

Analytics | All accounts > Evermore Marketing | All Web Site Data | Try searching "Compare bounce rate this week with last week" | Case 2:21-cv-00069-DAO Document 2-7 Filed 02/02/21 PageID.64 Page 1 of 9 | [SAVE](#) [EXPORT](#) [SHARE](#) [INSIGHTS](#)

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Audience Overview ✓

All Users 100.00% Users [+ Add Segment](#)

[Overview](#) [Users](#) vs. [Select a metric](#) [Hourly](#) [Day](#) [Week](#) [Month](#)

Users 10,000

Thursday, December 10, 2020
Users: 7,179

December 2020 January 2021

Key Metrics:

- Users: 67,705
- New Users: 64,627
- Sessions: 97,295
- Number of Sessions per User: 1.44
- Pageviews: 235,365
- Pages / Session: 2.42
- Avg. Session Duration: 00:01:56
- Bounce Rate: 56.68%

User Segmentation: ■ New Visitor ■ Returning Visitor

Demographic	Users	% Users
Language	47,249	67.23%
Country	17,130	24.37%
City	3,142	4.47%
System	634	0.90%
Browser	555	0.79%
Operating System	358	0.51%
Service Provider	210	0.30%
Mobile	116	0.17%
Operating System	97	0.14%
Service Provider	73	0.10%
Screen Resolution		

Language	Users	% Users
1. en-us	47,249	67.23%
2. (not set)	17,130	24.37%
3. en	3,142	4.47%
4. en-gb	634	0.90%
5. es-us	555	0.79%
6. en-ca	358	0.51%
7. en-au	210	0.30%
8. es-419	116	0.17%
9. pt-br	97	0.14%
10. es-es	73	0.10%

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Acquisition Overview

All Users 100.00% Users [+ Add Segment](#)

Dec 2, 2020 - Dec 2, 2020

Primary Dimension: Conversion: Top Channels eCommerce

Top Channels

Channel	Percentage
Organic Search	43.4%
Direct	31.4%
Social	22.2%
Referral	1.4%
Paid Search	0.4%

Users

Wednesday, December 2, 2020

Conversions

Wednesday, December 2, 2020

Acquisition

Rank	Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
1	Organic Search	1,497	1,196	1,703	48.85%	2.72	00:02:14	0.00%	0	\$0.00
2	Direct	652	652	750	38.75%	2.72	00:02:14	0.00%		
3	Social	472	472	550	54.07%	2.72	00:02:14	0.00%		
4	Referral	334	334	400	60.00%	2.72	00:02:14	0.00%		
5	Paid Search	25	25	30	51.61%	2.72	00:02:14	0.00%		
	Total	2,330	1,971	2,683	50.00%	2.72	00:02:14	0.00%	0	\$0.00

To see all 5 Channels click [here](#).

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Analytics All accounts > Evermore Marketing All Web Site Data

Try searching "Compare bounce rate this week with last week"

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SAVE EXPORT SHARE INSIGHTS Dec 8, 2020 - Dec 8, 2020

Audience Overview

All Users 100.00% Users + Add Segment

Overview

Users vs. Select a metric

Users

New Visitor Returning Visitor

Users: 1,121 | New Users: 811 | Sessions: 1,340 | Number of Sessions per User: 1.20 | Pageviews: 3,654 | Pages / Session: 2.73 | Avg. Session Duration: 00:02:30 | Bounce Rate: 48.28%

Demographics

Demographic	Users	% Users
Language	777	65.68%
Country	365	30.85%
City	26	2.20%
System	5	0.42%
Browser	3	0.25%
Operating System	1	0.08%
Service Provider	1	0.08%
Mobile	1	0.08%
Operating System	1	0.08%
Service Provider	1	0.08%
Screen Resolution	1	0.08%

Language

Language	Users	% Users
1. (not set)	777	65.68%
2. en-us	365	30.85%
3. en	26	2.20%
4. en-gb	5	0.42%
5. en-ca	3	0.25%
6. de	1	0.08%
7. de-de	1	0.08%
8. en-au	1	0.08%
9. es	1	0.08%
10. es-es	1	0.08%

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Try searching "Compare bounce rate this week with last week"

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SAVE EXPORT SHARE INSIGHTS

Dec 9, 2020 - Dec 9, 2020

Audience Overview

All Users 100.00% Users + Add Segment

Overview

Users vs. Select a metric

Users

Wednesday, December 9, 2020 13:00
Users: 180

New Visitor Returning Visitor

Demographics

	Users	% Users
Language	1,510	89.88%
Country	56	3.33%
City	51	3.04%
System	24	1.43%
Browser	11	0.65%
Operating System	5	0.30%
Service Provider	3	0.18%
Mobile	2	0.12%
Operating System	2	0.12%
Service Provider	2	0.12%
Screen Resolution	2	0.12%

