

The most important KPIs to focus on are:

Revenue per user

Bounce Rate

Ecommerce conversion rate

Cart Abandonment (it is not configured in GA)

Benchmarking information from Google about category “Face and body care”

Default Channel Grouping	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Pages / Session ?	Avg. Session Duration ?	Bounce Rate ?
	10.10% ↑ 198,166 vs 179,980	0.31% ↓ 64.61% vs 64.81%	9.77% ↑ 128,030 vs 116,639	17.57% ↑ 4.17 vs 3.55	30.76% ↑ 00:03:12 vs 00:02:27	0.49% ↓ 55.21% vs 54.94%
1. Organic Search	25.23% ↑ 96,799 vs 77,298	0.20% ↑ 68.77% vs 68.63%	25.48% ↑ 66,571 vs 53,051	10.52% ↑ 3.93 vs 3.56	20.54% ↑ 00:03:04 vs 00:02:33	2.61% ↑ 56.93% vs 55.48%
2. (Other)	-1.43% ↓ 19,400 vs 19,681	24.79% ↑ 75.53% vs 60.52%	23.01% ↑ 14,652 vs 11,911	-17.69% ↓ 2.45 vs 2.97	2.01% ↑ 00:01:47 vs 00:01:45	10.10% ↑ 62.69% vs 56.94%
3. Direct	-1.77% ↓ 33,743 vs 34,351	9.30% ↑ 75.56% vs 69.13%	7.36% ↑ 25,495 vs 23,747	8.44% ↑ 3.70 vs 3.41	12.19% ↑ 00:02:45 vs 00:02:27	4.12% ↑ 58.47% vs 56.15%
4. Email	-51.56% ↓ 6,464 vs 13,345	-40.14% ↓ 17.48% vs 29.20%	-71.00% ↓ 1,130 vs 3,897	50.59% ↑ 8.08 vs 5.36	59.71% ↑ 00:06:07 vs 00:03:50	-3.26% ↓ 38.06% vs 39.34%
5. Social	-70.03% ↓ 4,681 vs 15,620	10.50% ↑ 72.16% vs 65.31%	-66.89% ↓ 3,378 vs 10,201	86.77% ↑ 5.48 vs 2.93	161.14% ↑ 00:04:47 vs 00:01:50	-15.58% ↓ 49.56% vs 58.71%
6. Referral	-70.38% ↓ 3,979 vs 13,435	-45.79% ↓ 27.52% vs 50.76%	-83.94% ↓ 1,095 vs 6,820	23.62% ↑ 5.40 vs 4.37	61.04% ↑ 00:05:02 vs 00:03:08	-21.16% ↓ 38.33% vs 48.61%
7. Paid Search	-92.94% ↓ 3,079 vs 43,600	-43.77% ↓ 36.21% vs 64.40%	-96.03% ↓ 1,115 vs 28,077	70.12% ↑ 6.41 vs 3.77	102.54% ↑ 00:04:40 vs 00:02:18	-15.13% ↓ 44.27% vs 52.16%
8. Display	-97.93% ↓ 316 vs 15,292	-99.47% ↓ 0.32% vs 59.33%	-99.99% ↓ 1 vs 9,072	100.87% ↑ 3.69 vs 1.84	347.51% ↑ 00:04:22 vs 00:00:59	-21.72% ↓ 57.28% vs 73.18%
9. Other Advertising	-100.00% ↓ 0 vs 8,999	-100.00% ↓ 0.00% vs 65.61%	-100.00% ↓ 0 vs 5,904	-100.00% ↓ 0.00 vs 2.91	-100.00% ↓ 00:00:00 vs 00:02:08	-100.00% ↓ 0.00% vs 62.68%

Bounce rate from “Organic search ” and “Direct” traffic is higher than average in this industry.

Traffic sessions from “Email” “Social” “Display” and “Paid search” are 50%-90% lower than average in this industry. It is recommended to analyze competitor strategy and focus on primary traffic drivers

