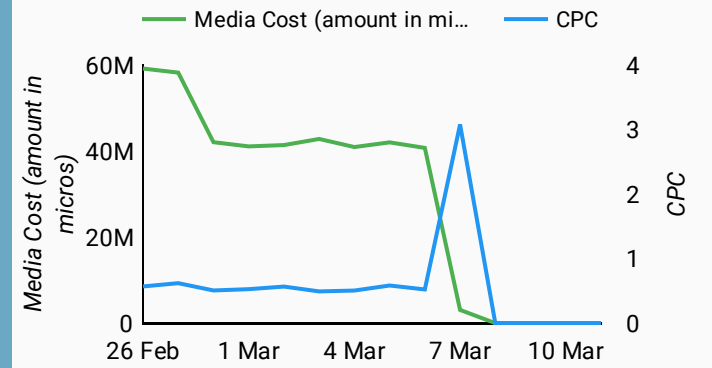
Cost Per Click

by Cost, CPC, and CPM

Media Cost **\$411.70** ↓ -18.7%

CPC **\$0.55** ↓ -22.3%

CPM **\$31.81** ↓ -25.8%



Top Campaigns

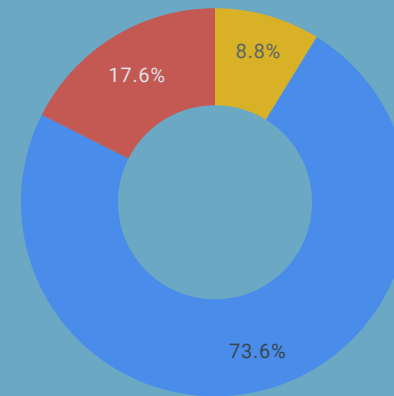
by CTR, Avg. CPC, and Cost / Conv.

Campaign Name	CTR	Revenue (amou...)	Average Posit...
1. Search Lucidal Half OFF 22/12/21	3.96%	0	0
2. Search Bonexid 27.01.2022	6.31%	0	0

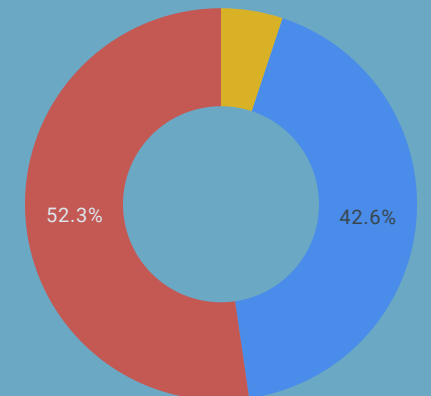
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Device Breakdown