Language

Rank	Language	Users	% Users
1.	en-us	1,510	89.88%
2.	en	56	3.33%
3.	(not set)	51	3.04%
4.	en-gb	24	1.43%
5.	en-ca	11	0.65%
6.	en-au	5	0.30%
7.	es-us	3	0.18%
8.	es-es	2	0.12%
9.	nl-nl	2	0.12%
10.	pt-br	2	0.12%

Behavior

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All accounts > Evermore Marketing

Analytics | All Web Site Data | Try searching for "acquisition overview" Case 2:21-cv-00069-DAO Document 2-7 Filed 02/02/21 PageID.68 Page 5 of 9

Audience Overview

All Users 100.00% Users + Add Segment

Dec 10, 2020 - Dec 10, 2020

Overview

Users vs. Select a metric

Users

New Visitor Returning Visitor

1:00 AM 2:00 AM 3:00 AM 4:00 AM 5:00 AM 6:00 AM 7:00 AM 8:00 AM 9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00...

Users: 7,179 | New Users: 6,592 | Sessions: 7,528 | Number of Sessions per User: 1.05 | Pageviews: 11,519 | Pages / Session: 1.53 | Avg. Session Duration: 00:00:44

Bounce Rate: 81.70%

10% 90%

Demographics

Language: en-us (88.97%)

Country: en (8.40%)

City: en-gb (0.71%)

System

Browser

Operating System

Service Provider

Mobile

Operating System

Service Provider

Screen Resolution

Language

1. en-us
2. en
3. en-gb
4. en-ca
5. (not set)
6. en-au
7. es-us
8. de-de
9. es-419
10. sv-se

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Acquisition Overview

All Users 100.00% Users [+ Add Segment](#)

Primary Dimension: Conversion:
 Top Channels [eCommerce](#)

Dec 11, 2020 - Dec 11, 2020

Top Channels

Channel	Percentage
Direct	73%
Organic Search	18.2%
Paid Search	3.8%
Social	1.2%
Referral	0.8%

Users

Date	Users	Sessions
Friday, December 11, 2020	5,012	4,347

Conversions

Date	Ecommerce Conversion Rate
Friday, December 11, 2020	0.00%

Acquisition

- [Overview](#)
- [All Traffic](#)
- [Google Ads](#)
- [Search Console](#)
- [Social](#)
- [Campaigns](#)

Behavior

- [Behavior](#)
- [Conversions](#)

Acquisition

Channel	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
1 Direct	3,699	3,699	4,347	85.18%	1.69	00:01:00	0.00%	0	\$0.00
2 Organic Search	924	924	1,030	49.43%	1.75	00:01:00	0.00%	0	\$0.00
3 Paid Search	311	311	311	65.35%	1.75	00:01:00	0.00%	0	\$0.00
4 Social	103	103	103	59.43%	1.75	00:01:00	0.00%	0	\$0.00
5 Referral	31	31	31	54.76%	1.75	00:01:00	0.00%	0	\$0.00

To see all 5 Channels click [here](#).

Behavior

Conversions

Acquisition Overview ✓

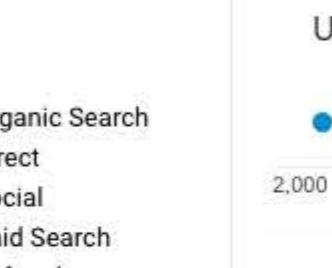
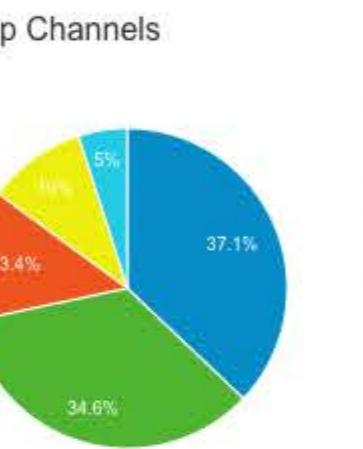
All Users
100.00% Users

+ Add Segment

Dec 16, 2020 - Dec 16, 2020 ▾

Primary Dimension: Conversion:

Top Channels



Acquisition			Behavior					Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue	
Organic Search	1,606	1,246	1,887	56.17%	2.37	00:01:56	0.00%	0	\$0.00	
Direct	606			44.77%			0.00%			
Social	565			59.44%			0.00%			
Paid Search	219			62.88%			0.00%			
Referral	163			69.84%			0.00%			
	81			76.14%			0.00%			

To see all 5 Channels click [here](#).

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Acquisition Overview

All Users 100.00% Users + Add Segment

Primary Dimension: Conversion: Top Channels eCommerce

Dec 17, 2020 - Dec 17, 2020

Top Channels

Channel	Percentage
Organic Search	37.6%
Direct	35.6%
Social	11.2%
Paid Search	10.3%
Referral	0.3%

Users

Thursday, December 17, 2020
Users: 1,737

Conversions

Thursday, December 17, 2020

Acquisition

Source	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
1 Organic Search	670			40.31%					
2 Direct	634			50.83%					
3 Social	200			62.56%					
4 Paid Search	187			58.17%					
5 Referral	92			69.15%					

To see all 5 Channels click [here](#).

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