Device Category ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Pages / Session ?	Avg. Session Duration ?	Bounce Rate ?
	10.10% ↑ 198,166 vs 179,980	0.31% ↓ 64.61% vs 64.81%	9.77% ↑ 128,030 vs 116,639	17.57% ↑ 4.17 vs 3.55	30.76% ↑ 00:03:12 vs 00:02:27	0.49% ↓ 55.21% vs 54.94%
1. mobile	34.89% ↑ 151,837 vs 112,567	0.63% ↑ 65.80% vs 65.39%	35.74% ↑ 99,911 vs 73,606	26.43% ↑ 3.84 vs 3.04	36.18% ↑ 00:02:33 vs 00:01:53	-1.81% ↓ 57.54% vs 58.60%
2. desktop	-30.74% ↓ 39,296 vs 56,738	-5.91% ↓ 60.73% vs 64.55%	-34.83% ↓ 23,865 vs 36,622	18.53% ↑ 5.30 vs 4.47	58.73% ↑ 00:05:31 vs 00:03:28	-3.25% ↓ 46.65% vs 48.21%
3. tablet	-38.55% ↓ 7,033 vs 11,446	-1.71% ↓ 60.49% vs 61.54%	-39.61% ↓ 4,254 vs 7,044	26.30% ↑ 5.11 vs 4.05	37.97% ↑ 00:04:01 vs 00:02:55	0.77% ↑ 52.74% vs 52.33%

Compared to industry data on devices - you have 30-40% less traffic from desktop and tablets.

“Generic Paid Search” and “Email” traffic sources have the highest revenue per user. It is recommended to increase focus on these traffic sources

Acquisition Channel	Users	Revenue Per User (LTV)	Revenue (LTV)
	516,242 % of Total: 100.00% (516,242)	AED 5.95 % of Total: 100.00% (AED 5.95)	AED 3,073,529.24 % of Total: 100.00% (AED 3,073,529.24)
1. Organic Search	288,644 (55.91%)	AED 3.87 (64.95%)	AED 1,116,111.64 (36.31%)
2. Direct	84,256 (16.32%)	AED 7.32(123.01%)	AED 617,039.47 (20.08%)
3. Generic Paid Search	58,805 (11.39%)	AED 17.32(290.85%)	AED 1,018,280.14 (33.13%)
4. (Other)	41,212 (7.98%)	AED 0.95 (15.98%)	AED 39,201.18 (1.28%)
5. Social	18,677 (3.62%)	AED 3.43 (57.61%)	AED 64,062.18 (2.08%)
6. Referral	7,048 (1.37%)	AED 4.41 (74.07%)	AED 31,082.71 (1.01%)
7. Display	6,164 (1.19%)	AED 0.18 (3.00%)	AED 1,099.75 (0.04%)
8. Email	5,937 (1.15%)	AED 21.67(363.91%)	AED 128,630.27 (4.19%)
9. Paid Search	5,260 (1.02%)	AED 10.27(172.48%)	AED 54,014.70 (1.76%)
10. Branded Paid Search	239 (0.05%)	AED 16.77(281.62%)	AED 4,007.20 (0.13%)

The following campaigns have the highest revenue per user

Acquisition Campaign	Users	Revenue Per User (LTV)	Revenue (LTV)
	516,242 % of Total: 100.00% (516,242)	AED 5.95 % of Total: 100.00% (AED 5.95)	AED 3,073,529.24 % of Total: 100.00% (AED 3,073,529.24)
1. (not set)	403,161 (78.10%)	AED 3.44 (57.81%)	AED 1,387,606.54 (45.15%)
2. bashartek	29,178 (5.65%)	AED 0.44 (7.32%)	AED 12,710.24 (0.41%)
3. <u>UAE Bashara Care - Brands</u>	21,514 (4.17%)	AED 24.18(406.19%)	AED 520,274.18 (16.93%)
4. Shopping Campaign	8,780 (1.70%)	AED 6.82(114.61%)	AED 59,910.70 (1.95%)
5. vichy	6,553 (1.27%)	AED 2.94 (49.46%)	AED 19,295.51 (0.63%)
6. <u>UAE Basharacare - Brands on Ar Sites</u>	5,548 (1.07%)	AED 19.99(335.74%)	AED 110,897.77 (3.61%)
7. Retargeting Display English	5,016 (0.97%)	AED 0.19 (3.18%)	AED 949.75 (0.03%)
8. <u>Saudi Bashara Care - Brands</u>	4,904 (0.95%)	AED 18.50(310.67%)	AED 90,705.84 (2.95%)
9. Saudi Bashara Care - Arabic Brands	4,855 (0.94%)	AED 12.22(205.29%)	AED 59,339.61 (1.93%)
10. Saudi Bashara Care - Brands on Arabic	4,129 (0.80%)	AED 12.28(206.28%)	AED 50,708.78 (1.65%)

Drive more traffic to these campaigns.

Analyze spend and disable campaigns with low Revenue Per User - example:

- Retargeting Display English
- bashartek
- Vichy

There are several clients with a high number of “Sessions” and “Transactions”

Could it be orders made by somebody from staff (client ordered something by phone)?

In case if it si transactions from staff - it is better to configure filters to exclude this traffic.