by Clicks, Cost, and Conversions



Clicks



Cost

Overview

Orders

22.0

↓ -4.3%

Average Items Per Order

1.7

↑ 1.8%

Average Order Value

\$96.28

↑ 1.2%

Discounted Orders

2.0

↑ 100.0%

Discount Total

\$119.92

↑ 0.0%

Gross Sales

\$2.24K

↓ -3.0%

Net Sales

\$2.12K

↓ -3.2%

Completed Orders

17.0

↓ -5.6%

Processing Orders

4.0

No data

Failed Orders

1.0

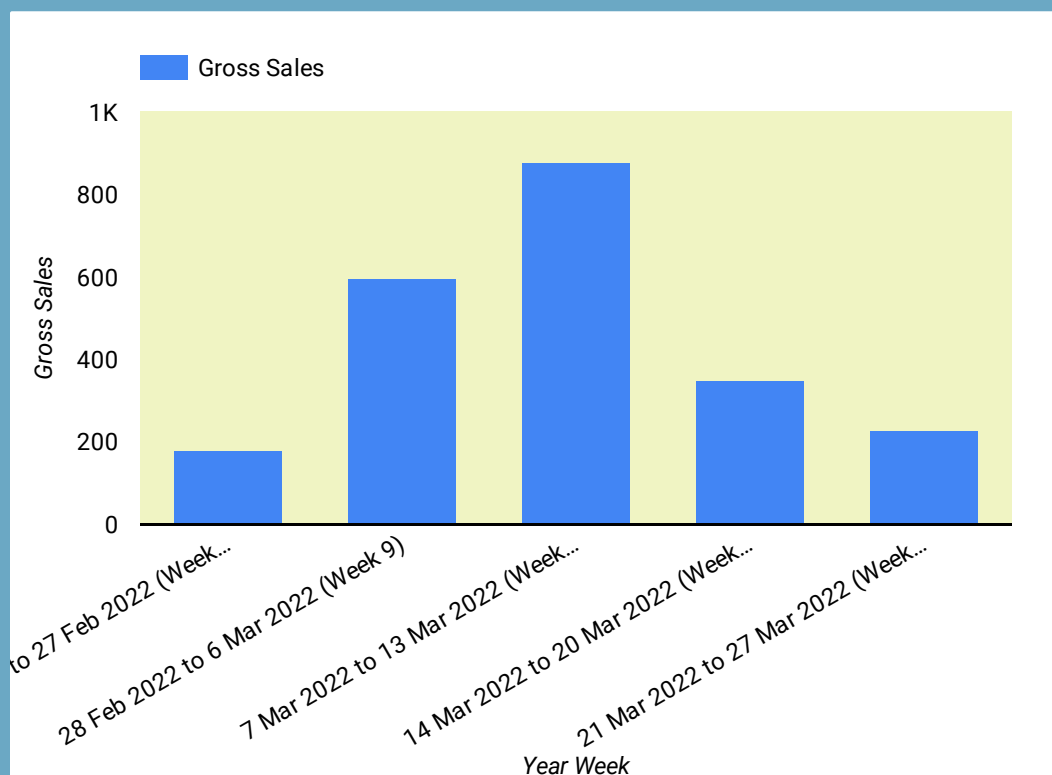
↓ -80.0%

	Billing City	Orders	Gross Sales	Net Sales
1.	Raleigh	2	\$119.9	\$119.9
2.	Pompano Beach	1	\$179.9	\$89.95
3.	Greenville	1	\$59.95	\$29.98
4.	Milton	1	\$59.95	\$59.95
5.	Mesa	1	\$179.85	\$179.85
6.	East Hartford	1	\$119.9	\$119.9
7.	Novi	1	\$59.95	\$59.95
8.	KERNVILLE	1	\$59.95	\$59.95
9.	Murfreesboro	1	\$119.9	\$119.9

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	Product Title	Order Status	Orders
1.	LUCIDAL	completed	12
2.	BONEXID	processing	4
3.	BONEXID	completed	4
4.	LUCIDAL	processing	3
5.	VITALOSS	completed	1
6.	BONEXID	failed	1

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Overview

Orders

4

↑ 300.0%

Quantity Sold

8

↑ 300.0%

Total Revenue

\$517.09

↑ 331.3%

Product Revenue

\$479.60

↑ 300.0%

Item Tax

33.8

No data

Total Revenue

\$517.09

↑ 331.3%

Sellable Inventory

106.0

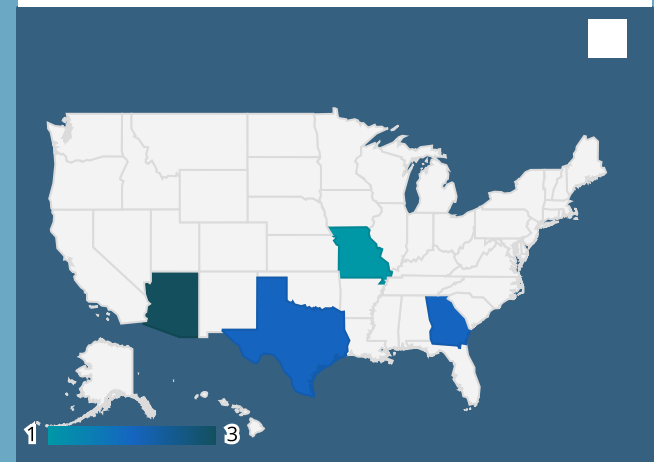
↑ 1,666.7%

Shipping Price

\$3.71

No data

Sales by Region



Orders Report

Date And Time	Order ID	Order Status	Fulfillment Channel	Marketplace	Quantity	Order Subtotal	Shipping	Tax	Fees	Order Total
25 Mar 2022, 17	111-4900687-1681045	Pending	Amazon	United States	1	\$59.95	\$0	0	\$0	\$59.95
16 Mar 2022, 05	111-4575706-2264267	Shipped	Amazon	United States	3	\$179.85	\$3.71	15.48	\$37.59	\$199.04
3 Mar 2022, 03	112-6308154-4991455	Shipped	Amazon	United States	2	\$119.9	\$0	9.9	\$25.52	\$129.8
27 Feb 2022, 18	113-9259597-5118604	Shipped	Amazon	United States	2	\$119.9	\$0	8.4	\$25.52	\$128.3
				Grand total	8	\$479.6	\$3.71	33.78	\$88.63	\$517.09

