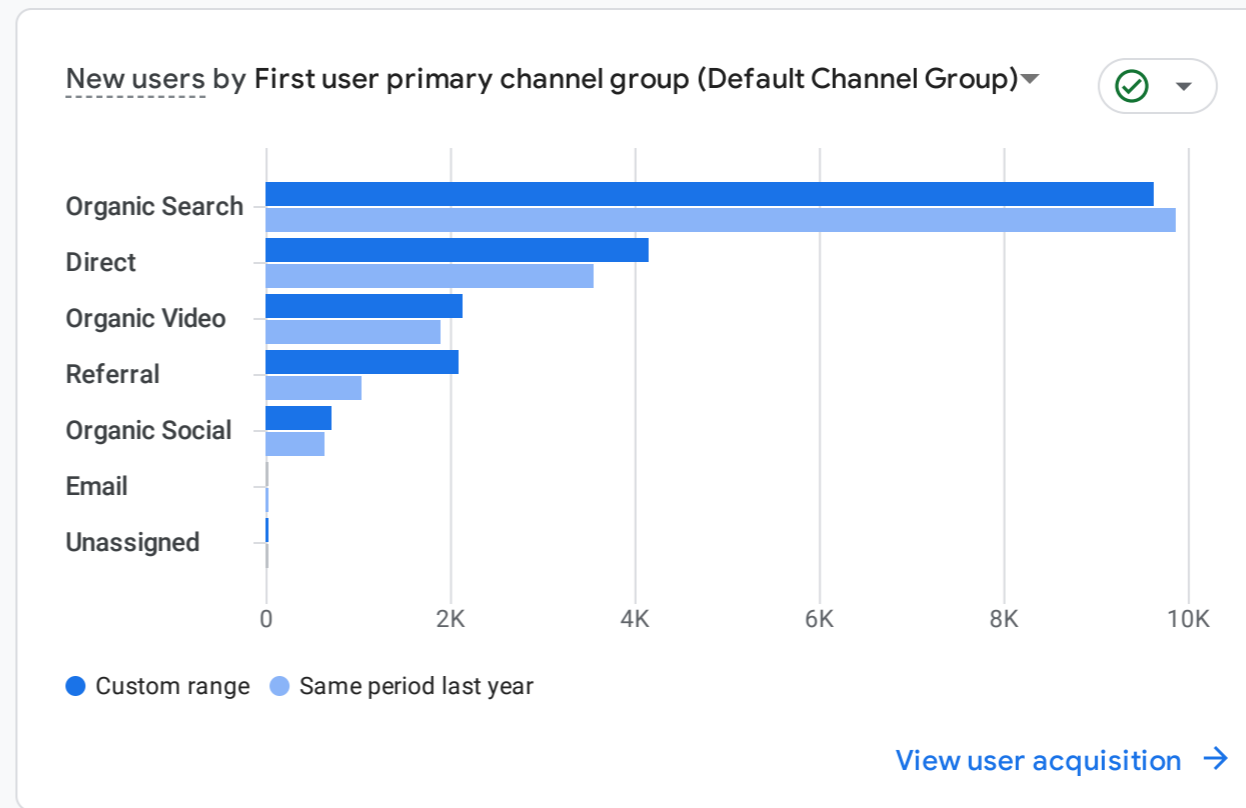
