

WEBサイトサマリーレポート

先月度の傾向を前年同月と比較分析



デフォルトのデータ  
クリックしてデータを選択します

2020/07/01 - 2020/07/31

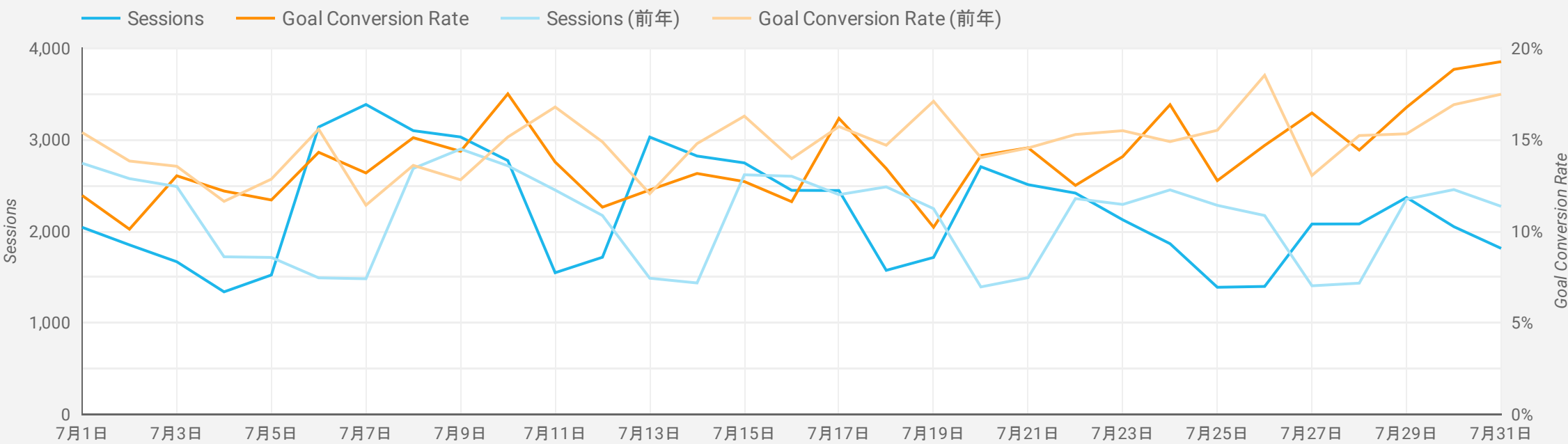
基本情報（前年同月比較）

|                           |                              |                                   |                                 |                                           |                                    |
|---------------------------|------------------------------|-----------------------------------|---------------------------------|-------------------------------------------|------------------------------------|
| Users<br>51,369<br>↑ 2.3% | Sessions<br>68,651<br>↑ 2.9% | Pages / Session<br>5.03<br>↑ 9.9% | Bounce Rate<br>45.77%<br>↑ 8.4% | Goal Conversion Rate<br>14.06%<br>↓ -5.6% | Total Value<br>\$5,556.57<br>↓ -9% |
|---------------------------|------------------------------|-----------------------------------|---------------------------------|-------------------------------------------|------------------------------------|

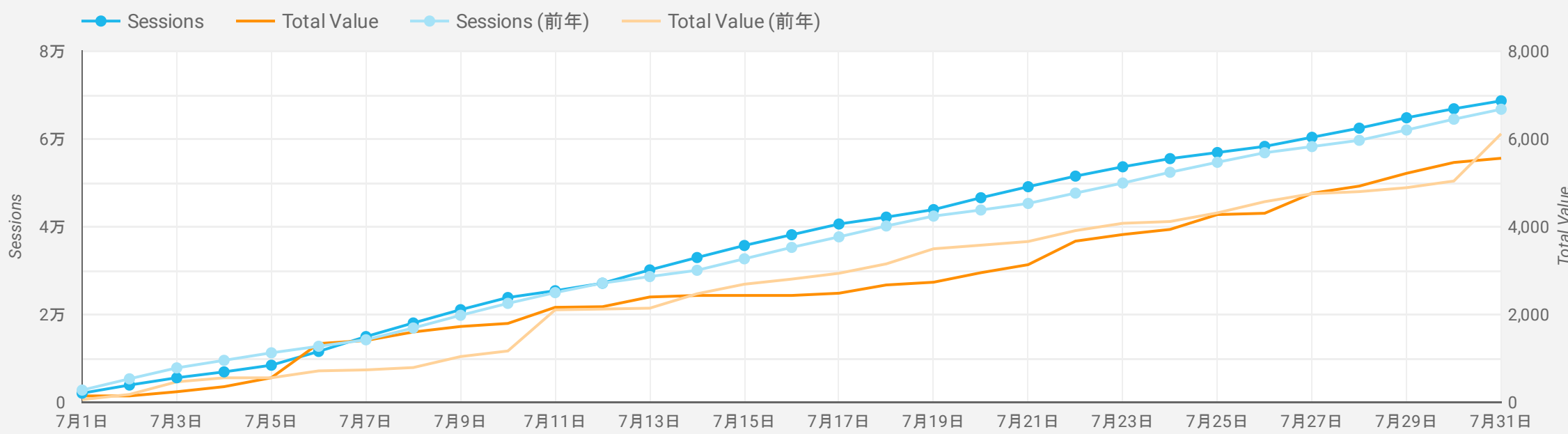
| Month of Year | Sessions | Pageviews | Pages / Session | Users  | Goal Completions |
|---------------|----------|-----------|-----------------|--------|------------------|
| 2020年5月       | 66,525   | 292,646   | 4.4             | 50,922 | 7,826            |
| 2020年4月       | 58,015   | 232,634   | 4.01            | 44,542 | 5,891            |
| 2020年3月       | 53,352   | 209,808   | 3.93            | 42,299 | 5,242            |

| Month of Year | Goal Conversion Rate | Bounce Rate | Number of Sessions per User | % New Sessions | New Users |
|---------------|----------------------|-------------|-----------------------------|----------------|-----------|
| 2020年5月       | 11.76%               | 48.57%      | 1.31                        | 71.95%         | 47,863    |
| 2020年4月       | 10.15%               | 49.21%      | 1.3                         | 73.6%          | 42,700    |
| 2020年3月       | 9.83%                | 49.45%      | 1.26                        | 73.42%         | 39,171    |

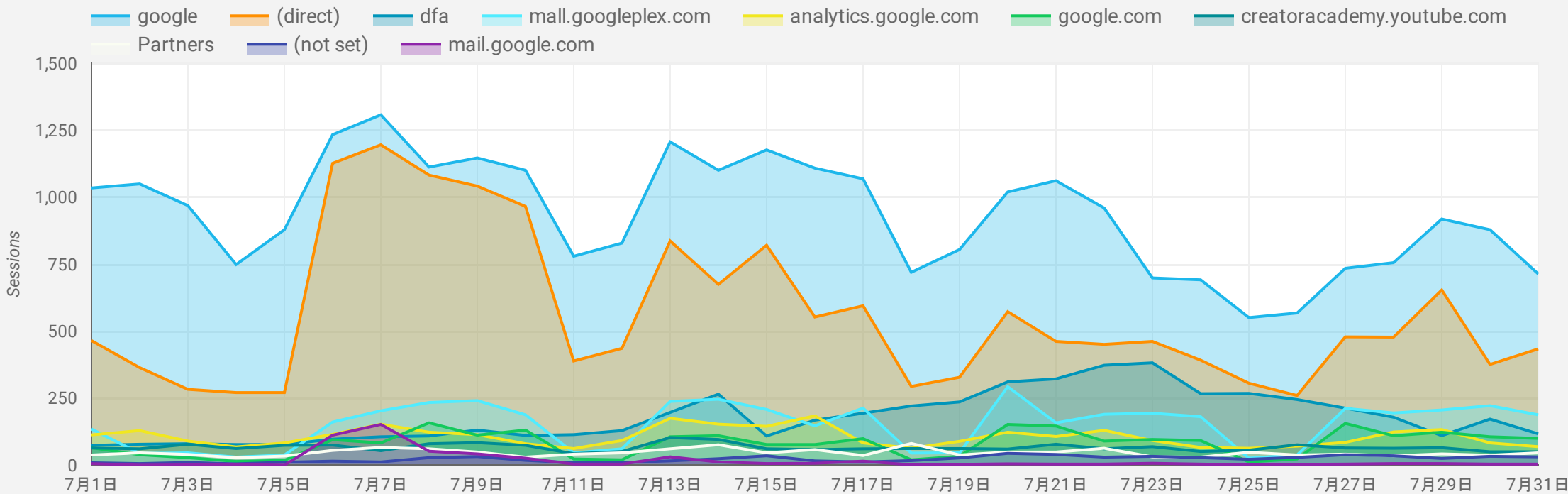
前月セッション／コンバージョン率推移（前年同月比較）



前月セッション／コンバージョン値累積（前年同月比較）

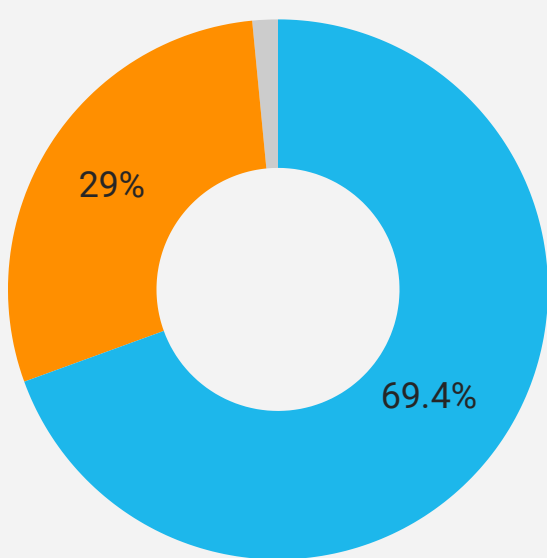


前月参照元TOP5（前年同月比較）



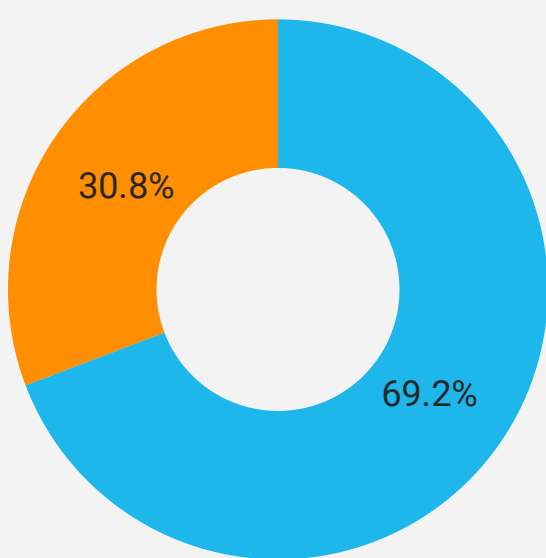
デバイスの割合

desktop mobile tablet



新規／リピーターユーザーの割合

New Visitor Returning Visitor



ランディングページ

|     | Page Title                                        | Landing Page                    | Sessions | Bounce Rate | Goal Conversion Rate |
|-----|---------------------------------------------------|---------------------------------|----------|-------------|----------------------|
| 1.  | Home                                              | /home                           | 15,441   | 32.7%       | 0.56%                |
| 2.  | Google Online Store                               | /home                           | 10,338   | 60.1%       | 0.02%                |
| 3.  | YouTube   Shop by Brand   Google Merchandi...     | /google+redesign/shop+by...     | 4,666    | 55.9%       | 2.61%                |
| 4.  | The Google Merchandise Store - Log In             | /signin.html                    | 4,402    | 33.4%       | 0.84%                |
| 5.  | Drinkware   Lifestyle   Google Merchandise St...  | /google+redesign/lifestyle/...  | 3,343    | 80.4%       | 3.08%                |
| 6.  | Men's T-Shirts   Apparel   Google Merchandise ... | /google+redesign/apparel/...    | 2,755    | 37.9%       | 4.07%                |
| 7.  | Apparel   Google Merchandise Store                | /google+redesign/apparel        | 2,423    | 38.1%       | 1.98%                |
| 8.  | Shopping Cart                                     | /basket.html                    | 1,867    | 37.7%       | 2.62%                |
| 9.  | Bags   Lifestyle   Google Merchandise Store       | /google+redesign/lifestyle/...  | 1,319    | 58.5%       | 8.42%                |
| 10. | YouTube   Shop by Brand   Google Merchandi...     | /store.html                     | 1,228    | 51.4%       | 1.71%                |
| 11. | Store search results                              | /asearch.html                   | 1,169    | 42.5%       | 1.71%                |
| 12. | Sale   Google Merchandise Store                   | /store.html                     | 1,122    | 34.8%       | 14.17%               |
| 13. | Campus Collection   Google Merchandise Store      | /store.html                     | 1,060    | 39.4%       | 3.58%                |
| 14. | New   Google Merchandise Store                    | /google+redesign/new            | 1,012    | 29.2%       | 1.28%                |
| 15. | Men's / Unisex   Apparel   Google Merchandise...  | /google+redesign/apparel/...    | 981      | 35.8%       | 4.79%                |
| 16. | Home                                              | /store.html                     | 961      | 48.7%       | 1.66%                |
| 17. | Hats   Apparel   Google Merchandise Store         | /google+redesign/apparel/...    | 692      | 35.3%       | 1.45%                |
| 18. | Men's / Unisex   Apparel   Google Merchandise...  | /store.html                     | 683      | 39.4%       | 18.01%               |
| 19. | The Google Merchandise Store - My Account         | /myaccount.html?mode=vie...     | 544      | 74.8%       | 0.74%                |
| 20. | Accessories   Google Merchandise Store            | /google+redesign/accessori...   | 502      | 66.5%       | 3.39%                |
| 21. | Frequently Asked Questions                        | /store-policies/frequently-a... | 483      | 77.0%       | 0.21%                |
| 22. | Womens   Apparel   Google Merchandise Store       | /google+redesign/apparel/...    | 426      | 26.1%       | 2.35%                |
| 23. | Drinkware   Lifestyle   Google Merchandise St...  | /store.html                     | 348      | 41.7%       | 10.92%               |
| 24. | Office   Google Merchandise Store                 | /google+redesign/office         | 336      | 66.4%       | 3.27%                |
| 25. | Backpacks   Bags   Google Merchandise Store       | /google+redesign/bags/bac...    | 318      | 38.7%       | 2.2%                 |
| 26. | Google Campus Bike                                | /google+redesign/accessori...   | 309      | 76.1%       | 0%                   |
| 27. | Bags   Lifestyle   Google Merchandise Store       | /store.html                     | 271      | 43.9%       | 9.96%                |
| 28. | Noogler Android Figure 2019                       | /google+redesign/accessori...   | 259      | 46.7%       | 0%                   |
| 29. | Google   Shop by Brand   Google Merchandise...    | /store.html                     | 245      | 38.4%       | 17.14%               |
| 30. | Google   Shop by Brand   Google Merchandise...    | /google+redesign/shop+by...     | 244      | 44.7%       | 3.69%                |