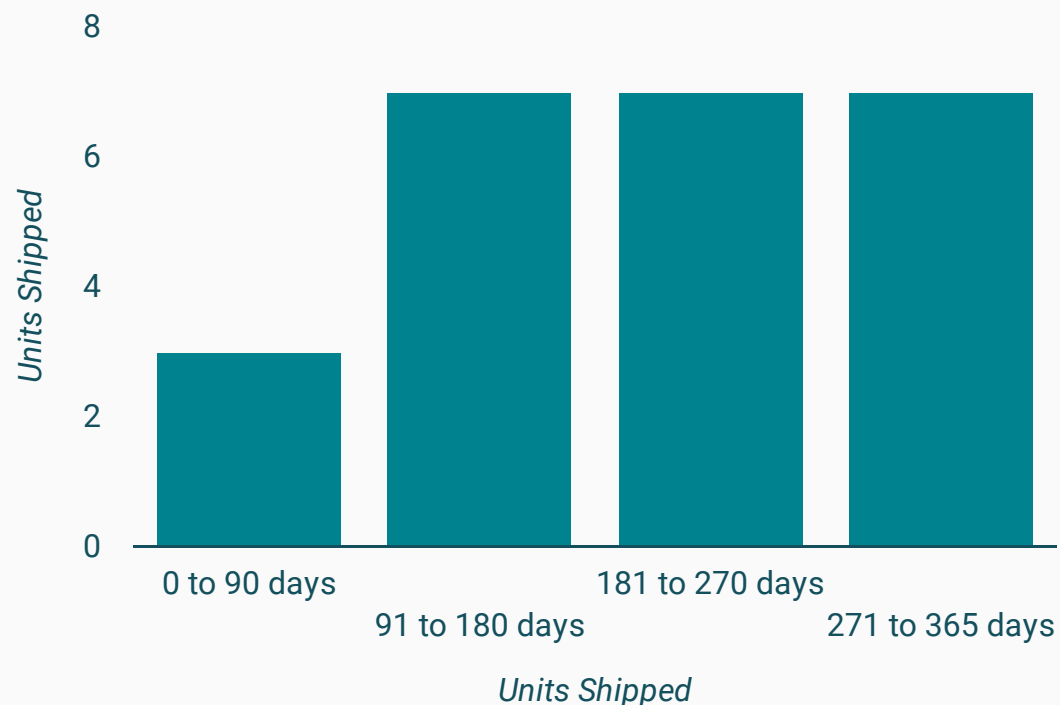
1 - 4 / 4 < >

Product Sales

SKU	Product Name	Qty Sold	Product Revenue	Listing & Selling Fees
BX120A	CANNOGEN BONEXID for Bone Health - Organic Vitamin D3, Magnesium and Potassium Supplements for Women and Men - Maintain Bone Health & Decrease Calcium	4	\$240	\$38
1110198	Lucidal - Super fuel for your brain	4	\$240	\$51
Grand total		8	\$480	\$89

Overview

Units Shipped Over Time



Fees Reporting

Fee Type	Amount
Principal	\$419.65
Commission	\$62.93
Tax	\$33.78
FBA Per Unit Fulfillment Fee	\$25.7
Shipping Charge	\$3.71
US Core Free Shipping Promotion A3JU1FCINF5SD0	-\$3.71
Grand total	\$542.06

Return Report

Item Name (returns)	Return Reason	Return Type	Return Quantity
No data			

Fee Preview Report (FBA Only)

ASIN	SKU	FNSKU	Product Name	Selling Price	Est. Referral Fee	Est. Fulfillment Fee	Est. Total Fees	Est. Revenue Minus Fees
B09L8KQC 1M	1110198	X0035877Q5	Lucidal - Super fuel for your brain	\$59.95	\$8.99	\$3.77	\$12.76	47.19
B09L8KCV7 9	BX120A	X00358CNJV	CANNOGEN BONEXID for Bone Health - Organic Vitamin D3, Magnesium and Potassium Supplements for Women and Men - Maintain Bone Health & Decrease Calcium Loss with Bone Strength Supplement - 120 Capsules	\$59.95	\$8.99	\$3.54	\$12.53	47.42
Grand total				\$119.90	\$17.98	\$7.31	\$25.29	94.61