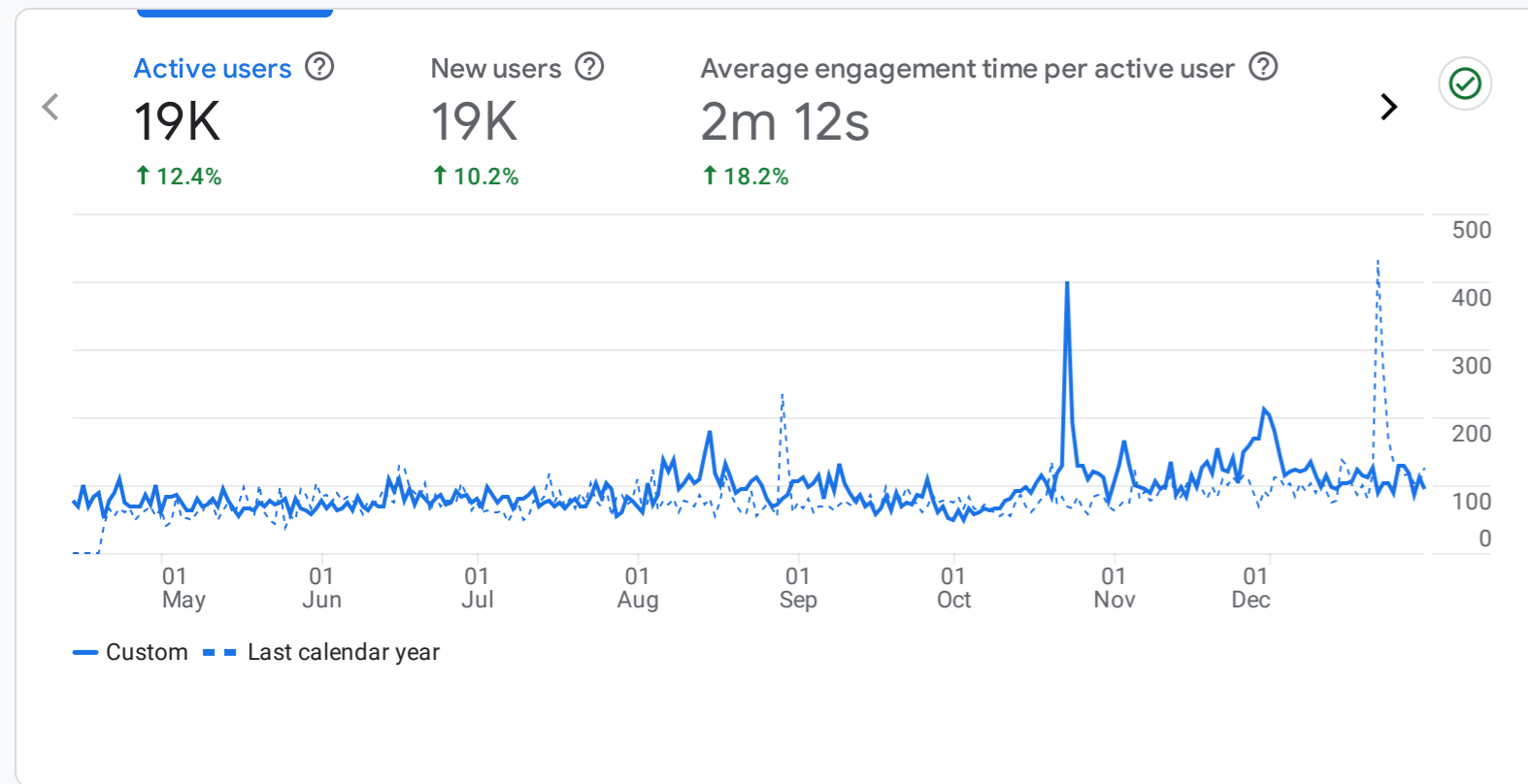