ユーザー分析レポート

想定ターゲットの誤差発見、新たなターゲットのヒント！



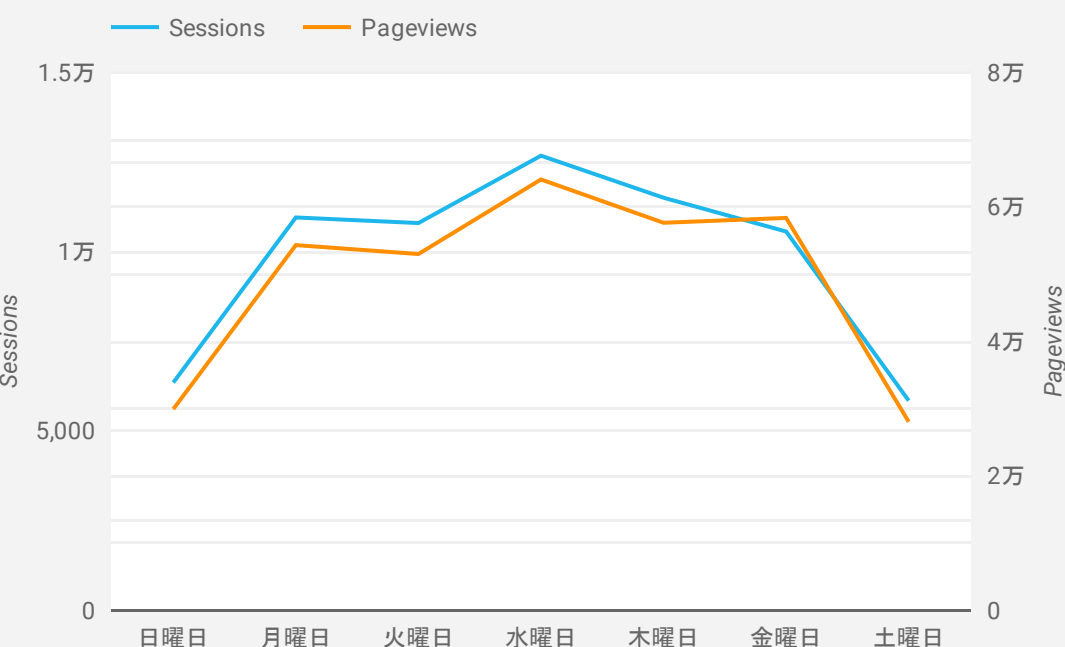
デフォルトのデータ  
クリックしてデータを選択します

2020/07/01 - 2020/07/31

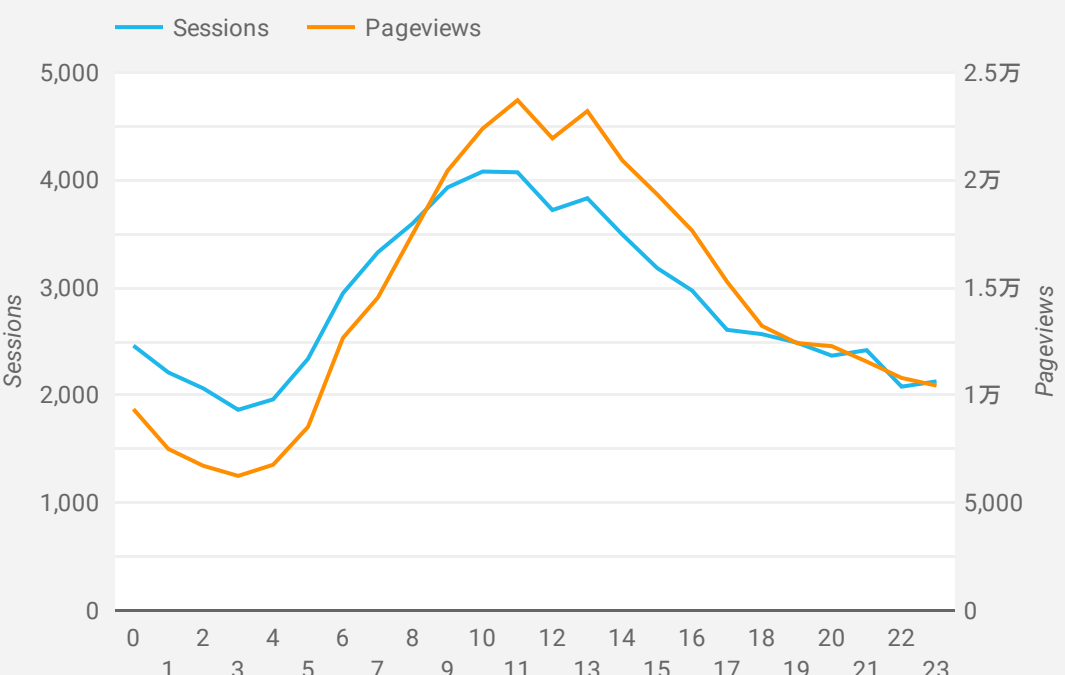
曜日／時間帯別 訪問情報

| Hour / Sessions |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Day of Week     | 0   | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  |
| 日曜日             | 235 | 192 | 170 | 172 | 187 | 228 | 219 | 280 | 291 | 349 | 323 | 284 | 245 |
| 月曜日             | 307 | 275 | 312 | 251 | 294 | 292 | 450 | 511 | 592 | 621 | 684 | 626 | 567 |
| 火曜日             | 462 | 367 | 329 | 326 | 360 | 431 | 446 | 548 | 585 | 612 | 642 | 580 | 519 |
| 水曜日             | 397 | 396 | 361 | 282 | 328 | 448 | 593 | 659 | 613 | 696 | 703 | 862 | 793 |
| 木曜日             | 439 | 411 | 339 | 311 | 339 | 422 | 547 | 571 | 665 | 720 | 661 | 695 | 626 |
| 金曜日             | 353 | 334 | 333 | 285 | 271 | 322 | 430 | 489 | 554 | 623 | 778 | 719 | 650 |
| 土曜日             | 265 | 234 | 217 | 235 | 180 | 193 | 260 | 268 | 295 | 308 | 285 | 303 | 254 |

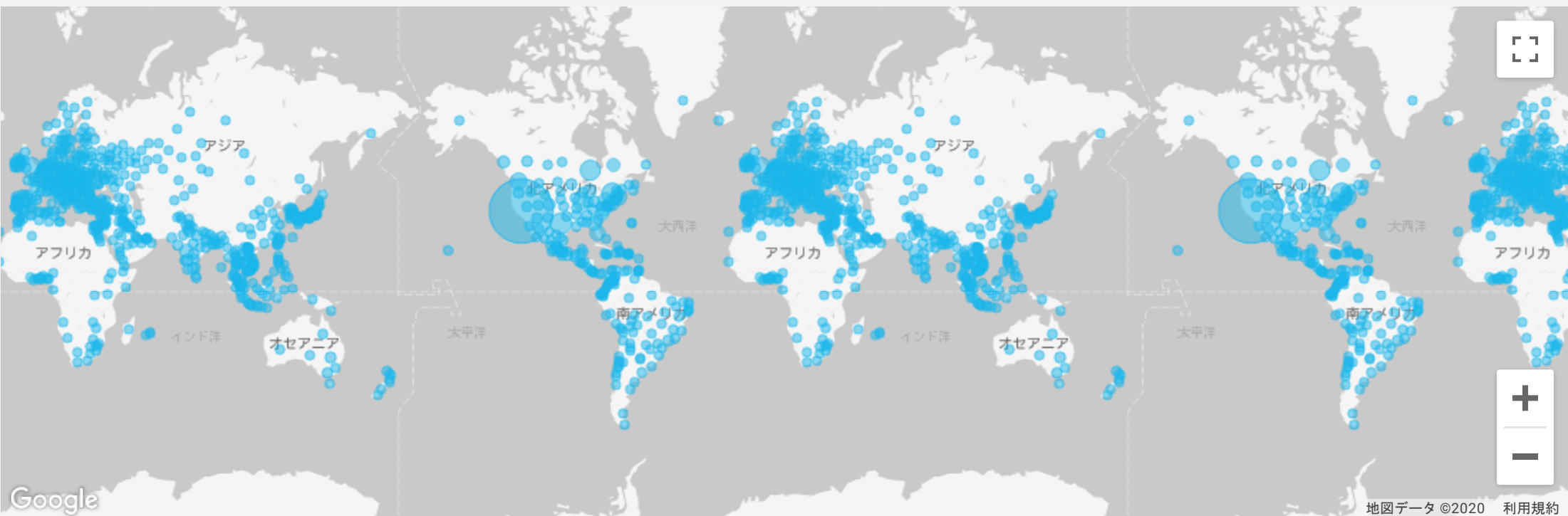
【曜日別推移】



【時間帯別推移】



地域別 訪問情報

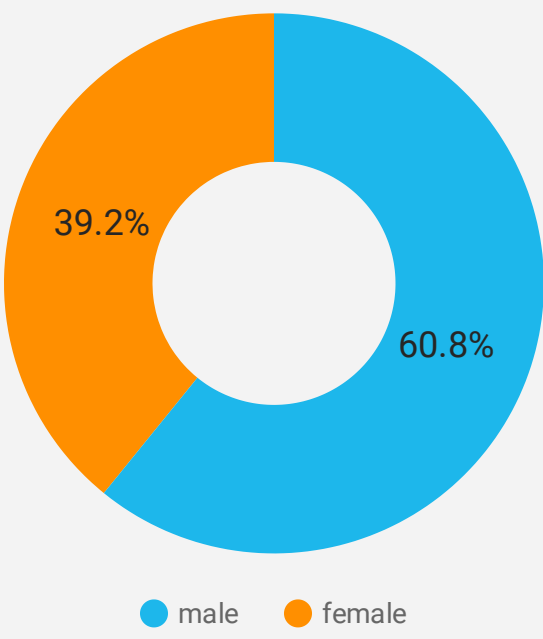


|     | Region        | Sessions | Users   | Pages / Session | Goal Conversion Rate |
|-----|---------------|----------|---------|-----------------|----------------------|
| 1.  | California    | 11,296   | 7,402.0 | 7.52            | 24.4%                |
| 2.  | (not set)     | 2,689    | 2,016.0 | 3.41            | 8.55%                |
| 3.  | New York      | 2,608    | 1,799.0 | 6.31            | 21.05%               |
| 4.  | Texas         | 2,473    | 1,765.0 | 6.14            | 19.49%               |
| 5.  | Ontario       | 2,251    | 1,574.0 | 5.7             | 15.42%               |
| 6.  | England       | 2,101    | 1,767.0 | 2.96            | 5.95%                |
| 7.  | Massachusetts | 1,524    | 1,026.0 | 5.61            | 16.6%                |
| 8.  | Illinois      | 1,511    | 1,048.0 | 6.89            | 22.63%               |
| 9.  | Washington    | 1,503    | 1,056.0 | 6.92            | 21.36%               |
| 10. | Florida       | 1,181    | 901.0   | 4.85            | 13.12%               |

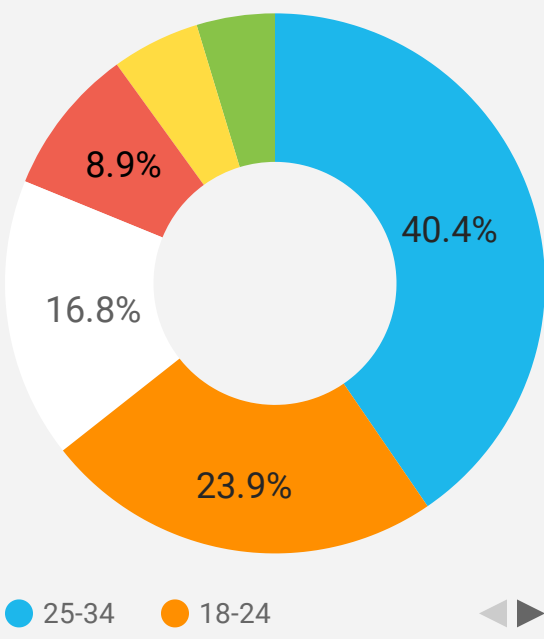
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性別／年齢／興味関心別 訪問情報

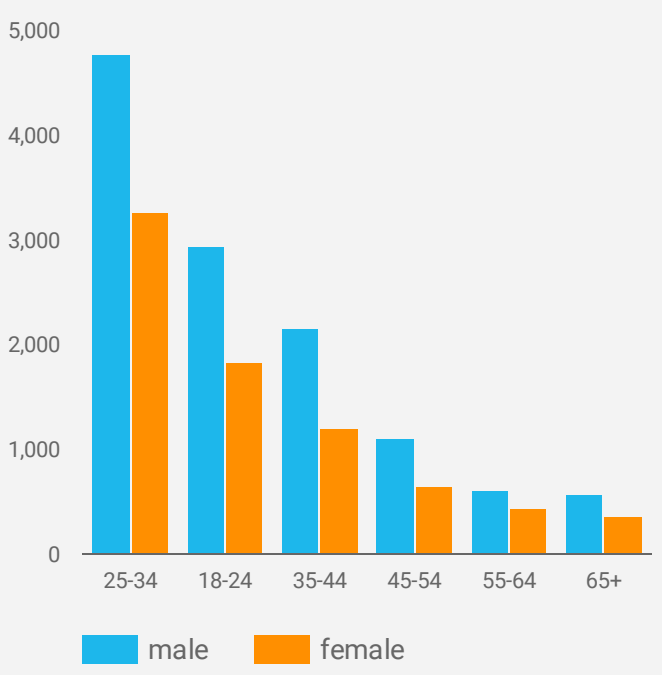
【性別比率】



【年齢比率】



【性別/年齢分布】



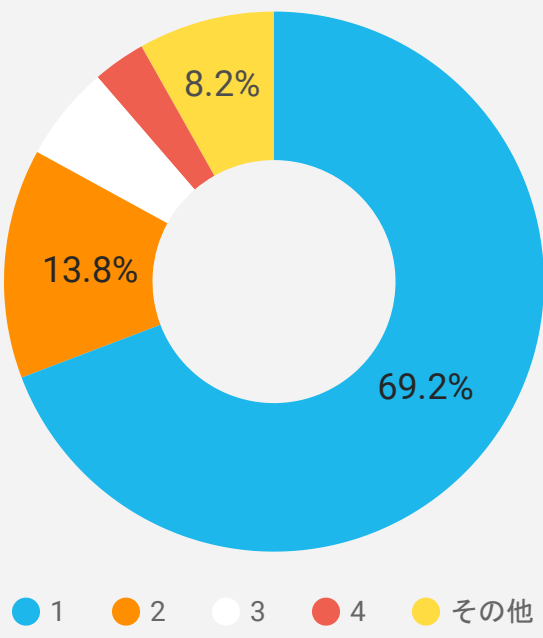
【興味関心カテゴリー一覧】

|     | Affinity Category (reach)                     | Users  |
|-----|-----------------------------------------------|--------|
| 1.  | Shoppers/Value Shoppers                       | 14,302 |
| 2.  | Media & Entertainment/Movie Lovers            | 13,671 |
| 3.  | Technology/Technophiles                       | 13,068 |
| 4.  | Lifestyles & Hobbies/Green Living Enthusiasts | 9,852  |
| 5.  | Media & Entertainment/Music Lovers            | 9,215  |
| 6.  | Lifestyles & Hobbies/Outdoor Enthusiasts      | 8,973  |
| 7.  | Media & Entertainment/Light TV Viewers        | 8,680  |
| 8.  | Sports & Fitness/Health & Fitness Buffs       | 8,509  |
| 9.  | Travel/Business Travelers                     | 8,474  |
| 10. | Beauty & Wellness/Frequently Visits Salons    | 8,360  |
| 11. | Travel/Travel Buffs                           | 8,104  |
| 12. | Lifestyles & Hobbies/Business Professionals   | 7,800  |
| 13. | Home & Garden/Do-It-Yourselfers               | 7,667  |
| 14. | Lifestyles & Hobbies/Shutterbugs              | 7,616  |
| 15. | Food & Dining/Coffee Shop Regulars            | 7,467  |

