

19 segments + 1 custom report

<https://analytics.google.com/analytics/web/template?uid=d6ZmLtzNSd-tvbhQC7aMow>

Bold: Sessions W/Checkout

- Includes only sessions where someone made a purchase on your store.
- Compare against sessions that don't checkout
- View per device where your transactions are coming from
- View new vs. returning user, when most of your transactions are happening

Bold: Sessions W/O checkout but did Add to cart

- Great to look at broken down by source, and device
- Can help find pain points for certain products that don't show enough value

Bold: Sessions W/O Transaction but Product Display Page view & Pageviews >10

- This segment shows people that are spending some significant time on the site
- Might uncover issues with customers navigating the site; taking a long time to find something

Bold: Sessions w/transaction and used coupon code

- Great to compare against sessions that didn't use a coupon code or all sessions
- Shows the impact/difference in conversion rate for users who use/don't use a coupon

Bold: Homepage Landing Page sessions W/ login to account

- Shows how many really engaged users you have with accounts and how they behave.

Bold: Sessions W/user log in

- Shows how many really engaged users you have with accounts and how they behave.

Bold: Sessions w/o any blog pageviews

- Showing the performance and behaviour of people who don't see your blog
- Interesting to compare to users who do see your blog

Bold: Sessions w/blog Landing Page

- Shows all sessions that begin on the blog
- Could be an indicator of how many people who transition from the blog to the rest of the site.

Bold: Engaged Users - That visited more than 3 pages and were on your site longer than 5 Minutes

- A look at your "average" engaged user
- Interesting to compare an "Engaged User" to all sessions and think about what makes them an engaged user or audience.

- Good to look at source/medium reports as well as compare if people are engaged on all sources
- Are there certain locations or age ranges that are more engaged?

Work-hour Sessions

- Is session inside of 8am - 5pm
- Great to compare against users who visit during non work hours
- Do certain age demographics perform better during work hours?
- Do sessions vary by source/medium depending on time of day?
- When are more sessions on a device happening?

Non Work-hour Sessions

- Is sessions outside of 8am - 5pm
- Great to compare against users who visit during work hours
- Do certain age demographics perform better during non work hours?
- Do sessions vary by source/medium depending on time of day?
- When are more sessions on a device happening?

Users w/ > 1 transaction

- Shows how users with sessions who have bought more than once behave.
- What are products, product categories with repeat purchases?
- Is there a certain age demographic that is more likely to purchase more than once?

Sessions w/ brand interest pageviews

- Includes only session visits to /pages/about-us
- Might need to be changed to include more pages that show off the brand
- Do signals of brand interest help or harm ecommerce conversion rate?
- How are people finding these pages?

Users With Purchases > AOV (Average Order Value)

- Currently set to \$50.00 (most likely will be different on your store)
- Needs to be set per site.
- Insight into what drives average order value
- Are certain ages, demographics or traffic sources driving average order value?

Sessions w/collection pageviews w/o Product Display Page views

- Shows sessions that visit a collection page, but never visit a product page
- A great number to know if the site is doing a good job of moving people to product pages; helping people find what they want
- Which collections have the most traffic that don't see product pages? Why might that be?

Bold: Collection Landing Page Without Product page view

- Sessions that begin on a collection page, that do not visit a product page.
- What are the traffic sources that aren't getting people on product pages?

Bold: Blog Landing Page sessions w/non Blog pageviews

- Represents sessions that start on a blog type page, and eventually make it to a non blog page (home, pages, collections, products).
- Indicator of how effective the blog is in turning information seekers into purchasers
- Great to pair this up with a new vs returning report

Bold: Sessions W/only blog pageviews

- Shows all sessions that the only pages visited were blog pages.
- Often, a very high bounce rate for this segment.
- What are the top blog posts that don't send any traffic to the rest of the site.
- Where are their opportunities to direct people deeper into the site.

Bold: Adjusted conversion rate for eCommerce activity

- Only shows sessions that include a visit to a product or collection page
- Good ecommerce report to filter out any who doesn't show clear shopping intention at some point during a session