Client Id ?	Sessions ? ↓	Avg. Session Duration ?	Bounce Rate ?	Revenue ?	Transactions ?	Goal Conversion Rate ?
1. 1022159593.1503923578	296 (0.15%)	00:18:30	25.34%	AED 19,409.90 (1.41%)	42 (1.41%)	19.93%
2. 796198427.1498049713	253 (0.13%)	00:16:57	29.25%	AED 0.00 (0.00%)	0 (0.00%)	0.00%
3. 2048975323.1484543769	252 (0.13%)	00:31:48	19.44%	AED 2,660.00 (0.19%)	9 (0.30%)	4.37%
4. 237225500.1466630382	208 (0.10%)	00:07:35	32.21%	AED 30,705.50 (2.24%)	70 (2.36%)	50.96%
5. 886040793.1513075121	199 (0.10%)	00:33:46	27.64%	AED 2,780.00 (0.20%)	3 (0.10%)	5.03%
6. 1259413520.1510074353	196 (0.10%)	00:08:54	20.41%	AED 0.00 (0.00%)	0 (0.00%)	0.00%
7. 831937751.1504190104	167 (0.08%)	00:02:36	47.31%	AED 1,406.19 (0.10%)	4 (0.13%)	2.40%
8. 1752778123.1513259625	138 (0.07%)	00:03:29	59.42%	AED 1,692.00 (0.12%)	4 (0.13%)	5.80%

Visitors with “arabic” language in system settings have 3x times lower CR than visitors

with “English” language

0,81% (ar) vs 2,13% (en)

It is advisable to check the arabic version of website, translation and usability.

At least CR could be 2x times higher - 1,4% - 1,6%

Language ?	Acquisition			Behavior			Conversions eCommerce			
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?	
	198,166 % of Total: 100.00% (198,166)	64.61% Avg for View: 64.61% (0.00%)	128,030 % of Total: 100.00% (128,030)	55.21% Avg for View: 55.21% (0.00%)	4.17 Avg for View: 4.17 (0.00%)	00:03:12 Avg for View: 00:03:12 (0.00%)	2,971 % of Total: 100.00% (2,971)	AED 1,373,283.09 % of Total: 100.00% (AED 1,373,283.09)	1.50% Avg for View: 1.50% (0.00%)	
1. en-us	97,042 (48.97%)	61.28%	59,464 (46.45%)	52.24%	4.60	00:03:41	2,070 (69.67%)	AED 940,562.13 (68.49%)	2.13%	
2. ar	63,475 (32.03%)	66.37%	42,127 (32.90%)	56.72%	3.98	00:02:52	511 (17.20%)	AED 258,139.25 (18.80%)	0.81%	
3. en-gb	21,770 (10.99%)	66.78%	14,538 (11.36%)	57.51%	3.76	00:02:37	318 (10.70%)	AED 137,372.72 (10.00%)	1.46%	
4. fr	4,794 (2.42%)	72.34%	3,468 (2.71%)	65.42%	2.44	00:02:18	5 (0.17%)	AED 4,561.00 (0.33%)	0.10%	
5. ar-ae	1,503 (0.76%)	76.98%	1,157 (0.90%)	64.47%	3.42	00:02:36	12 (0.40%)	AED 5,851.09 (0.43%)	0.80%	
6. fr-fr	1,367 (0.69%)	74.40%	1,017 (0.79%)	67.59%	2.56	00:01:55	4 (0.13%)	AED 2,862.00 (0.21%)	0.29%	

For the same country Arabic language has 2-3x times lower CR than English language.