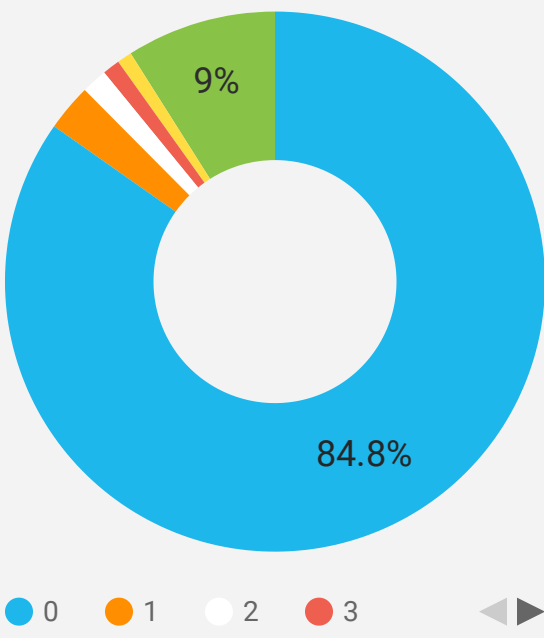
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訪問回数・リピート間隔

【訪問回数】



【リピート間隔】





WEBサイトサマリーレポート

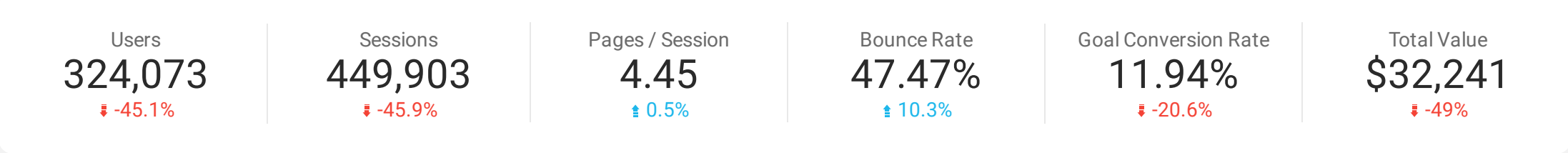
サマリーを前年と比較分析



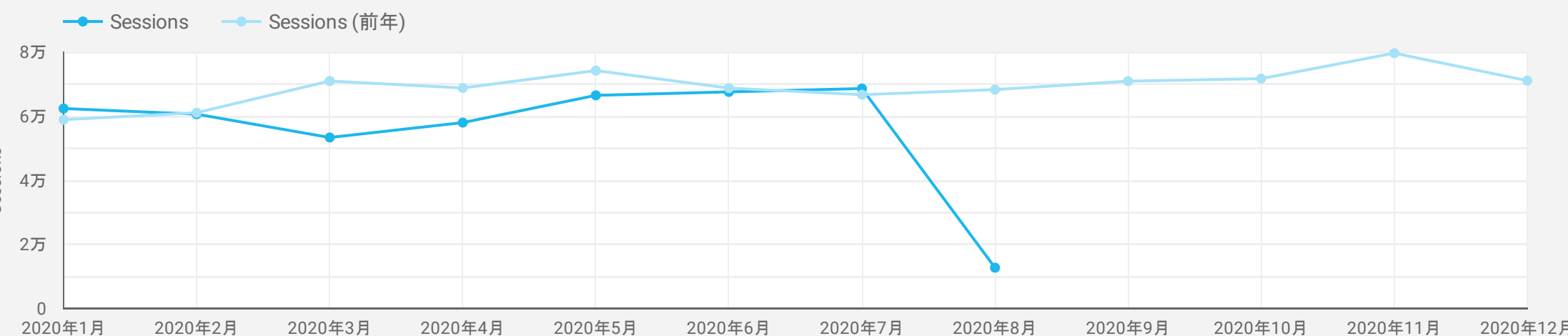
デフォルトのデータ  
クリックしてデータを選択します

2020/01/01 - 2020/12/31

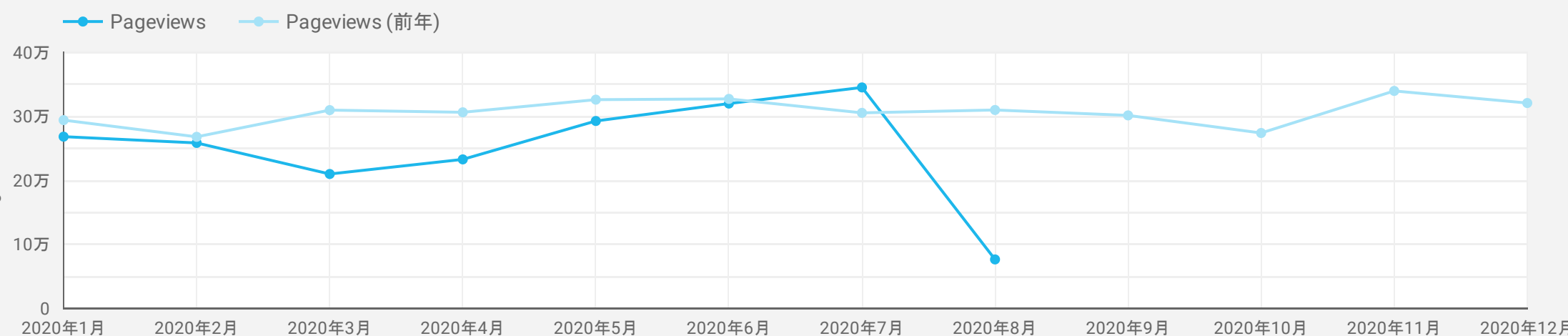
基本情報 (前年比較)



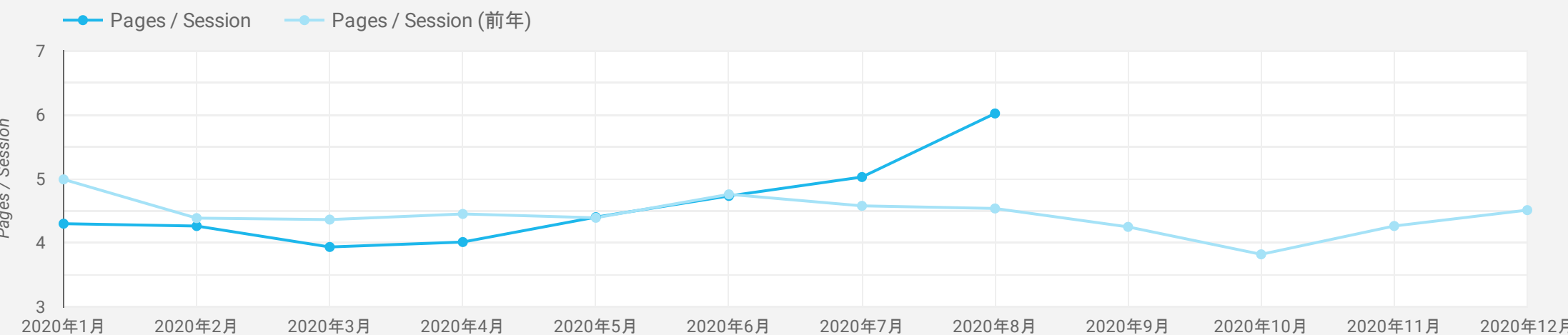
セッション推移 (前年対比)



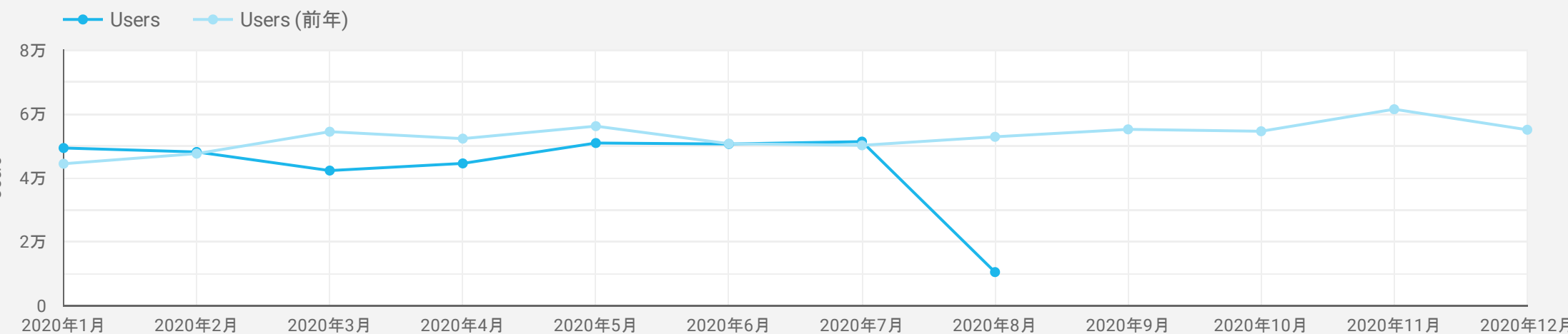
ページビュー推移 (前年対比)



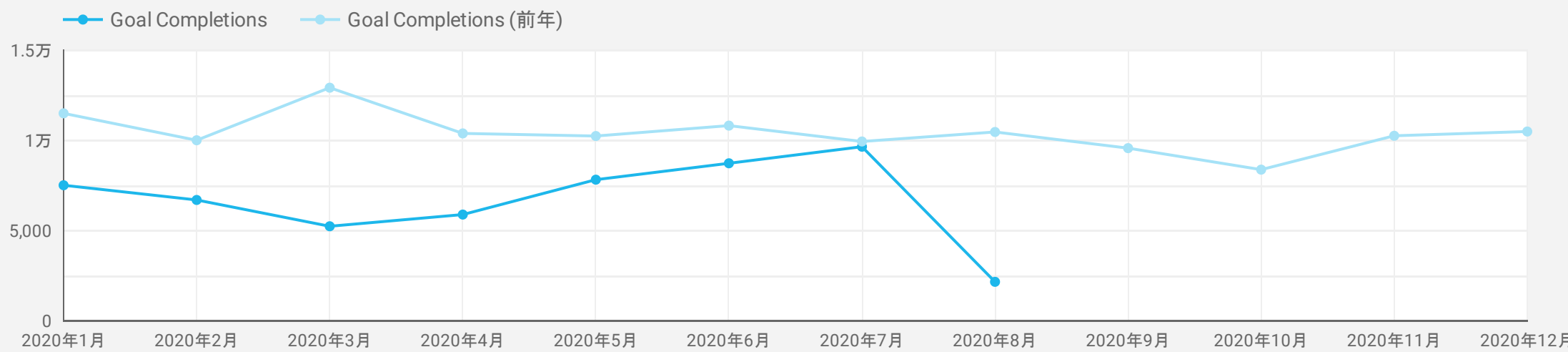
ページ/セッション推移 (前年対比)



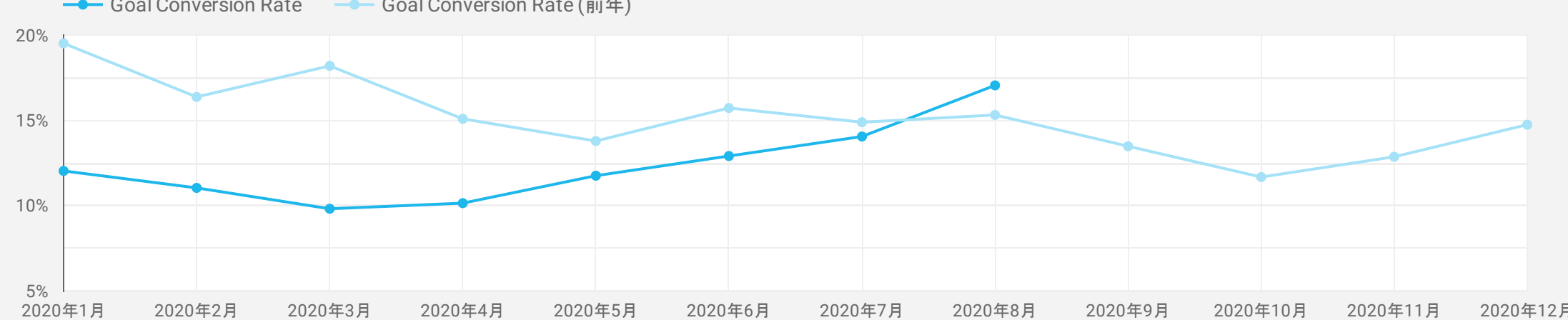
ユーザー数推移 (前年対比)



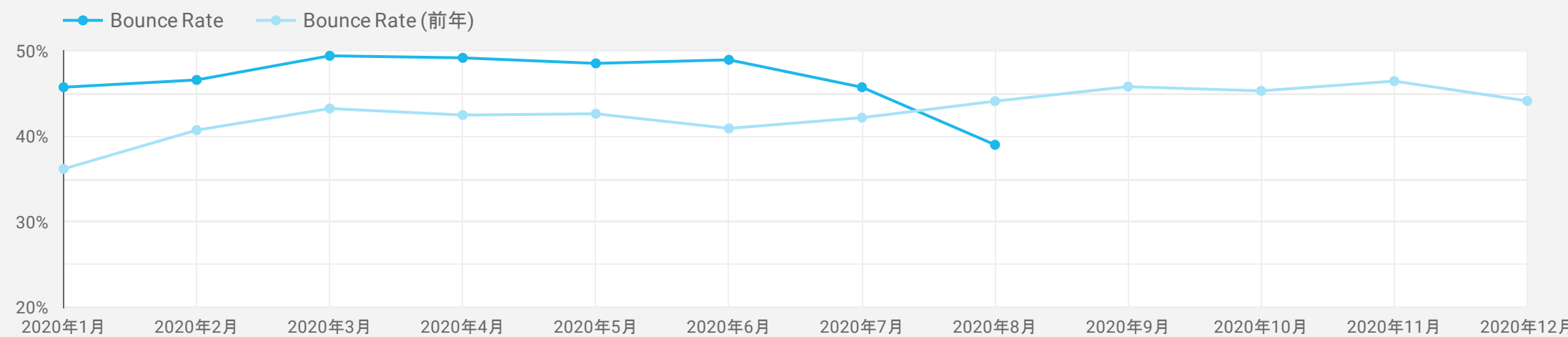
目標の完了数推移 (前年対比)



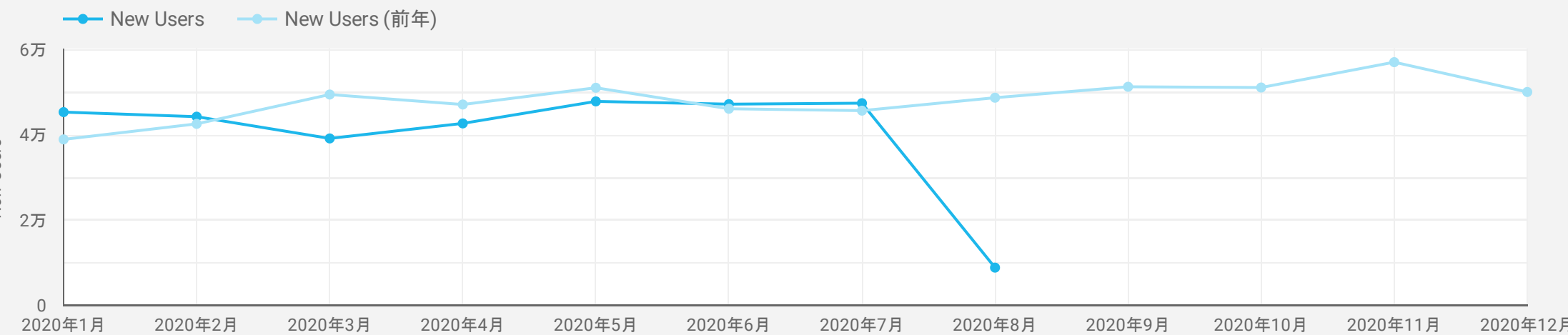
コンバージョン率推移 (前年対比)