All Users Add comparison

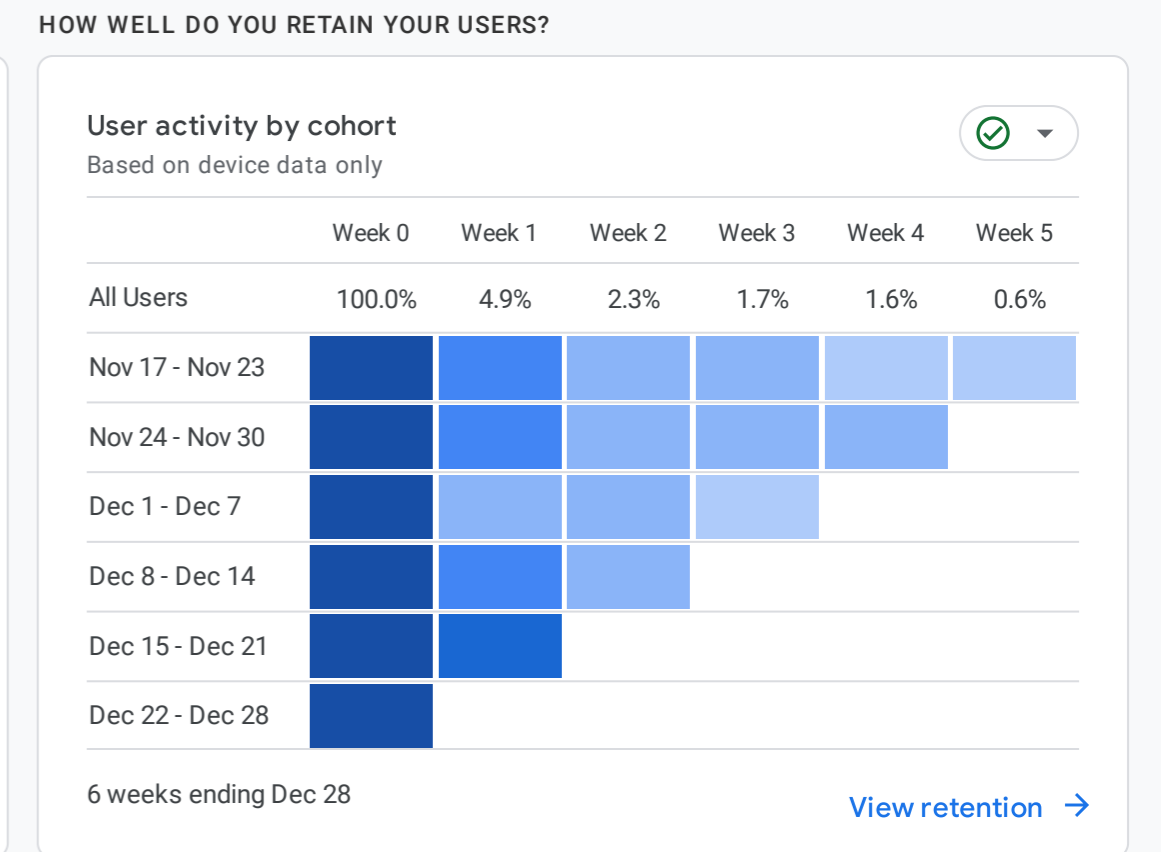
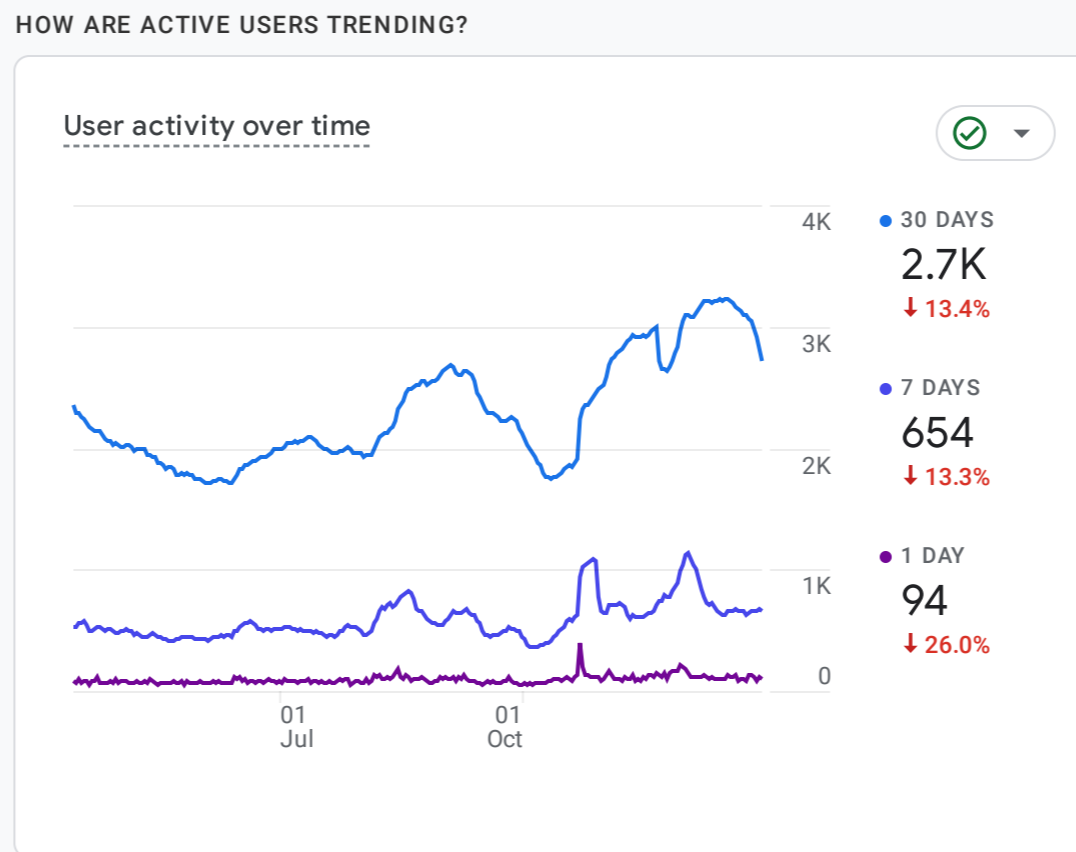