So bad translation could be a reason of low CR

Country ?	Language ?	Acquisition			Behavior			Conversions eCommerce			
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?	
		198,166 % of Total: 100.00% (198,166)	64.61% Avg for View: 64.61% (0.00%)	128,030 % of Total: 100.00% (128,030)	55.21% Avg for View: 55.21% (0.00%)	4.17 Avg for View: 4.17 (0.00%)	00:03:12 Avg for View: 00:03:12 (0.00%)	2,971 % of Total: 100.00% (2,971)	AED 1,373,283.09 % of Total: 100.00% (AED 1,373,283.09)	1.50% Avg for View: 1.50% (0.00%)	
1. United Arab Emirates	en-us	47,297 (23.87%)	51.48%	24,349 (19.02%)	46.95%	5.37	00:04:25	1,554 (52.31%)	AED 739,372.59 (53.84%)	3.29%	
2. Saudi Arabia	ar	34,197 (17.26%)	65.03%	22,240 (17.37%)	53.62%	4.33	00:03:07	304 (10.23%)	AED 181,063.73 (13.18%)	0.89%	
3. Saudi Arabia	en-us	16,731 (8.44%)	62.08%	10,387 (8.11%)	50.42%	4.93	00:03:34	275 (9.26%)	AED 162,981.25 (11.87%)	1.64%	
4. United Arab Emirates	en-gb	10,384 (5.24%)	59.05%	6,132 (4.79%)	54.09%	4.50	00:03:06	253 (8.52%)	AED 112,989.00 (8.23%)	2.44%	
5. United Arab Emirates	ar	8,836 (4.46%)	51.64%	4,563 (3.56%)	48.73%	5.90	00:03:58	161 (5.42%)	AED 71,723.00 (5.22%)	1.82%	
6. Kuwait	en-us	5,065 (2.56%)	62.61%	3,171 (2.48%)	47.66%	4.80	00:03:37	97 (3.26%)	AED 5,592.66 (0.41%)	1.92%	
7. Egypt	en-us	4,614 (2.33%)	77.83%	3,591 (2.80%)	72.71%	2.35	00:02:54	0 (0.00%)	AED 0.00 (0.00%)	0.00%	
8. Egypt	ar	3,755 (1.89%)	79.31%	2,978 (2.33%)	74.41%	2.03	00:02:14	0 (0.00%)	AED 0.00 (0.00%)	0.00%	
9. Kuwait	ar	3,682 (1.86%)	68.90%	2,537 (1.98%)	53.67%	3.58	00:02:22	29 (0.98%)	AED 1,569.52 (0.11%)	0.79%	

CR for referral traffic sources is extremely high, more than 20%

Default Channel Grouping	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Quality ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	198,166 % of Total: 100.00% (198,166)	64.61% Avg for View: 1.83% (3,423.12%)	128,030 % of Total: 3,523.12% (3,634)	55.21% Avg for View: 55.21% (0.00%)	4.17 Avg for View: 4.17 (0.00%)	10.7 % of Total: 100.00% (10.7)	1.50% Avg for View: 1.50% (0.00%)	2,971 % of Total: 100.00% (2,971)	AED 1,373,283.09 % of Total: 100.00% (AED 1,373,283.09)
1. Organic Search	96,799 (48.85%)	68.77%	66,571 (52.00%)	56.93%	3.93	9.3 (86.47%)	0.91%	882 (29.69%)	AED 387,203.89 (28.20%)
2. Direct	33,743 (17.03%)	75.56%	25,495 (19.91%)	58.47%	3.70	10.0 (92.99%)	0.93%	314 (10.57%)	AED 139,684.30 (10.17%)
3. Generic Paid Search	29,702 (14.99%)	49.12%	14,591 (11.40%)	49.04%	5.19	14.4(134.16%)	2.21%	657 (22.11%)	AED 300,495.38 (21.88%)
4. (Other)	19,400 (9.79%)	75.53%	14,652 (11.44%)	62.69%	2.45	6.4 (59.37%)	0.23%	44 (1.48%)	AED 17,562.55 (1.28%)
5. Email	6,464 (3.26%)	17.48%	1,130 (0.88%)	38.06%	8.08	20.8(193.62%)	1.90%	123 (4.14%)	AED 51,464.93 (3.75%)
6. Social	4,681 (2.36%)	72.16%	3,378 (2.64%)	49.56%	5.48	12.6(117.00%)	0.94%	44 (1.48%)	AED 21,442.84 (1.56%)
7. Referral	3,979 (2.01%)	27.52%	1,095 (0.86%)	38.33%	5.40	26.9(251.17%)	21.04%	837 (28.17%)	AED 422,632.10 (30.78%)
8. Paid Search	3,079 (1.55%)	36.21%	1,115 (0.87%)	44.27%	6.41	12.0(111.79%)	2.18%	67 (2.26%)	AED 32,248.20 (2.35%)
9. Display	316 (0.16%)	0.32%	1 (0.00%)	57.28%	3.69	9.7 (90.46%)	0.95%	3 (0.10%)	AED 548.90 (0.04%)
10. Branded Paid Search	3 (0.00%)	66.67%	2 (0.00%)	0.00%	3.00	6.0 (55.78%)	0.00%	0 (0.00%)	AED 0.00 (0.00%)