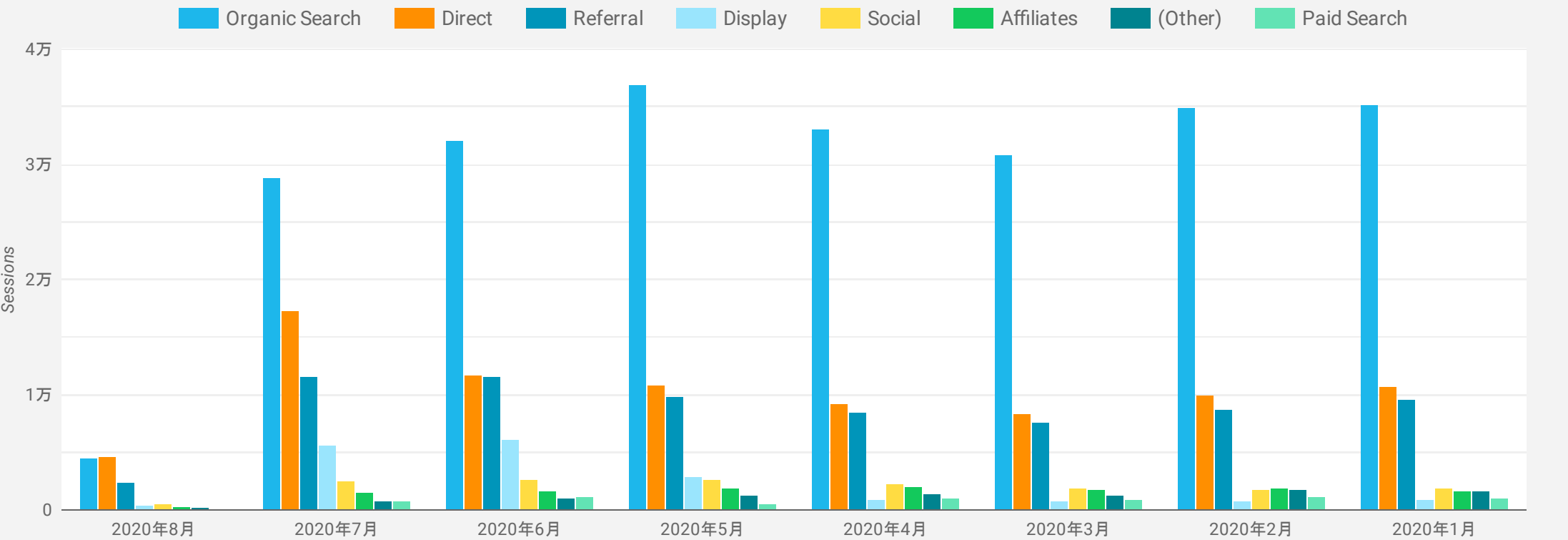
直帰率推移 (前年対比)



新規ユーザー数推移 (前年対比)



チャネル別セッション数推移 (今年度)





集客分析レポート

チャネル特性把握



デフォルトのデータ  
クリックしてデータを選択します

2020/07/01 - 2020/07/31

チャネルグループ (前年同月比)

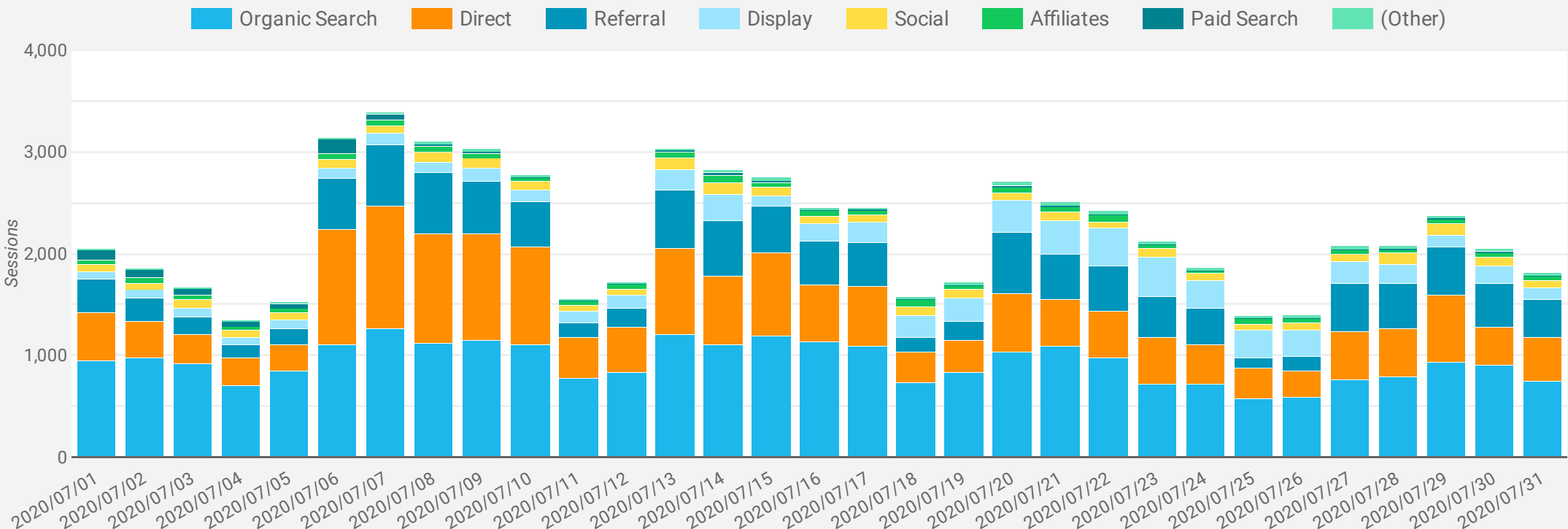
チャネルグループの絞り込み:

Default Channel Grouping

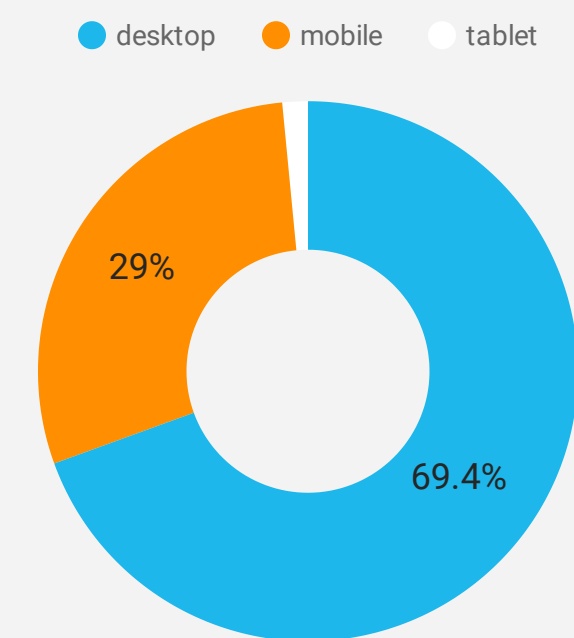
| Default Channel Grouping | Sessions | % New Sessions | New Users | Bounc e Rate | Pages / Session | Avg. Session Duration | Goal Completions | Goal Conversion Rate |
|--------------------------|----------|----------------|-----------|--------------|-----------------|-----------------------|------------------|----------------------|
| Organic Search           | 28,823   | 73.56%         | 21,203    | 50.7%        | 4.15            | 00:02:37              | 3,180            | 11.03%               |
| Direct                   | 17,323   | 75.36%         | 13,055    | 36.2...      | 5.49            | 00:03:46              | 2,934            | 16.94%               |
| Referral                 | 11,520   | 44.05%         | 5,074     | 31.4...      | 7.51            | 00:05:03              | 2,662            | 23.11%               |
| Display                  | 5,532    | 75.16%         | 4,158     | 74.5...      | 3.6             | 00:00:57              | 342              | 6.18%                |
| Social                   | 2,544    | 89.62%         | 2,280     | 54.5...      | 4.48            | 00:01:34              | 207              | 8.14%                |
| Affiliates               | 1,439    | 74.22%         | 1,068     | 59.6...      | 2.36            | 00:02:04              | 44               | 3.06%                |
| Paid Search              | 769      | 39.4%          | 303       | 39.6...      | 6.1             | 00:03:53              | 147              | 19.12%               |
| (Other)                  | 701      | 53.64%         | 376       | 33.9...      | 6.39            | 00:04:00              | 138              | 19.69%               |

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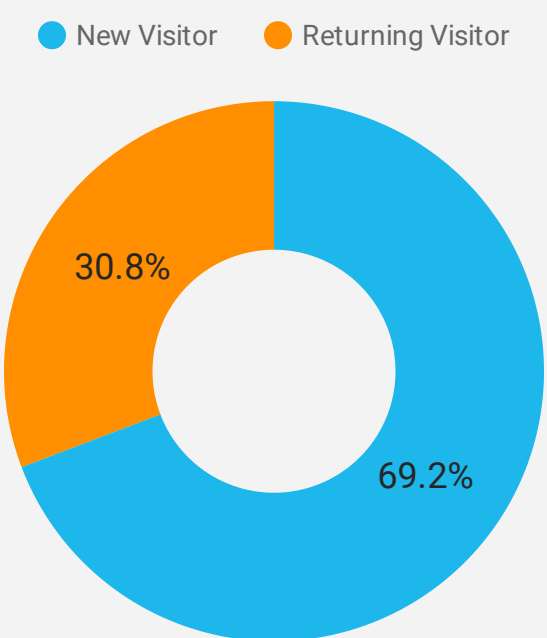
【チャネル別セッション数推移】



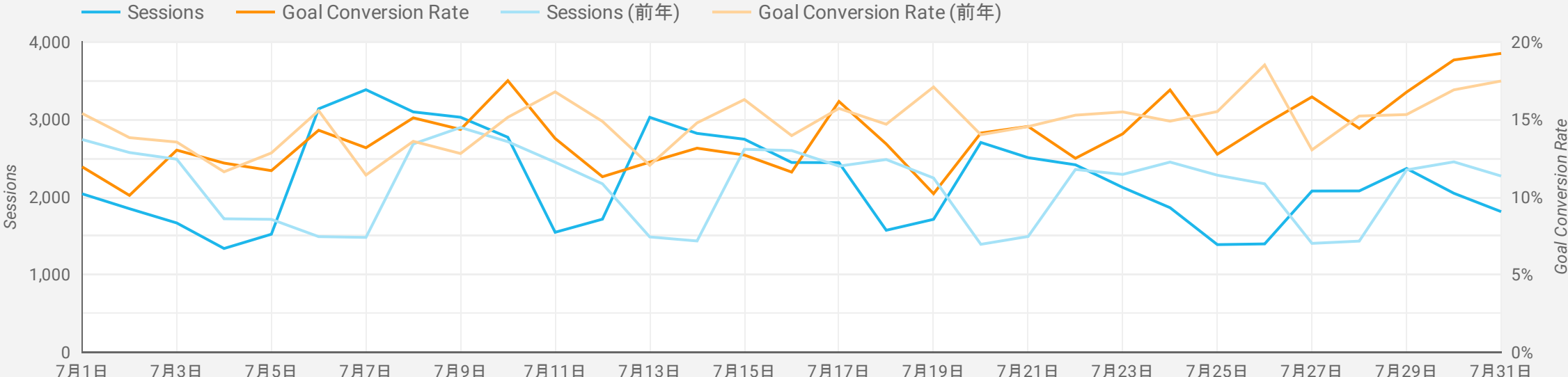
デバイスの割合



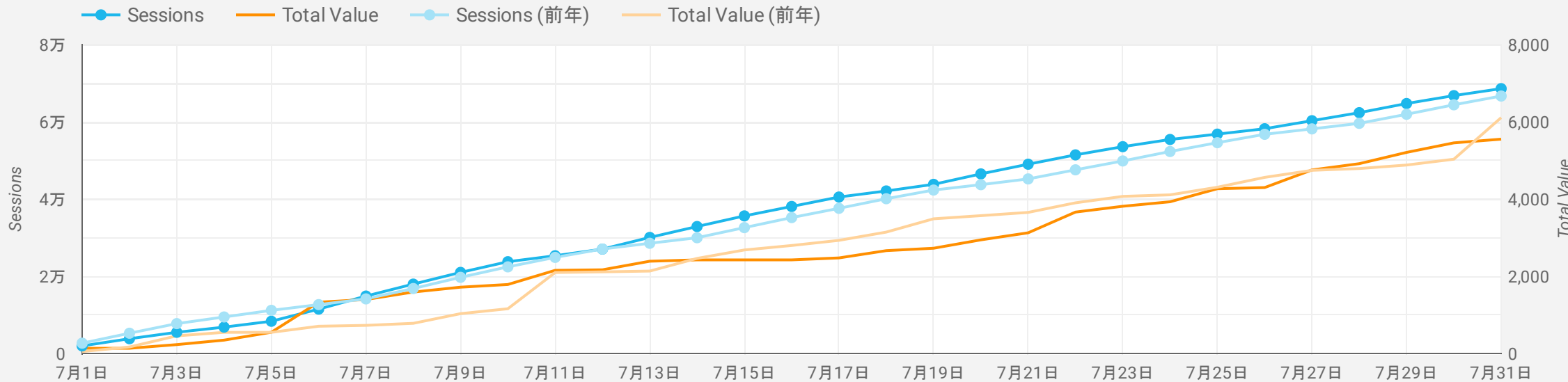
新規／リピートユーザーの割合



前月セッション／コンバージョン率推移 (前年同月比較)



前月セッション／コンバージョン値累積 (前年同月比較)



ランディングページ

|     | Page Title                                        | Landing Page                   | Sessions | Bounce Rate | Goal Conversion Rate |
|-----|---------------------------------------------------|--------------------------------|----------|-------------|----------------------|
| 1.  | Home                                              | /home                          | 15,441   | 32.7%       | 0.56%                |
| 2.  | Google Online Store                               | /home                          | 10,338   | 60.1%       | 0.02%                |
| 3.  | YouTube   Shop by Brand   Google Merchandi...     | /google+redesign/shop+by...    | 4,666    | 55.9%       | 2.61%                |
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| 6.  | Men's T-Shirts   Apparel   Google Merchandise ... | /google+redesign/apparel/...   | 2,755    | 37.9%       | 4.07%                |
| 7.  | Apparel   Google Merchandise Store                | /google+redesign/apparel       | 2,423    | 38.1%       | 1.98%                |
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| 14. | New   Google Merchandise Store                    | /google+redesign/new           | 1,012    | 29.2%       | 1.28%                |
| 15. | Men's / Unisex   Apparel   Google Merchandise...  | /google+redesign/apparel/...   | 981      | 35.8%       | 4.79%                |