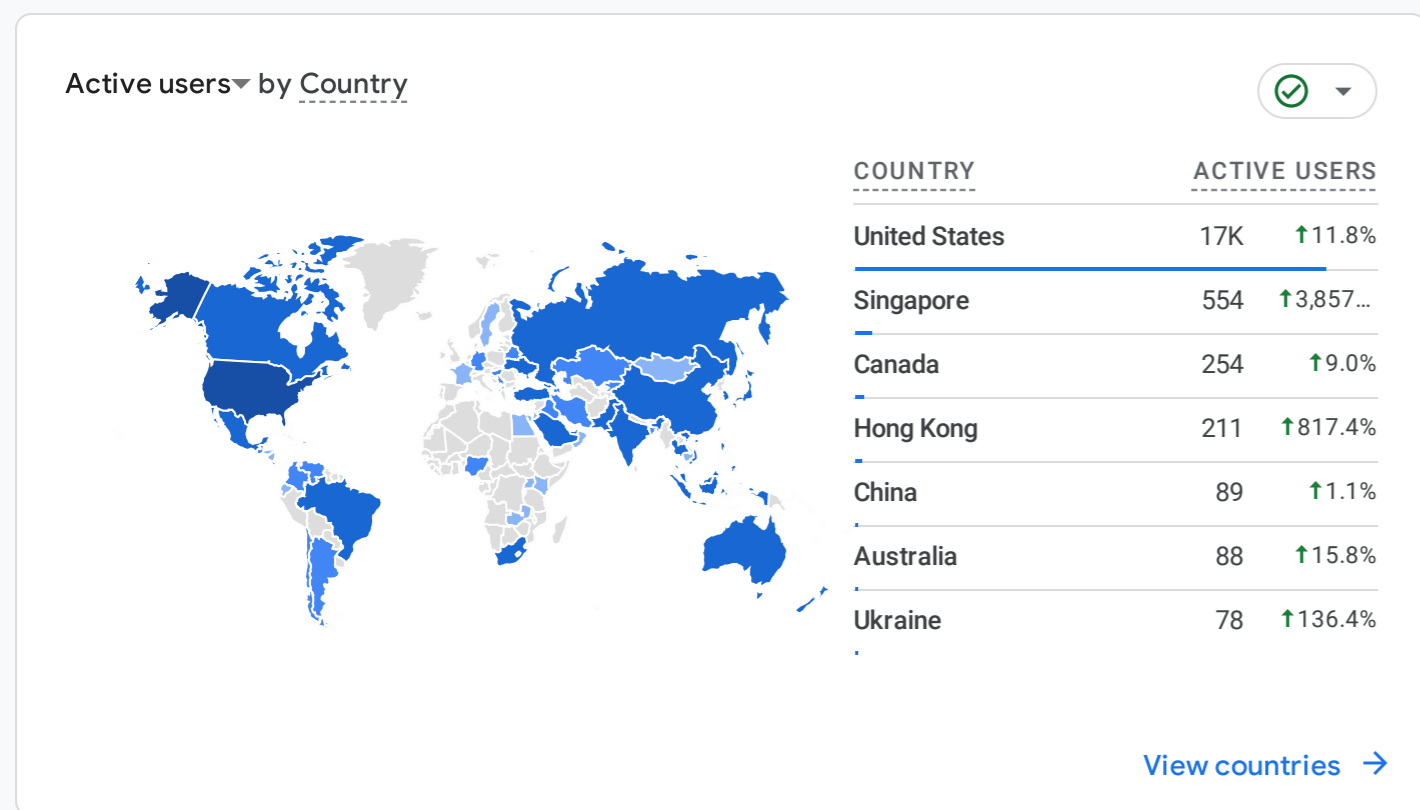
Custom Apr 14 - Dec 31, 2024
Compare: Apr 14 - Dec 31, 2023