In most cases the source of referral traffic is checkout.payfort.com

This is a result of wrong configuration for referral exclusion

Source ?	Acquisition			Behavior			Conversions			Revenue ?
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?		
	3,979 % of Total: 2.01% (198,166)	27.52% Avg for View: 64.61% (-57.41%)	1,095 % of Total: 0.86% (128,030)	38.33% Avg for View: 55.21% (-30.58%)	5.40 Avg for View: 4.17 (29.35%)	00:05:02 Avg for View: 00:03:12 (57.82%)	21.04% Avg for View: 1.50% (1,303.07%)	837 % of Total: 28.17% (2,971)	AED 422,632.10 % of Total: 30.78% (AED 1,373,283.09)	
1. checkout.payfort.com	1,516 (38.10%)	0.46%	7 (0.64%)	19.46%	5.57	00:05:11	49.93%	757 (90.44%)	AED 386,849.83 (91.53%)	
2. m.bashartek.com	493 (12.39%)	66.33%	327 (29.86%)	65.11%	3.86	00:02:54	0.41%	2 (0.24%)	AED 612.00 (0.14%)	
3. outlook.live.com	303 (7.61%)	20.79%	63 (5.75%)	27.06%	8.48	00:07:59	4.29%	13 (1.55%)	AED 4,224.40 (1.00%)	
4. bashartek.com	195 (4.90%)	72.82%	142 (12.97%)	57.44%	3.57	00:03:10	0.00%	0 (0.00%)	AED 0.00 (0.00%)	
5. basharacare.com	155 (3.90%)	0.00%	0 (0.00%)	26.45%	6.57	00:08:12	27.10%	42 (5.02%)	AED 20,717.80 (4.90%)	
6. qa.bashstg.com	136 (3.42%)	0.00%	0 (0.00%)	61.76%	2.80	00:03:35	0.00%	0 (0.00%)	AED 0.00 (0.00%)	

All payment gateways should be added to “referral exclusion list” in GA settings

“Android Webview” and “Android Browser” has Bounce Rate higher than average and Ecommerce Conversion Rate is 5-7x times lower than average.

Website responsiveness in these browsers could be the issue.

I recommend testing the checkout process in these browsers.

Browser	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	198,166 % of Total: 100.00% (198,166)	64.61% Avg for View: 64.51% (0.00%)	128,030 % of Total: 100.00% (128,030)	55.21% Avg for View: 55.21% (0.00%)	4.17 Avg for View: 4.17 (0.00%)	00:03:12 Avg for View: 00:03:12 (0.00%)	2,971 % of Total: 100.00% (2,971)	AED 1,373,283.09 % of Total: 100.00% (AED 1,373,283.09)	1.50% Avg for View: 1.50% (0.00%)
1. Safari	89,045 (44.93%)	61.09%	54,402 (42.49%)	53.28%	4.60	00:03:06	1,532 (51.57%)	AED 760,867.84 (55.41%)	1.72%
2. Chrome	78,636 (39.68%)	66.96%	52,658 (41.13%)	56.45%	3.80	00:03:22	1,099 (36.99%)	AED 457,288.86 (33.30%)	1.40%
3. Samsung Internet	9,733 (4.91%)	60.85%	5,923 (4.63%)	59.04%	3.85	00:02:41	105 (3.53%)	AED 46,838.40 (3.41%)	1.08%
4. Android Webview	4,337 (2.19%)	85.08%	3,690 (2.88%)	69.61%	2.44	00:01:32	10 (0.34%)	AED 6,621.19 (0.48%)	0.23%
5. Safari (in-app)	4,151 (2.09%)	78.56%	3,261 (2.55%)	41.24%	5.23	00:02:56	53 (1.78%)	AED 22,919.35 (1.67%)	1.28%
6. Firefox	4,020 (2.03%)	53.28%	2,142 (1.67%)	58.16%	3.89	00:04:28	64 (2.15%)	AED 27,325.48 (1.99%)	1.59%
7. Internet Explorer	2,735 (1.38%)	67.93%	1,858 (1.45%)	47.02%	5.93	00:05:29	71 (2.39%)	AED 38,219.00 (2.78%)	2.60%
8. Android Browser	1,374 (0.69%)	79.48%	1,092 (0.85%)	77.37%	1.67	00:01:17	0 (0.00%)	AED 0.00 (0.00%)	0.00%
9. Edge	1,256 (0.63%)	61.07%	767 (0.60%)	43.47%	6.11	00:06:07	26 (0.88%)	AED 9,743.70 (0.71%)	2.07%
10. UC Browser	1,091 (0.55%)	84.97%	927 (0.72%)	64.44%	1.85	00:01:00	1 (0.03%)	AED 130.00 (0.01%)	0.09%

Traffic from android devices has the lowest Ecommerce Conversion Rate

Recommendation

- 1) Test your website from android devices and try to fix issues
- 2) When you start any ad campaigns, try to target more traffic on iOS, Windows or Macintosh devices