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閲覧ページ

|     | Page Title                            | Page                                       | Pageviews | % Exit | Page Value |
|-----|---------------------------------------|--------------------------------------------|-----------|--------|------------|
| 1.  | Checkout Confirmation                 | /ordercompleted.html                       | 217       | 38.2%  | \$51.45    |
| 2.  | Google Austin Campus Zip Hoodie       | /google+redesign/apparel/google+austin...  | 7         | 0.0%   | \$51.08    |
| 3.  | Google Light Pen Red                  | /google+redesign/office/google+light+up... | 20        | 10.0%  | \$17.03    |
| 4.  | Google Light Pen Green                | /google+redesign/office/google+light+up... | 29        | 20.7%  | \$13.33    |
| 5.  | The Google Merchandise Store - Log In | /registersuccess.html                      | 247       | 2.8%   | \$13.25    |
| 6.  | Google Pen Citron                     | /google+redesign/office/google+pen+citr... | 26        | 15.4%  | \$12.26    |
| 7.  | YouTube Pen 2-Pack                    | /google+redesign/office/youtube+pen+2...   | 51        | 31.4%  | \$6.66     |
| 8.  | Google Utensil Set                    | /google+redesign/accessories/google+ut...  | 90        | 22.2%  | \$6.24     |
| 9.  | Google LA Campus Lapel Pin            | /google+redesign/accessories/google+la...  | 4         | 0.0%   | \$6        |
| 10. | Payment Method                        | /payment.html                              | 1,209     | 39.6%  | \$5.78     |
| 11. | Google Cork Pencil Pouch              | /google+redesign/office/google+cork+pe...  | 44        | 18.2%  | \$5.5      |
| 12. | Google 16 oz Tumbler Blue             | /google+redesign/drinkware/google+16o...   | 25        | 20.0%  | \$5.5      |
| 13. | Google Crew Combed Cotton Sock        | /google+redesign/apparel/google+google...  | 34        | 26.5%  | \$5.5      |
| 14. | Google Pen Neon Coral                 | /google+redesign/office/google+pen+neo...  | 7         | 0.0%   | \$5.29     |
| 15. | Google Laptop Sleeve Charcoal         | /google+redesign/accessories/google+la...  | 49        | 22.4%  | \$5.14     |

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行動分析レポート

コンテンツ分析／ページの問題把握・サイト改善

 デフォルトのデータ  
クリックしてデータを選択します

2020/07/01 - 2020/07/31

● LP別ステータス確認 (セッション×直帰率)

アクセスデバイスの絞り込み：

Device Category

| Landing Page                         | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Completions | Goal Conversion Rate |
|--------------------------------------|----------|----------------|-----------|-------------|-----------------|-----------------------|------------------|----------------------|
| /home                                | 25,954   | 70.57%         | 18,317    | 43.77%      | 5.2             | 00:03:23              | 3,674            | 14.16%               |
| /store.html                          | 7,406    | 59.36%         | 4,396     | 42.05%      | 5.55            | 00:03:31              | 1,190            | 16.07%               |
| /google+redesign/shop+by+brand/y...  | 4,898    | 92.63%         | 4,537     | 55.68%      | 3.58            | 00:01:28              | 347              | 7.08%                |
| /signin.html                         | 4,416    | 63.72%         | 2,814     | 33.45%      | 6.22            | 00:04:37              | 882              | 19.97%               |
| /google+redesign/lifestyle/drinkware | 3,368    | 72.92%         | 2,456     | 80.17%      | 2.57            | 00:00:53              | 147              | 4.36%                |
| /google+redesign/apparel/mens/me...  | 2,814    | 87.24%         | 2,455     | 38.06%      | 5.57            | 00:02:54              | 493              | 17.52%               |
| /google+redesign/apparel             | 2,438    | 76.17%         | 1,857     | 38.27%      | 5.69            | 00:03:45              | 401              | 16.45%               |
| /basket.html                         | 1,919    | 46.27%         | 888       | 37.31%      | 5.68            | 00:04:26              | 516              | 26.89%               |
| /google+redesign/lifestyle/bags      | 1,332    | 81.08%         | 1,080     | 58.56%      | 5.86            | 00:01:55              | 164              | 12.31%               |
| /asearch.html                        | 1,192    | 61.07%         | 728       | 42.11%      | 4.2             | 00:03:31              | 140              | 11.74%               |

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● ディレクトリ (第2階層) 別ステータス確認

● 離脱改善指標／トラフィックが多く、離脱率が高いディレクトリを判定

| Page path level 2 | Pageviews | Unique Pageviews | Avg. Time on Page | Bounce Rate | % Exit | Goal Completions | Goal Conversion Rate | Session Duration |
|-------------------|-----------|------------------|-------------------|-------------|--------|------------------|----------------------|------------------|
| /apparel/         | 55,879    | 34,795           | 00:00:39          | 38.74%      | 13.72% | 1,489            | 21.85%               | 381:16:46        |
| /quickview        | 55,509    | 14,401           | 00:00:21          | 14.01%      | 4.39%  | 1,996            | 776.65%              | 20:31:17         |
| /lifestyle/       | 30,189    | 14,925           | 00:00:33          | 69.51%      | 18.96% | 700              | 13.27%               | 135:00:54        |
| /shop+by+brand/   | 16,986    | 9,401            | 00:00:34          | 54.14%      | 25.03% | 268              | 4.97%                | 151:47:23        |
| /apparel          | 7,581     | 5,937            | 00:00:58          | 37.99%      | 24.24% | 95               | 3.87%                | 153:49:48        |
| /new              | 7,473     | 6,163            | 00:00:51          | 28.67%      | 20.23% | 148              | 14.1%                | 79:58:39         |
| /accessories/     | 4,835     | 3,793            | 00:00:49          | 63.46%      | 25.96% | 111              | 9.7%                 | 41:52:39         |
| /bags/            | 4,318     | 3,671            | 00:00:58          | 49.47%      | 23.48% | 122              | 14.4%                | 36:27:53         |
| /drinkware/       | 3,662     | 3,019            | 00:00:53          | 49.66%      | 22.31% | 73               | 9.99%                | 36:11:56         |
| /office/          | 2,519     | 1,987            | 00:00:47          | 58.5%       | 18.38% | 72               | 23.53%               | 15:08:12         |

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● サイト内検索ステータス確認

| Search Term | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Completions | Goal Conversion Rate |
|-------------|----------|----------------|-----------|-------------|-----------------|-----------------------|------------------|----------------------|
| gopher      | 1        | 100%           | 1         | 0%          | 4               | 00:00:26              | 0                | 0%                   |

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● 離脱改善指標

● 離脱改善指標／トラフィックが多く、離脱率が高いディレクトリを判定

| Page Title                                | Page                          | Sessions | New Users | Pages / Session | Goal Completions | Goal Conversion Rate | Session Duration |
|-------------------------------------------|-------------------------------|----------|-----------|-----------------|------------------|----------------------|------------------|
| Home                                      | /home                         | 15,446   | 10,112    | 1.67            | 135              | 0.87%                | 1100:36:04       |
| Google Online Store                       | /home                         | 10,338   | 8,082     | 1.17            | 9                | 0.09%                | 359:09:42        |
| The Google Merchandise Store - Log In     | /signin.html                  | 4,402    | 2,805     | 2.63            | 130              | 2.95%                | 340:02:57        |
| Apparel   Google Merchandise Store        | /google+redesign/apparel      | 2,441    | 1,846     | 3.08            | 94               | 3.85%                | 153:29:27        |
| Shopping Cart                             | /basket.html                  | 1,878    | 849       | 10.64           | 533              | 28.38%               | 136:19:30        |
| Men's T-Shirts   Apparel   Google Merc... | /google+redesign/apparel/m... | 2,767    | 2,419     | 1.23            | 17               | 0.61%                | 132:12:11        |
| YouTube   Shop by Brand   Google Me...    | /google+redesign/shop+by+b... | 4,693    | 4,374     | 1.19            | 25               | 0.53%                | 115:50:43        |
| Sale   Google Merchandise Store           | /store.html                   | 1,148    | 544       | 8.82            | 248              | 21.6%                | 89:56:23         |
| New   Google Merchandise Store            | /google+redesign/new          | 1,021    | 557       | 7.19            | 147              | 14.4%                | 78:11:14         |
| Store search results                      | /asearch.html                 | 1,189    | 713       | 6.45            | 148              | 12.45%               | 69:29:17         |

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● ページスピード

【 デバイス別スピード 】

| Device Category | Avg. Page Load Time (sec) | Avg. Server Response Time (sec) | Avg. Page Download Time (sec) | Bounce Rate | % Exit |
|-----------------|---------------------------|---------------------------------|-------------------------------|-------------|--------|
| desktop         | 3.41                      | 0.98                            | 0.12                          | 41.7%       | 18.3%  |
| mobile          | 6.81                      | 1.08                            | 0.28                          | 54.83%      | 24.8%  |
| tablet          | 9.66                      | 1                               | 0.46                          | 58.53%      | 24.18% |

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【 モバイルトラフィック 】

| Page Title                                | Landing Page                      | Sessions | New Users | Bounce Rate | Goal Completions | Goal Conversion Rate | Speed Metrics Sample |
|-------------------------------------------|-----------------------------------|----------|-----------|-------------|------------------|----------------------|----------------------|
| YouTube   Shop by Brand   Google Mer...   | /google+redesign/shop+by+...      | 2,194    | 2,071     | 54.51%      | 78               | 3.56%                | 97                   |
| Lifestyle                                 | /home                             | 0        | 0         | null        | 40               | null                 | 61                   |
| Apparel   Google Merchandise Store        | /store.html                       | 49       | 18        | 53.06%      | 12               | 24.49%               | 57                   |
| Home                                      | /home                             | 2,396    | 1,999     | 38.81%      | 17               | 0.71%                | 52                   |
| Drinkware   Lifestyle   Google Mercha...  | /google+redesign/lifestyle/dri... | 2,519    | 1,802     | 81.74%      | 92               | 3.65%                | 51                   |
| Men's T-Shirts   Apparel   Google Merc... | /google+redesign/apparel/m...     | 1,363    | 1,211     | 41.23%      | 64               | 4.7%                 | 29                   |
| Bags   Lifestyle   Google Merchandise ... | /google+redesign/lifestyle/ba...  | 808      | 680       | 55.32%      | 108              | 13.37%               | 27                   |
| Apparel   Google Merchandise Store        | /google+redesign/apparel          | 1,032    | 855       | 42.15%      | 23               | 2.23%                | 26                   |
| Shopping Cart                             | /home                             | 0        | 0         | null        | 23               | null                 | 21                   |
| Google Online Store                       | /home                             | 2,156    | 1,858     | 56.12%      | 2                | 0.09%                | 21                   |

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【 PC・タブレットトラフィック 】

| Page Title                                | Landing Page                 | Sessions | New Users | Bounce Rate | Goal Completions | Goal Conversion Rate | Speed Metrics Sample |
|-------------------------------------------|------------------------------|----------|-----------|-------------|------------------|----------------------|----------------------|
| Home                                      | /home                        | 13,045   | 8,112     | 31.63%      | 70               | 0.54%                | 185                  |
| Men's / Unisex   Apparel   Google Merc... | /home                        | 0        | 0         | null        | 485              | null                 | 108                  |
| Sale   Google Merchandise Store           | /home                        | 0        | 0         | null        | 340              | null                 | 107                  |
| Google Online Store                       | /home                        | 8,182    | 6,224     | 61.15%      | 0                | 0%                   | 67                   |
| Shopping Cart                             | /home                        | 0        | 0         | null        | 157              | null                 | 52                   |
| The Google Merchandise Store - Log In     | /signin.html                 | 4,037    | 2,537     | 31.36%      | 27               | 0.67%                | 47                   |
| YouTube   Shop by Brand   Google Mer...   | /google+redesign/shop+by+... | 2,472    | 2,284     | 57.04%      | 44               | 1.78%                | 46                   |
| Small Goods   Lifestyle   Google Merch... | /home                        | 0        | 0         | null        | 114              | null                 | 43                   |
| Sale   Google Merchandise Store           | /signin.html                 | 0        | 0         | null        | 119              | null                 | 42                   |
| Store search results                      | /store.html                  | 0        | 0         | null        | 12               | null                 | 42                   |

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# CV分析レポート

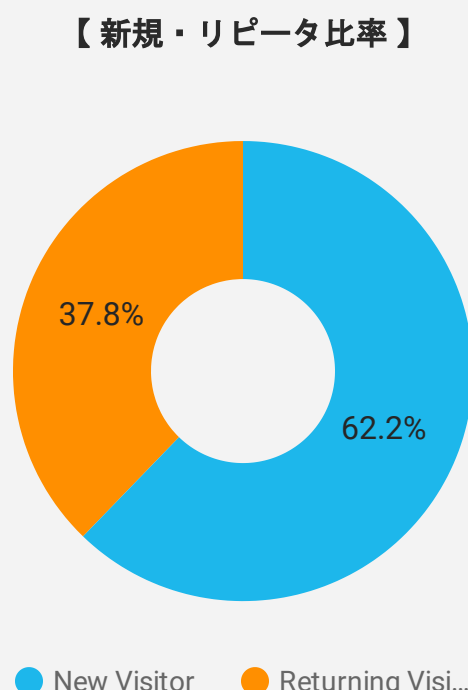
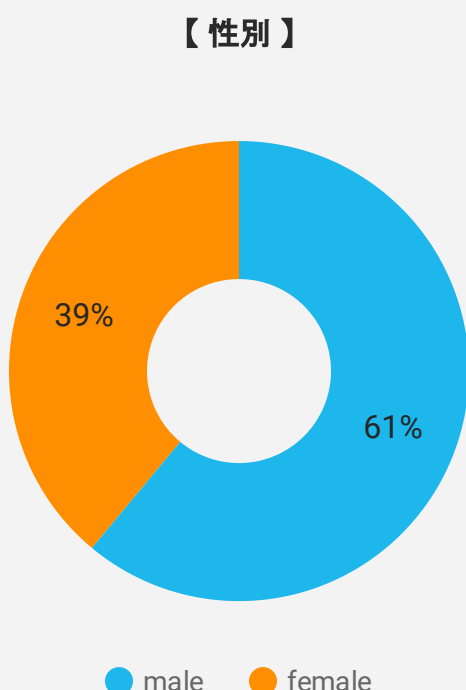
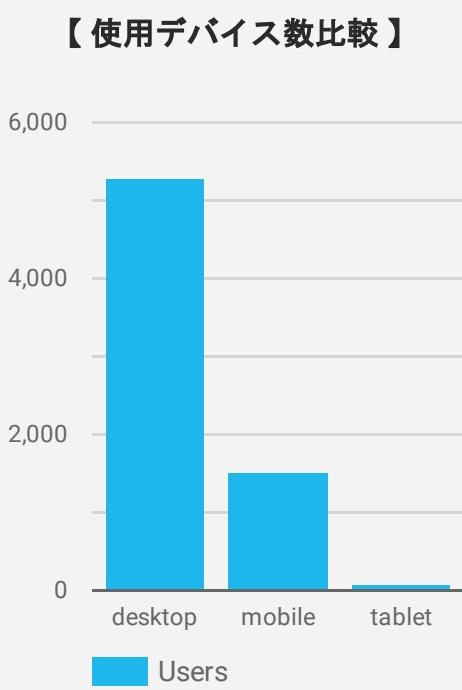
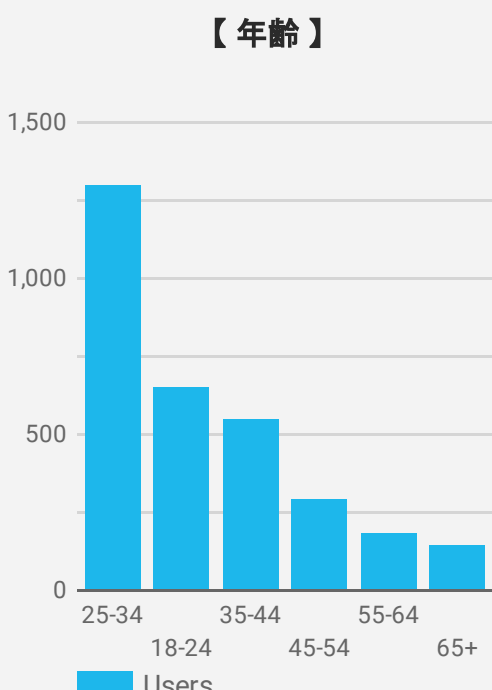
## コンバージョンの状況確認