Reports snapshot



Sessions by Session primary channel group

Session Primary Channel Group	Sessions	% Change
Organic Search	16K	↑8.8%
Direct	6.5K	↑15.4%
Organic Video	2.8K	↑9.6%
Referral	3.5K	↑130.1%
Organic Social	1.2K	↑40.7%
Unassigned	323	↑134.1%
Email	0	↓100.0%



WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

Page Title and Screen Class	Views	% Change
Shop Knives Online Knife Re...	12K	↑38.2%
Folding Knives - DNK Knives	3.7K	↓8.8%
Shop by Brand - DNK Knives	4.5K	↑51.7%
Cart - DNK Knives	2.6K	↑10.3%
Jack Wolf Knives - DNK Knives	1.9K	↓28.2%
Knives Made in America - DN...	2.3K	↑17.6%
Shop Entire Store - DNK Knives	2.9K	↑171.8%

WHAT ARE YOUR TOP EVENTS?

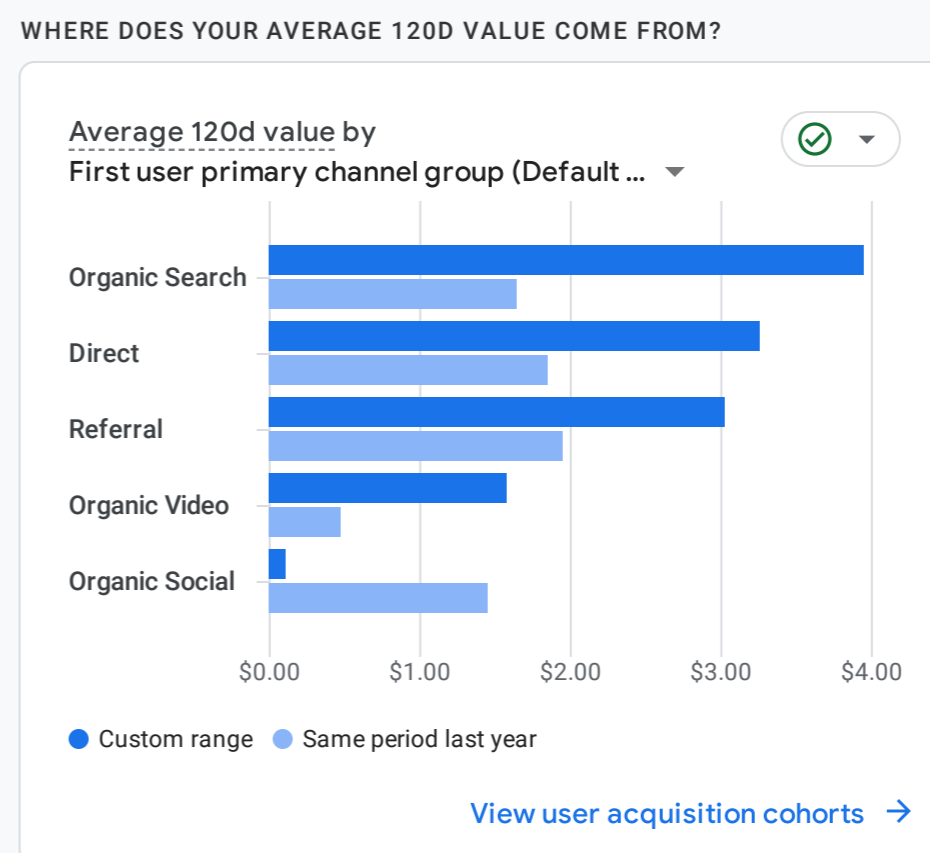
Event count by Event name

Event Name	Event Count	% Change
view_item_list	61K	↓80.0%
page_view	102K	↑30.4%
user_engagement	92K	↑35.6%
session_start	29K	↑17.1%
first_visit	19K	↑10.2%
select_content	0	↓100.0%
add_to_cart	1	↓100.0%

WHAT ARE YOUR TOP PERFORMING KEY EVENTS?

Key events by Event name

Event Name	Key Events	% Change
purchase	183	↑117.9%



WHAT ARE YOUR TOP SELLING PRODUCTS?

Items purchased by Item name

Item Name	Items Purchased	% Change
Bradford Guardian 3 ...	12	-
CWF Custom 10440 F...	3	↓57.1%
Three Rivers Manufa...	7	-
CWF Custom 10440 F...	3	0.0%
CWF Custom 10440 F...	2	0.0%
Microtech Ultratech ...	4	-
CWF Custom 14500 ...	3	-