Device Category	Operating System	Acquisition			Behavior			Conversions <small>eCommerce</small>		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		198,162 <small>% of Total: 100.00% (198,166)</small>	64.61% <small>Avg for View: 64.61% (0.00%)</small>	128,026 <small>% of Total: 100.00% (128,030)</small>	55.21% <small>Avg for View: 55.21% (0.00%)</small>	4.17 <small>Avg for View: 4.17 (0.00%)</small>	00:03:12 <small>Avg for View: 00:03:12 (0.00%)</small>	2,971 <small>% of Total: 100.00% (2,971)</small>	AED 1,373,283.09 <small>% of Total: 100.00% (AED 1,373,283.09)</small>	1.50% <small>Avg for View: 1.50% (0.00%)</small>
1. mobile	iOS	90,547 (45.69%)	62.58%	56,662 (44.26%)	54.12%	4.37	00:02:51	1,341 (45.14%)	AED 641,699.36 (46.73%)	1.48%
2. mobile	Android	60,883 (30.72%)	70.51%	42,926 (33.53%)	62.52%	3.06	00:02:07	357 (12.02%)	AED 141,606.73 (10.31%)	0.59%
3. desktop	Windows	29,558 (14.92%)	64.37%	19,027 (14.86%)	49.88%	4.69	00:04:58	685 (23.06%)	AED 284,111.59 (20.69%)	2.32%
4. desktop	Macintosh	9,028 (4.56%)	47.20%	4,261 (3.33%)	35.28%	7.43	00:07:31	451 (15.18%)	AED 229,316.65 (16.70%)	5.00%
5. tablet	iOS	4,710 (2.38%)	57.11%	2,690 (2.10%)	49.21%	5.71	00:04:26	114 (3.84%)	AED 60,873.75 (4.43%)	2.42%
6. tablet	Android	2,127 (1.07%)	69.44%	1,477 (1.15%)	62.20%	3.55	00:02:46	14 (0.47%)	AED 10,048.44 (0.73%)	0.66%
7. desktop	Linux	476 (0.24%)	83.19%	396 (0.31%)	48.74%	4.21	00:04:10	0 (0.00%)	AED 0.00 (0.00%)	0.00%
8. tablet	Windows	196 (0.10%)	44.39%	87 (0.07%)	34.69%	7.74	00:07:35	5 (0.17%)	AED 4,195.00 (0.31%)	2.55%
9. mobile	Windows Phone	142 (0.07%)	80.99%	115 (0.09%)	82.39%	1.38	00:00:54	0 (0.00%)	AED 0.00 (0.00%)	0.00%
10. desktop	(not set)	117 (0.06%)	88.03%	103 (0.08%)	81.20%	1.44	00:00:56	1 (0.03%)	AED 656.57 (0.05%)	0.85%

Devices with small screen resolution have a low conversion rate. It could be a related to poor websites usability. Check the following table to see more details.

It is recommended to check websites checkout process on phones with screen resolution

- 1) 360x640 - Samsung SM-G935F Galaxy S7 Edge, Samsung SM-G610F J7 Prime, Samsung SM-G930F Galaxy S7
- 2) 320x568 - Apple iPhone, Apple iPhone 5s,

3) 412x732 - Samsung SM-N920C Galaxy Note 5, Samsung SM-G928C Galaxy S6 Edge Plus

4) 320x534 - Samsung GT-I9060I Galaxy Grand Neo, Samsung SM-J110H Galaxy J1, Samsung SM-J100H Galaxy J1, Lenovo A1000

Resolution 360x640 is most important because about 20% of visitors have this type of device