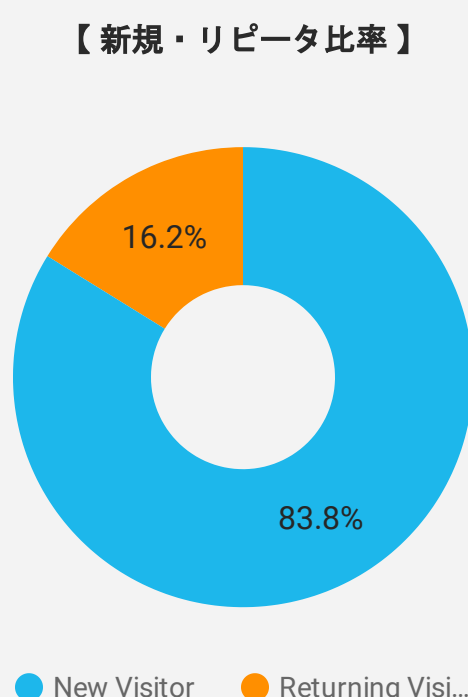
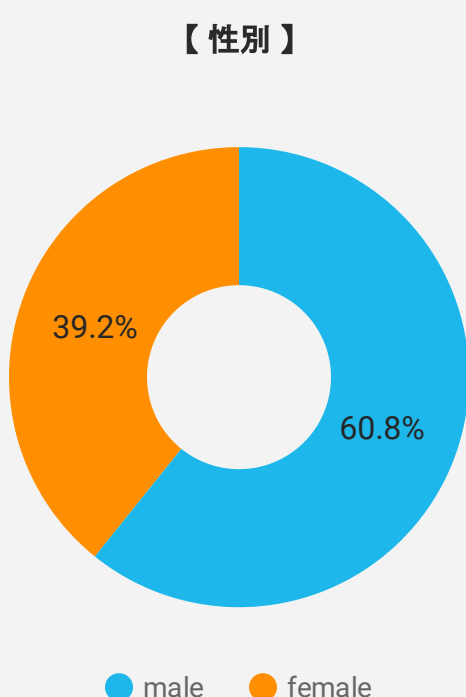
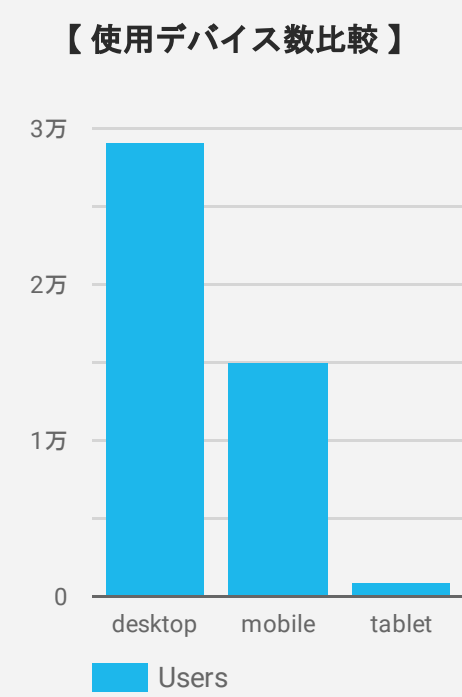
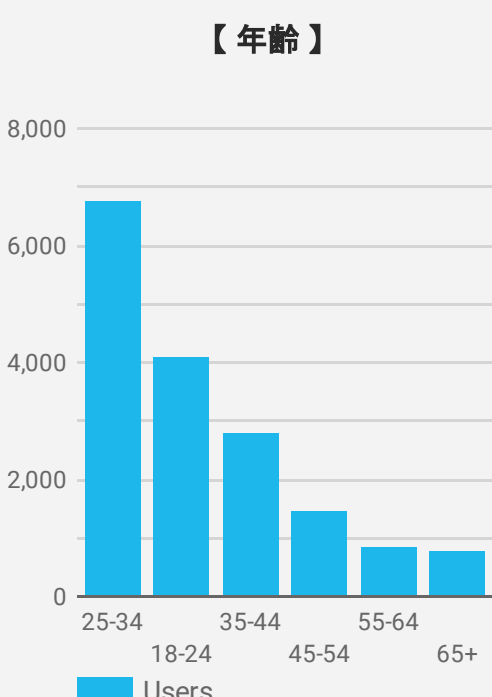
デフォルトのデータ  
クリックしてデータを選択します

2020/07/01 - 2020/07/31

- CV獲得ユーザー属性



- CV非獲得ユーザ一属性



- CV貢献チャネル

| Default Channel Grouping | Sessions | Goal Completions | Goal Conversion Rate |
|--------------------------|----------|------------------|----------------------|
| Referral                 | 11,520   | 2,662            | 23.11%               |
| (Other)                  | 701      | 138              | 19.69%               |
| Paid Search              | 769      | 147              | 19.12%               |
| Direct                   | 17,323   | 2,934            | 16.94%               |
| Organic Search           | 28,823   | 3,180            | 11.03%               |
| Social                   | 2,544    | 207              | 8.14%                |
| Display                  | 5,532    | 342              | 6.18%                |
| Affiliates               | 1,439    | 44               | 3.06%                |
|                          |          |                  | 1 - 8 / 8 < >        |

## ● CV貢献ページ

|     | Page Title                                          | Landing Page                                  | Sessions | Goal Completions | Goal Conversion Rate | Page Value |
|-----|-----------------------------------------------------|-----------------------------------------------|----------|------------------|----------------------|------------|
| 1.  | Shopping Cart                                       | /signin.html                                  | 2        | 58               | 2,900%               | \$0.17     |
| 2.  | Shopping Cart                                       | /store.html                                   | 4        | 69               | 1,725%               | \$0.96     |
| 3.  | Small Goods   Lifestyle   Google Merchandis...      | /google+redesign/new                          | 1        | 13               | 1,300%               | \$0        |
| 4.  | Drinkware   Lifestyle   Google Merchandise ...      | /basket.html                                  | 1        | 9                | 900%                 | \$0.41     |
| 5.  | Shopping Cart                                       | /google+redesign/new                          | 1        | 8                | 800%                 | \$0        |
| 6.  | Small Goods   Lifestyle   Google Merchandis...      | /store.html                                   | 3        | 20               | 666.67%              | \$1        |
| 7.  | Kids   Apparel   Google Merchandise Store           | /google+redesign/new                          | 1        | 6                | 600%                 | \$0        |
| 8.  | Womens   Apparel   Google Merchandise St...         | /store.html                                   | 4        | 21               | 525%                 | \$0.16     |
| 9.  | Home                                                | /signin.html                                  | 3        | 10               | 333.33%              | \$1.17     |
| 10. | Apparel   Google Merchandise Store                  | /store.html/quickview                         | 1        | 3                | 300%                 | \$0        |
| 11. | Hats   Apparel   Google Merchandise Store           | /store.html                                   | 5        | 12               | 240%                 | \$0.73     |
| 12. | Home                                                | /store-policies/frequently-asked-questions... | 1        | 1                | 100%                 | \$0        |
| 13. | YouTube   Comprar por marca   Loja de mer...        | /store.html                                   | 1        | 1                | 100%                 | \$0        |
| 14. | The Google Merchandise Store - Log In               | /registersuccess.html                         | 8        | 8                | 100%                 | \$0        |
| 15. | ā,āfēāf²āf'ā,'ā,²āf-ā,~ā,:āf\$āf³  Google Mer...    | /store.html                                   | 1        | 1                | 100%                 | \$0        |
| 16. | Store search results                                | /store-policies/frequently-asked-questions... | 1        | 1                | 100%                 | \$0        |
| 17. | YouTube   Magasiner par marque   Google ...         | /google+redesign/shop+by+brand/youtub...      | 1        | 1                | 100%                 | \$0        |
| 18. | Gift Cards   Google Merchandise Store               | /store.html                                   | 1        | 1                | 100%                 | \$0        |
| 19. | Checkout Your Information                           | /yourinfo.html                                | 1        | 1                | 100%                 | \$0        |
| 20. | New   Google Merchandise Store                      | /store.html                                   | 23       | 23               | 100%                 | \$0.54     |
| 21. | Google   Comprar por marca   Tienda de art...       | /google+redesign/shop+by+brand/google         | 1        | 1                | 100%                 | \$0        |
| 22. | Page Unavailable                                    | /yourinfo.html/home                           | 5        | 5                | 100%                 | \$0        |
| 23. | Google Online Store                                 | /store.html                                   | 1        | 1                | 100%                 | \$0        |
| 24. | Women's T-Shirts   Apparel   Google Mercha...       | /google+redesign/apparel/womens/wome...       | 1        | 1                | 100%                 | \$0        |
| 25. | Flamingo and Friends Tee Blue                       | /storeitem.html                               | 1        | 1                | 100%                 | \$0        |
| 26. | Drinkware   Lifestyle   Google Merchandise ...      | /google+redesign/drinkware/google+woo...      | 1        | 1                | 100%                 | \$0        |
| 27. | Stickers   Stationery   Google Merchandise S...     | /store.html/quickview                         | 2        | 1                | 50%                  | \$0        |
| 28. | YouTube   Mua sáºm theo nhÃ£n hiá»u   ...          | /google+redesign/shop+by+brand/youtube        | 2        | 1                | 50%                  | \$0        |
| 29. | āfjāf²ā,º/āfjāf·ā,»āffā,~ā,'  ā,çāf'āf-āf«  Go...   | /store.html                                   | 2        | 1                | 50%                  | \$0        |
| 30. | Drinkware   Estilo de vida   Tienda de artÃculos... | /google+redesign/lifestyle/drinkware          | 4        | 2                | 50%                  | \$0        |
| 31. | Backpacks   Bags   Google Merchandise Sto...        | /google+redesign/bags/backpacks//quick...     | 2        | 1                | 50%                  | \$0        |
| 32. | Hommes / Unisexe   VÃtements   Google M...          | /google+redesign/apparel/mens                 | 2        | 1                | 50%                  | \$0        |
| 33. | Bags   Lifestyle   Google Merchandise Store         | /store.html/quickview                         | 12       | 5                | 41.67%               | \$0        |
| 34. | Apparel   Google Merchandise Store                  | /store.html                                   | 82       | 33               | 40.24%               | \$2.32     |
| 35. | Office   Google Merchandise Store                   | /google+redesign/office/quickview             | 8        | 3                | 37.5%                | \$0        |
| 36. | Drinkware   Lifestyle   Google Merchandise ...      | /store.html/quickview                         | 24       | 7                | 29.17%               | \$0        |
| 37. | Drinkware   Lifestyle   Google Merchandise ...      | /google+redesign/lifestyle/drinkware/quic...  | 46       | 13               | 28.26%               | \$0        |
| 38. | Bags   Lifestyle   Google Merchandise Store         | /google+redesign/lifestyle/bags/quickview     | 55       | 15               | 27.27%               | \$0        |
| 39. | Kids   Apparel   Google Merchandise Store           | /google+redesign/apparel/kids/quickview       | 4        | 1                | 25%                  | \$0        |
| 40. | Bolsas   Estilo de vida   Tienda de artÃculos ...   | /google+redesign/lifestyle/bags               | 4        | 1                | 25%                  | \$0        |
| 41. | Writing   Stationery   Google Merchandise St...     | /store.html/quickview                         | 4        | 1                | 25%                  | \$0        |
| 42. | Shop by Brand   Google Merchandise Store            | /store.html/quickview                         | 4        | 1                | 25%                  | \$0        |
| 43. | YouTube NakupovaÃ¥ podÃ¥a znaÃ¥ ky Ob...            | /google+redesign/shop+by+brand/youtube        | 4        | 1                | 25%                  | \$0        |
| 44. | YouTube   Shop by Brand   Google Merchan...         | /google+redesign/shop+by+brand/youtub...      | 40       | 10               | 25%                  | \$0        |
| 45. | Google   Shop by Brand   Google Merchandi...        | /google+redesign/shop+by+brand/google...      | 12       | 3                | 25%                  | \$0        |
| 46. | Stationery   Google Merchandise Store               | /store.html                                   | 90       | 21               | 23.33%               | \$2.49     |
| 47. | Sale   Google Merchandise Store                     | /store.html/quickview                         | 58       | 13               | 22.41%               | \$0        |
| 48. | Stationery   Google Merchandise Store               | /store.html/quickview                         | 5        | 1                | 20%                  | \$0        |
| 49. | Page Unavailable                                    | /eco/eco-jersey+chrome+zip+up+hoodie.a...     | 5        | 1                | 20%                  | \$0        |
| 50. | Men's / Unisex   Apparel   Google Merchandi...      | /store.html/quickview                         | 62       | 12               | 19.35%               | \$0        |
| 51. | Men's / Unisex   Apparel   Google Merchandi...      | /store.html                                   | 683      | 123              | 18.01%               | \$0.33     |
| 52. | Google   Shop by Brand   Google Merchandi...        | /store.html                                   | 245      | 42               | 17.14%               | \$0.16     |
| 53. | Writing   Stationery   Google Merchandise St...     | /store.html                                   | 41       | 7                | 17.07%               | \$0        |
| 54. | Campus Collection   Google Merchandise St...        | /store.html/quickview                         | 24       | 4                | 16.67%               | \$0        |
| 55. | Apparel   Google Merchandise Store                  | /google+redesign/apparel/quickview            | 27       | 4                | 14.81%               | \$0        |
| 56. | Google   Shop by Brand   Google Merchandi...        | /store.html/quickview                         | 27       | 4                | 14.81%               | \$0        |
| 57. | Sale   Google Merchandise Store                     | /store.html                                   | 1,122    | 159              | 14.17%               | \$0.36     |
| 58. | Womens   Apparel   Google Merchandise St...         | /google+redesign/apparel/womens/quick...      | 15       | 2                | 13.33%               | \$0        |
| 59. | Lifestyle                                           | /store.html/quickview                         | 15       | 2                | 13.33%               | \$0        |
| 60. | Lifestyle                                           | /store.html                                   | 182      | 23               | 12.64%               | \$0.93     |