Screen Resolution	Operating System	Acquisition			Behavior			Conversions eCommerce		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		198,166 % of Total: 100.00% (198,166)	64.61% Avg For View: 64.61% (0.00%)	128,030 % of Total: 100.00% (128,030)	55.21% Avg For View: 55.21% (0.00%)	4.17 Avg For View: 4.17 (0.00%)	00:03:12 Avg For View: 00:03:12 (0.00%)	2,971 % of Total: 100.00% (2,971)	AED 1,373,283.09 % of Total: 100.00% (AED 1,373,283.09)	1.50% Avg For View: 1.50% (0.00%)
1. 375x667	iOS	51,349 (25.91%)	62.16%	31,916 (24.93%)	54.22%	4.35	00:02:48	735 (24.74%)	AED 349,239.31 (25.43%)	1.43%
2. 360x640	Android	41,487 (20.94%)	69.65%	28,894 (22.57%)	62.10%	3.10	00:02:11	236 (7.94%)	AED 85,636.53 (6.24%)	0.57%
3. 414x736	iOS	27,318 (13.79%)	60.93%	16,644 (13.00%)	52.38%	4.65	00:03:04	429 (14.44%)	AED 200,258.89 (14.58%)	1.57%
4. 1366x768	Windows	12,567 (6.34%)	64.48%	8,103 (6.33%)	49.34%	4.55	00:04:55	210 (7.07%)	AED 77,983.23 (5.68%)	1.67%
5. 320x568	iOS	7,758 (3.91%)	70.70%	5,485 (4.28%)	59.22%	3.47	00:02:21	68 (2.29%)	AED 30,516.06 (2.22%)	0.88%
6. 412x732	Android	4,873 (2.46%)	65.11%	3,173 (2.48%)	56.49%	3.75	00:02:28	29 (0.98%)	AED 11,829.70 (0.86%)	0.60%
7. 768x1024	iOS	4,064 (2.05%)	58.22%	2,366 (1.85%)	50.10%	5.50	00:04:14	94 (3.16%)	AED 47,401.80 (3.45%)	2.31%
8. 1920x1080	Windows	3,944 (1.99%)	56.72%	2,237 (1.75%)	45.89%	5.10	00:05:58	178 (5.99%)	AED 75,674.79 (5.51%)	4.51%
9. 1440x900	Macintosh	3,748 (1.89%)	42.64%	1,598 (1.25%)	33.38%	7.42	00:09:44	172 (5.79%)	AED 84,767.48 (6.17%)	4.59%
10. 375x812	iOS	3,661 (1.85%)	60.58%	2,218 (1.73%)	52.09%	4.73	00:03:16	106 (3.57%)	AED 60,303.35 (4.39%)	2.90%
11. 1280x800	Macintosh	3,393 (1.71%)	45.53%	1,545 (1.21%)	34.45%	7.92	00:06:20	213 (7.17%)	AED 104,578.87 (7.62%)	6.28%
12. 320x534	Android	2,440 (1.23%)	80.20%	1,957 (1.53%)	70.66%	1.92	00:01:30	1 (0.03%)	AED 203.00 (0.01%)	0.04%

There are a lot of sales from instagram. It is a good source of traffic and it could be a good idea to develop this channel to get more sales.

Source ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	8,573 % of Total: 4.33% (198,166)	51.24% Avg for View: 64.61% (-20.69%)	4,393 % of Total: 3.43% (128,030)	44.14% Avg for View: 55.21% (-20.06%)	5.47 Avg for View: 4.17 (31.12%)	00:04:57 Avg for View: 00:03:12 (54.78%)	10.26% Avg for View: 1.50% (584.66%)	880 % of Total: 29.62% (2,971)	AED 444,059.44 % of Total: 32.34% (AED 1,373,283.09)
1. checkout.payfort.com	1,516 (17.68%)	0.46%	7 (0.16%)	19.46%	5.57	00:05:11	49.93%	757 (86.02%)	AED 386,849.83 (87.12%)
2. l.instagram.com	1,444 (16.84%)	61.57%	889 (20.24%)	17.24%	9.71	00:05:35	2.22%	32 (3.64%)	AED 17,859.34 (4.02%)
3. l.facebook.com	1,391 (16.23%)	76.78%	1,068 (24.31%)	72.47%	4.16	00:07:44	0.07%	1 (0.11%)	AED 624.00 (0.14%)
4. m.facebook.com	1,174 (13.69%)	82.71%	971 (22.10%)	60.73%	2.76	00:01:39	0.43%	5 (0.57%)	AED 1,081.00 (0.24%)
5. m.bashartek.com	493 (5.75%)	66.33%	327 (7.44%)	65.11%	3.86	00:02:54	0.41%	2 (0.23%)	AED 612.00 (0.14%)
6. outlook.live.com	303 (3.53%)	20.79%	63 (1.43%)	27.06%	8.48	00:07:59	4.29%	13 (1.48%)	AED 4,224.40 (0.95%)
7. instagram.com	284 (3.31%)	69.37%	197 (4.48%)	54.23%	4.37	00:01:55	0.70%	2 (0.23%)	AED 898.00 (0.20%)
8. bashartek.com	195 (2.27%)	72.82%	142 (3.23%)	57.44%	3.57	00:03:10	0.00%	0 (0.00%)	AED 0.00 (0.00%)
9. basharacare.com	155 (1.81%)	0.00%	0 (0.00%)	26.45%	6.57	00:08:12	27.10%	42 (4.77%)	AED 20,717.80 (4.67%)
10. qa.bashstg.com	136 (1.59%)	0.00%	0 (0.00%)	61.76%	2.80	00:03:35	0.00%	0 (0.00%)	AED 0.00 (0.00%)