Google Adwords レポート

キャンペーン・広告グループ・キーワード



デフォルトのデータ  
クリックしてデータを選択します

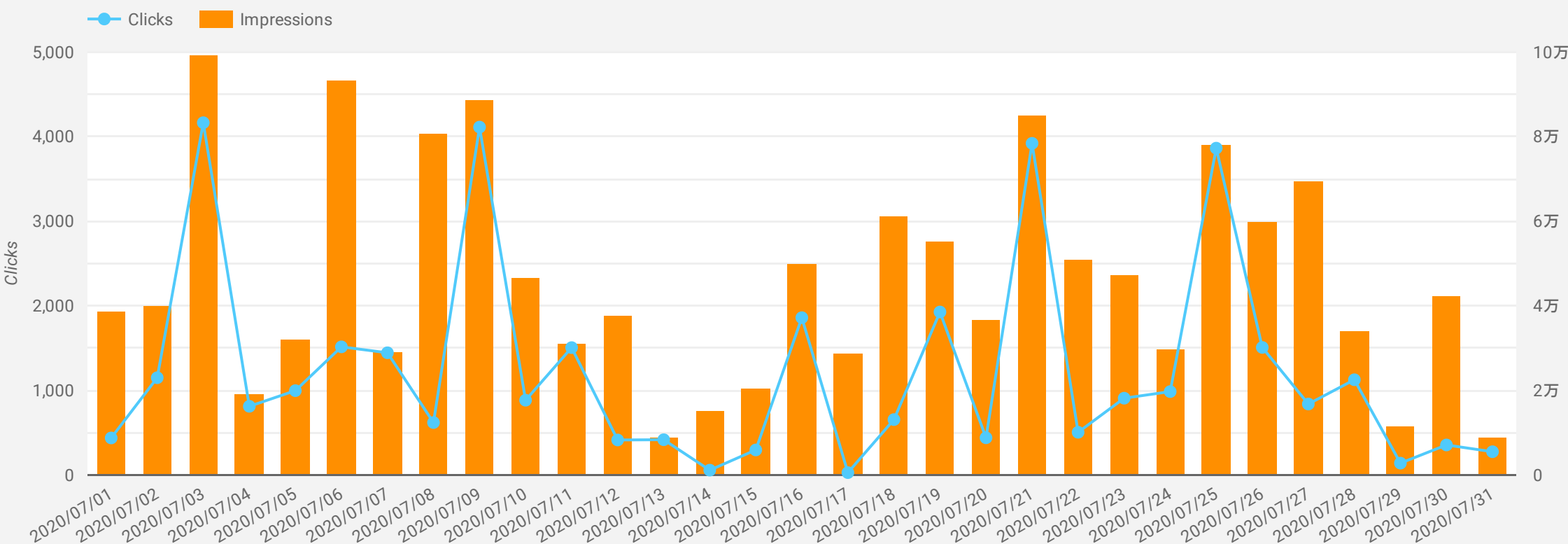
2020/07/01 - 2020/07/31

● キャンペーンパフォーマンス

| Campaign                     | Device       | Clicks | Impressions | Campaign ID   | Avg. CPC | Cost    | Conversions | Conv. rate |
|------------------------------|--------------|--------|-------------|---------------|----------|---------|-------------|------------|
| Campaign - Fun               | Mobile Phone | 5,464  | 188,572     | 1,375,171,299 | \$0.19   | \$1,051 | 435         | 7.96%      |
| Campaign - Biking            | Computer     | 4,666  | 150,386     | 470,687,064   | \$0.32   | \$1,492 | 185         | 3.96%      |
| Campaign - Dynamic Search... | Computer     | 4,111  | 88,668      | 272,290,518   | \$0.41   | \$1,678 | 40          | 0.97%      |
| Campaign - Wearables         | Computer     | 3,945  | 113,829     | 544,581,516   | \$0.38   | \$1,516 | 247         | 6.26%      |
| Campaign - Wearables         | Tablets      | 2,652  | 71,380      | 544,581,516   | \$0.21   | \$545   | 61          | 2.3%       |
| Campaign - Accessories       | Tablets      | 2,273  | 58,884      | 602,383,116   | \$0.35   | \$800   | 79          | 3.48%      |
| Campaign - Accessories       | Computer     | 1,961  | 103,717     | 602,383,116   | \$0.15   | \$297   | 104         | 5.3%       |
| Campaign - Holiday           | Mobile Phone | 1,925  | 55,410      | 458,390,433   | \$0.18   | \$346   | 98          | 5.09%      |
| Campaign - Fun               | Tablets      | 1,807  | 113,977     | 916,780,866   | \$0.13   | \$226   | 52          | 2.88%      |
| Campaign - Jackets           | Mobile Phone | 1,788  | 94,043      | 916,780,866   | \$0.12   | \$223   | 89          | 4.98%      |

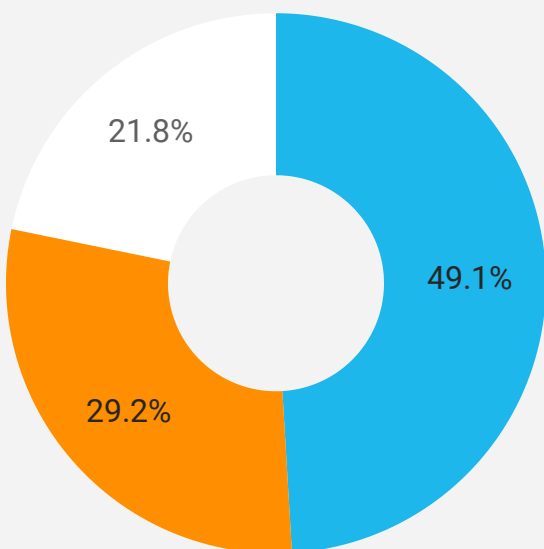
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● クリック/表示回数推移



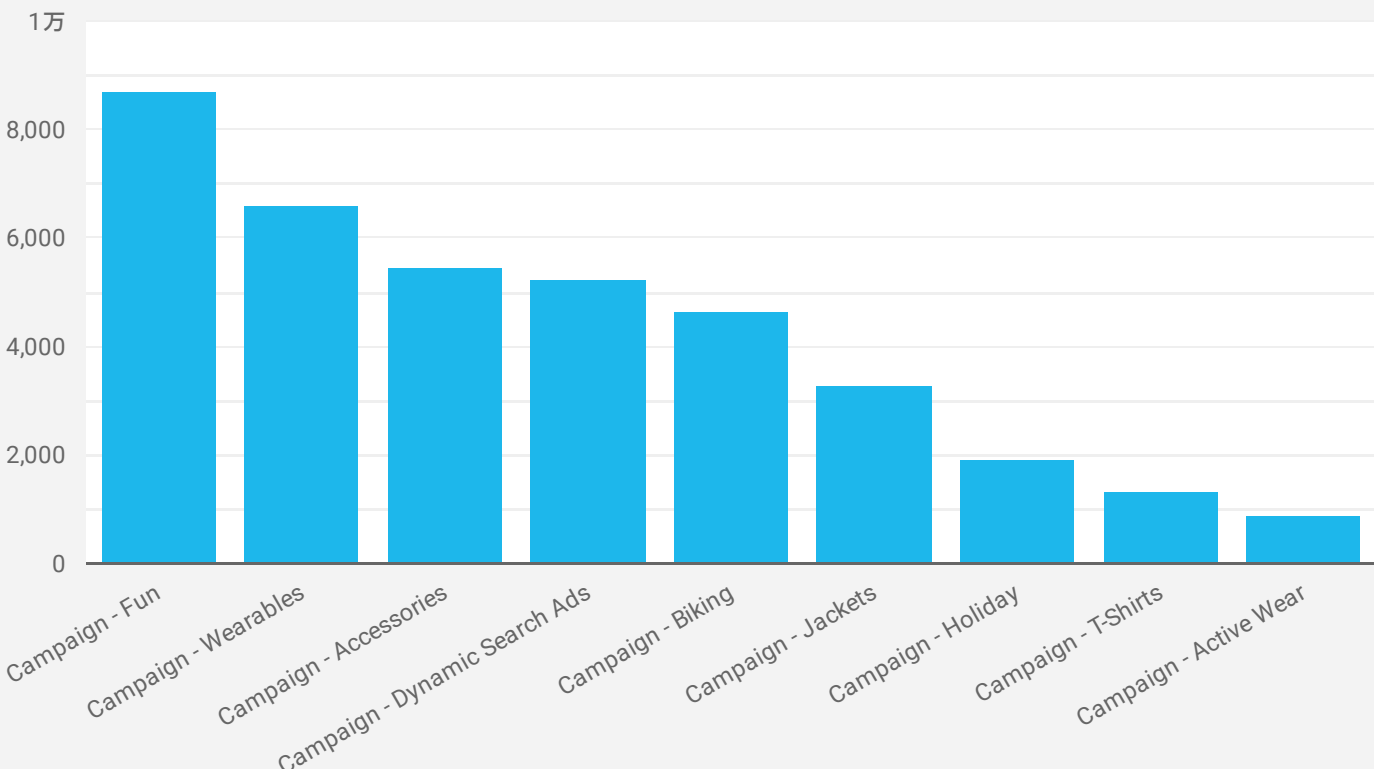
● デバイス別クリック数

Computer Mobile Phone Tablets



● 曜日別クリック数

Clicks



● 時間帯別パフォーマンス

| Device-      | Clicks | Impressions | Avg. CPC | Cost    | Conversions | Conv. rate |
|--------------|--------|-------------|----------|---------|-------------|------------|
| Computer     | 18,693 | 664,873     | \$0.31   | \$5,729 | 920         | 4.92%      |
| Mobile Phone | 11,110 | 441,232     | \$0.21   | \$2,379 | 682         | 6.14%      |
| Tablets      | 8,301  | 326,364     | \$0.26   | \$2,178 | 310         | 3.73%      |

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● 検索クエリ

| Date-      | Campaign-       | Campaign       | Device        | Clicks | Impressions | Avg. CPC | Cost    | Conversions | Conv. rate | Cost / Conv.- | Conv. rate- |
|------------|-----------------|----------------|---------------|--------|-------------|----------|---------|-------------|------------|---------------|-------------|
| 2020/07/26 | Campaign - ...  | Campaign - ... | Computer      | 1,506  | 60,074      | \$0.01   | \$10    | 148         | 9.83%      | \$0.07        | 9.83%       |
| 2020/07/24 | Campaign - ...  | Campaign - ... | Mobile Pho... | 984    | 29,732      | \$0.08   | \$75    | 91          | 9.25%      | \$0.82        | 9.25%       |
| 2020/07/05 | Campaign - ...  | Campaign - ... | Tablets       | 995    | 32,005      | \$0.44   | \$440   | 91          | 9.15%      | \$4.84        | 9.15%       |
| 2020/07/18 | Campaign - T... | Campaign - ... | Computer      | 653    | 61,282      | \$0.46   | \$298   | 57          | 8.73%      | \$5.23        | 8.73%       |
| 2020/07/25 | Campaign - ...  | Campaign - ... | Mobile Pho... | 3,862  | 78,096      | \$0.18   | \$684   | 332         | 8.6%       | \$2.06        | 8.6%        |
| 2020/07/30 | Campaign - T... | Campaign - ... | Computer      | 353    | 42,518      | \$0.25   | \$89    | 30          | 8.5%       | \$2.97        | 8.5%        |
| 2020/07/22 | Campaign - ...  | Campaign - ... | Computer      | 503    | 51,030      | \$0.02   | \$8     | 40          | 7.95%      | \$0.2         | 7.95%       |
| 2020/07/17 | Campaign - ...  | Campaign - ... | Computer      | 26     | 28,738      | \$0.08   | \$2     | 2           | 7.69%      | \$1           | 7.69%       |
| 2020/07/31 | Campaign - T... | Campaign - ... | Mobile Pho... | 273    | 9,098       | \$0.34   | \$94    | 20          | 7.33%      | \$4.7         | 7.33%       |
| 2020/07/07 | Campaign - ...  | Campaign - ... | Computer      | 1,443  | 29,064      | \$0.24   | \$341   | 105         | 7.28%      | \$3.25        | 7.28%       |
| 2020/07/14 | Campaign - T... | Campaign - ... | Computer      | 55     | 15,335      | \$0.15   | \$8     | 4           | 7.27%      | \$2           | 7.27%       |
| 2020/07/27 | Campaign - ...  | Campaign - ... | Computer      | 837    | 69,564      | \$0.13   | \$109   | 59          | 7.05%      | \$1.85        | 7.05%       |
| 2020/07/21 | Campaign - ...  | Campaign - ... | Computer      | 3,919  | 85,091      | \$0.39   | \$1,514 | 245         | 6.25%      | \$6.18        | 6.25%       |
| 2020/07/10 | Campaign - ...  | Campaign - ... | Mobile Pho... | 882    | 46,748      | \$0.22   | \$198   | 49          | 5.56%      | \$4.04        | 5.56%       |
| 2020/07/19 | Campaign - ...  | Campaign - ... | Mobile Pho... | 1,925  | 55,410      | \$0.18   | \$346   | 98          | 5.09%      | \$3.53        | 5.09%       |

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● 検索キーワード

| Device-      | Date-      | Campaign       | Device        | Clicks | Impressions | Avg. CPC | Cost    | Conversions | Conv. rate ▾ | Cost / Conv.- | Conv. rate- |
|--------------|------------|----------------|---------------|--------|-------------|----------|---------|-------------|--------------|---------------|-------------|
| Computer     | 2020/07/26 | Campaign - ... | Computer      | 1,506  | 60,074      | \$0.01   | \$10    | 148         | 9.83%        | \$0.07        | 9.83%       |
| Mobile Phone | 2020/07/24 | Campaign - ... | Mobile Pho... | 984    | 29,732      | \$0.08   | \$75    | 91          | 9.25%        | \$0.82        | 9.25%       |
| Tablets      | 2020/07/05 | Campaign - ... | Tablets       | 995    | 32,005      | \$0.44   | \$440   | 91          | 9.15%        | \$4.84        | 9.15%       |
| Computer     | 2020/07/18 | Campaign - ... | Computer      | 653    | 61,282      | \$0.46   | \$298   | 57          | 8.73%        | \$5.23        | 8.73%       |
| Mobile Phone | 2020/07/25 | Campaign - ... | Mobile Pho... | 3,862  | 78,096      | \$0.18   | \$684   | 332         | 8.6%         | \$2.06        | 8.6%        |
| Computer     | 2020/07/30 | Campaign - ... | Computer      | 353    | 42,518      | \$0.25   | \$89    | 30          | 8.5%         | \$2.97        | 8.5%        |
| Computer     | 2020/07/22 | Campaign - ... | Computer      | 503    | 51,030      | \$0.02   | \$8     | 40          | 7.95%        | \$0.2         | 7.95%       |
| Computer     | 2020/07/17 | Campaign - ... | Computer      | 26     | 28,738      | \$0.08   | \$2     | 2           | 7.69%        | \$1           | 7.69%       |
| Mobile Phone | 2020/07/31 | Campaign - ... | Mobile Pho... | 273    | 9,098       | \$0.34   | \$94    | 20          | 7.33%        | \$4.7         | 7.33%       |
| Computer     | 2020/07/07 | Campaign - ... | Computer      | 1,443  | 29,064      | \$0.24   | \$341   | 105         | 7.28%        | \$3.25        | 7.28%       |
| Computer     | 2020/07/14 | Campaign - ... | Computer      | 55     | 15,335      | \$0.15   | \$8     | 4           | 7.27%        | \$2           | 7.27%       |
| Computer     | 2020/07/27 | Campaign - ... | Computer      | 837    | 69,564      | \$0.13   | \$109   | 59          | 7.05%        | \$1.85        | 7.05%       |
| Computer     | 2020/07/21 | Campaign - ... | Computer      | 3,919  | 85,091      | \$0.39   | \$1,514 | 245         | 6.25%        | \$6.18        | 6.25%       |
| Mobile Phone | 2020/07/10 | Campaign - ... | Mobile Pho... | 882    | 46,748      | \$0.22   | \$198   | 49          | 5.56%        | \$4.04        | 5.56%       |
| Mobile Phone | 2020/07/19 | Campaign - ... | Mobile Pho... | 1,925  | 55,410      | \$0.18   | \$346   | 98          | 5.09%        | \$3.53        | 5.09%       |

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Search Console レポート

検索エンジンパフォーマンス

 デフォルトのデータ  
クリックしてデータを選択します

2020/02/09 - 2020/08/06

基本情報 (過去6ヶ月対比)