Page speed optimization could help you get better SEO results and increase sales

Check these pages and try to optimize page loading time (speed)

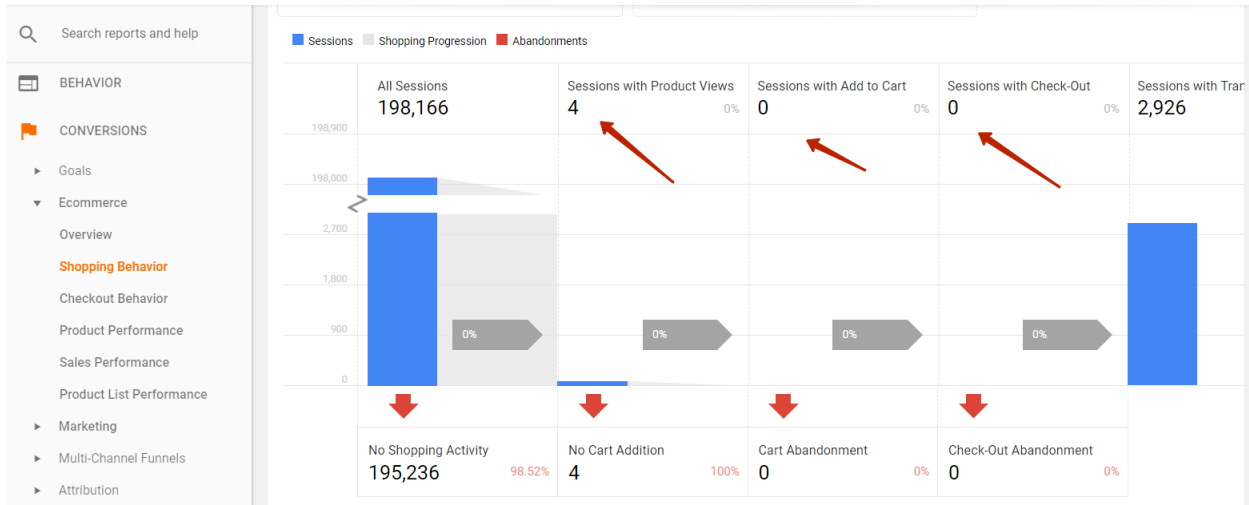
Page	Pageviews	Avg. Page Load Time (sec) (compared to site average)
	827,318 % of Total: 100.00% (827,318)	10.45 Avg for View: 10.45 (0.00%)
1. /ae_en/	25,033	20.76%
2. /ae_en/checkout/cart/	10,079	-11.04%
3. /ae_ar/	6,016	49.51%
4. /ae_en/deals	5,641	-32.08%
5. /ar_sa/checkout/cart/	5,204	-13.01%
6. /ar_sa/	4,663	45.96%
7. /ae_en/brands/	3,940	-46.37%
8. /ae_en/checkout/	3,501	-63.27%
9. /ae_en/checkout/onepage/success/	3,443	-44.14%
10. /en_sa/	3,307	-14.90%

Page ?	Pageviews ? ↓	Avg. Page Load Time (sec) ?	PageSpeed Suggestions ?	PageSpeed Score ?
1. /ae_en/ ←	25,033	12.62	7 total ?	44 →
2. /ae_en/checkout/cart/	10,079	9.29	7 total ?	72
3. /ae_ar/ ←	6,016	15.62	7 total ?	49 →
4. /ae_en/deals ←	5,641	7.10	7 total ?	47
5. /ar_sa/checkout/cart/	5,204	9.09	7 total ?	71
6. /ar_sa/ ←	4,663	15.25	7 total ?	49 →
7. /ae_en/brands/	3,940	5.60	7 total ?	69
8. /ae_en/checkout/	3,501	3.84	8 total ?	70
9. /ae_en/checkout/onepage/success/	3,443	5.84	8 total ?	70
10. /en_sa/ ←	3,307	8.89	7 total ?	49 →

Shopping behavior is not configured in GA.

It is recommended to configure this type of Ecommerce reporting. The benefits are:

- 1) You will see a clear picture of the shopping funnel (% of conversion on each step)
- 2) For each shopping behavior step you will be able to create an audience and start a retargeting campaign. For example it could be used to target adds at visitors who have added products to cart but did not completed the transaction.



Checkout behavior report is not configured.

In this report you will be able to see all checkout steps,

It is helpful for checkout issue analysis.

Could provide valuable ideas to increase conversion rate.