Clicks

95,769

± 31.1%

Impressions

4,565,272

± 9.2%

Site CTR

2.10%

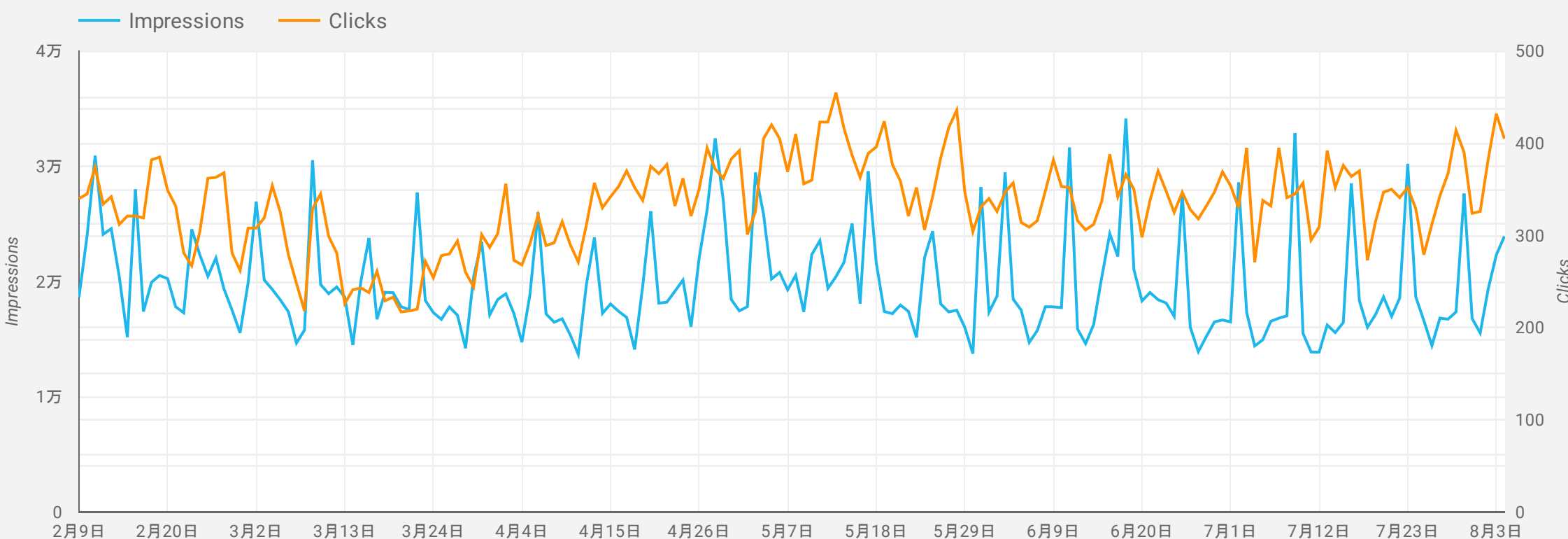
± 20.1%

Average Position

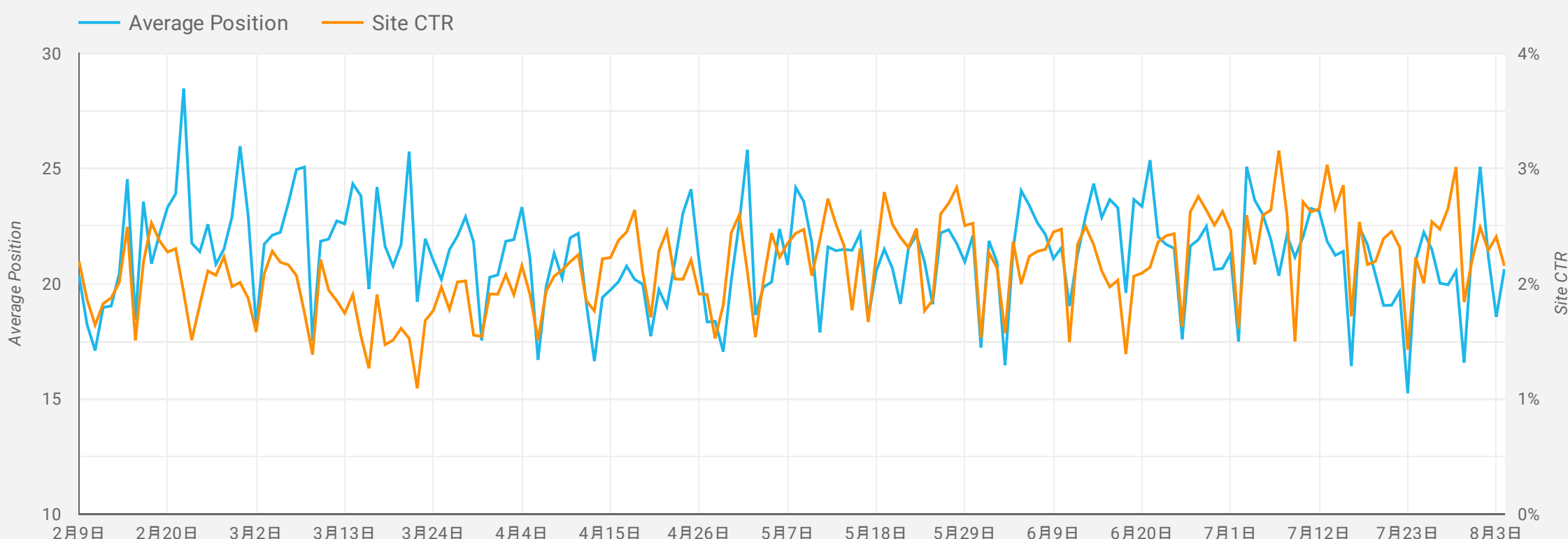
21.01

± -1.5%

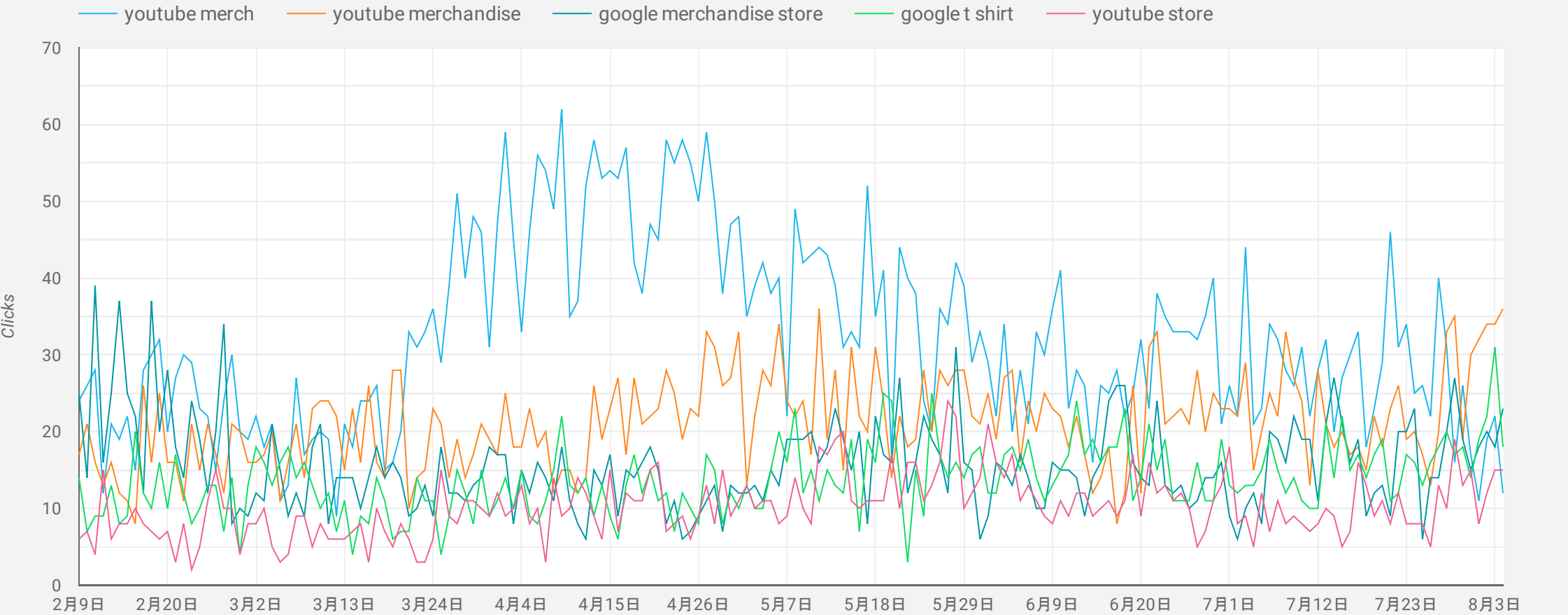
表示回数/クリック数推移



平均掲載順位/SiteCTR推移



主要キーワードのクリック数推移



検索クエリパフォーマンス (前月比)

|     | Query                 | Clicks | % Δ      | Impressions | % Δ      | Site CTR | % Δ      | Average Position | % Δ      |
|-----|-----------------------|--------|----------|-------------|----------|----------|----------|------------------|----------|
| 1.  | youtube merchan...    | 136    | -80.1% ↓ | 518         | -82.6% ↓ | 26.25%   | 14.0% ↑  | 1.08             | 0.2% ↑   |
| 2.  | google t shirt        | 90     | -80.8% ↓ | 298         | -83.7% ↓ | 30.2%    | 18.3% ↑  | 1.01             | -0.3% ↓  |
| 3.  | google merchandi...   | 79     | -84.1% ↓ | 1,391       | -88.2% ↓ | 5.68%    | 35.5% ↑  | 1.24             | 4.5% ↑   |
| 4.  | youtube merch         | 64     | -92.6% ↓ | 549         | -90.5% ↓ | 11.66%   | -21.6% ↓ | 1.35             | -7.0% ↓  |
| 5.  | google hoodie         | 59     | -69.4% ↓ | 177         | -78.2% ↓ | 33.33%   | 40.2% ↑  | 1                | -1.6% ↓  |
| 6.  | google shirt          | 53     | -72.8% ↓ | 152         | -85.6% ↓ | 34.87%   | 89.2% ↑  | 1                | -0.1% ↓  |
| 7.  | youtube store         | 50     | -83.8% ↓ | 185         | -86.7% ↓ | 27.03%   | 22.1% ↑  | 1.72             | 4.0% ↑   |
| 8.  | google apparel        | 37     | -84.1% ↓ | 59          | -83.6% ↓ | 62.71%   | -3.1% ↓  | 1                | 0.0%     |
| 9.  | google stickers       | 35     | -88.7% ↓ | 233         | -86.5% ↓ | 15.02%   | -16.4% ↓ | 1.99             | -1.4% ↓  |
| 10. | youtube shop          | 26     | -91.9% ↓ | 171         | -86.0% ↓ | 15.2%    | -42.3% ↓ | 2.07             | 51.5% ↑  |
| 11. | google tshirt         | 25     | -84.2% ↓ | 90          | -85.6% ↓ | 27.78%   | 10.1% ↑  | 1                | 0.0%     |
| 12. | google sweatshirt     | 25     | -59.0% ↓ | 73          | -59.4% ↓ | 34.25%   | 1.1% ↑   | 1.56             | 19.1% ↑  |
| 13. | google cloud certi... | 22     | -84.8% ↓ | 27          | -85.5% ↓ | 81.48%   | 4.5% ↑   | 1                | 0.0%     |
| 14. | google backpack       | 21     | -85.6% ↓ | 140         | -86.8% ↓ | 15%      | 8.7% ↑   | 2.38             | 9.6% ↑   |
| 15. | google clothes        | 21     | -73.1% ↓ | 62          | -83.9% ↓ | 33.87%   | 67.6% ↑  | 1                | -43.8% ↓ |
| 16. | google socks          | 18     | -57.1% ↓ | 90          | -80.8% ↓ | 20%      | 122.9% ↑ | 1.91             | 3.8% ↑   |
| 17. | google bottle         | 17     | -55.3% ↓ | 46          | -77.2% ↓ | 36.96%   | 96.5% ↑  | 1                | -2.4% ↓  |
| 18. | google hat            | 16     | -83.3% ↓ | 202         | -86.9% ↓ | 7.92%    | 27.1% ↑  | 1.14             | 5.3% ↑   |
| 19. | google merchandi...   | 14     | -89.1% ↓ | 279         | -88.6% ↓ | 5.02%    | -4.8% ↓  | 1.14             | -34.8% ↓ |
| 20. | google t-shirt        | 14     | -86.0% ↓ | 64          | -88.2% ↓ | 21.88%   | 19.0% ↑  | 1                | -2.2% ↓  |

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LP別パフォーマンス (前月比)

|     | Landing Page                                          | Url Clicks | % Δ      | Impressions | % Δ      | URL CTR | % Δ        |
|-----|-------------------------------------------------------|------------|----------|-------------|----------|---------|------------|
| 1.  | https://shop.googlemerchandisestore.com/Google+R...   | 400        | -87.3% ↓ | 7,793       | -87.4% ↓ | 5.13%   | 0.9% ↑     |
| 2.  | https://shop.googlemerchandisestore.com/Google+R...   | 316        | -84.0% ↓ | 14,357      | -83.1% ↓ | 2.2%    | -5.7% ↓    |
| 3.  | https://shop.googlemerchandisestore.com/Google+R...   | 185        | -86.3% ↓ | 6,852       | -93.7% ↓ | 2.7%    | 116.4% ↑   |
| 4.  | https://shop.googlemerchandisestore.com/Google+R...   | 116        | -69.9% ↓ | 3,882       | -94.3% ↓ | 2.99%   | 427.7% ↑   |
| 5.  | https://shop.googlemerchandisestore.com/Google+R...   | 54         | -89.8% ↓ | 1,459       | -88.3% ↓ | 3.7%    | -12.6% ↓   |
| 6.  | https://shop.googlemerchandisestore.com/store.html... | 54         | -81.9% ↓ | 1,277       | -88.0% ↓ | 4.23%   | 51.6% ↑    |
| 7.  | https://shop.googlemerchandisestore.com/Google+R...   | 43         | -72.4% ↓ | 908         | -83.0% ↓ | 4.74%   | 62.3% ↑    |
| 8.  | https://shop.googlemerchandisestore.com/              | 38         | -90.1% ↓ | 3,591       | -85.5% ↓ | 1.06%   | -31.4% ↓   |
| 9.  | https://shop.googlemerchandisestore.com/Google+R...   | 31         | -87.4% ↓ | 546         | -86.3% ↓ | 5.68%   | -8.7% ↓    |
| 10. | https://shop.googlemerchandisestore.com/Google+R...   | 26         | -87.2% ↓ | 1,457       | -85.5% ↓ | 1.78%   | -11.6% ↓   |
| 11. | https://shop.googlemerchandisestore.com/Google+R...   | 25         | -90.6% ↓ | 1,544       | -89.8% ↓ | 1.62%   | -7.6% ↓    |
| 12. | https://shop.googlemerchandisestore.com/Google+R...   | 25         | -80.5% ↓ | 1,347       | -87.1% ↓ | 1.86%   | 51.9% ↑    |
| 13. | https://shop.googlemerchandisestore.com/Google+R...   | 20         | -79.8% ↓ | 2,497       | -85.7% ↓ | 0.8%    | 41.2% ↑    |
| 14. | https://shop.googlemerchandisestore.com/Google+R...   | 20         | -70.6% ↓ | 1,243       | -97.5% ↓ | 1.61%   | 1,064.7% ↑ |
| 15. | https://shop.googlemerchandisestore.com/Google+R...   | 18         | -71.4% ↓ | 352         | -97.3% ↓ | 5.11%   | 944.0% ↑   |
| 16. | https://shop.googlemerchandisestore.com/Google+R...   | 14         | -84.9% ↓ | 97          | -85.4% ↓ | 14.43%  | 3.0% ↑     |
| 17. | https://shop.googlemerchandisestore.com/Google+R...   | 14         | -86.1% ↓ | 432         | -85.1% ↓ | 3.24%   | -7.2% ↓    |
| 18. | https://shop.googlemerchandisestore.com/Google+R...   | 12         | -62.5% ↓ | 394         | -83.8% ↓ | 3.05%   | 131.7% ↑   |
| 19. | https://shop.googlemerchandisestore.com/Google+R...   | 10         | -85.9% ↓ | 524         | -86.4% ↓ | 1.91%   | 3.7% ↑     |
| 20. | https://shop.googlemerchandisestore.com/Google+R...   | 9          | -62.5% ↓ | 354         | -87.4% ↓ | 2.54%   | 196.5% ↑   |

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