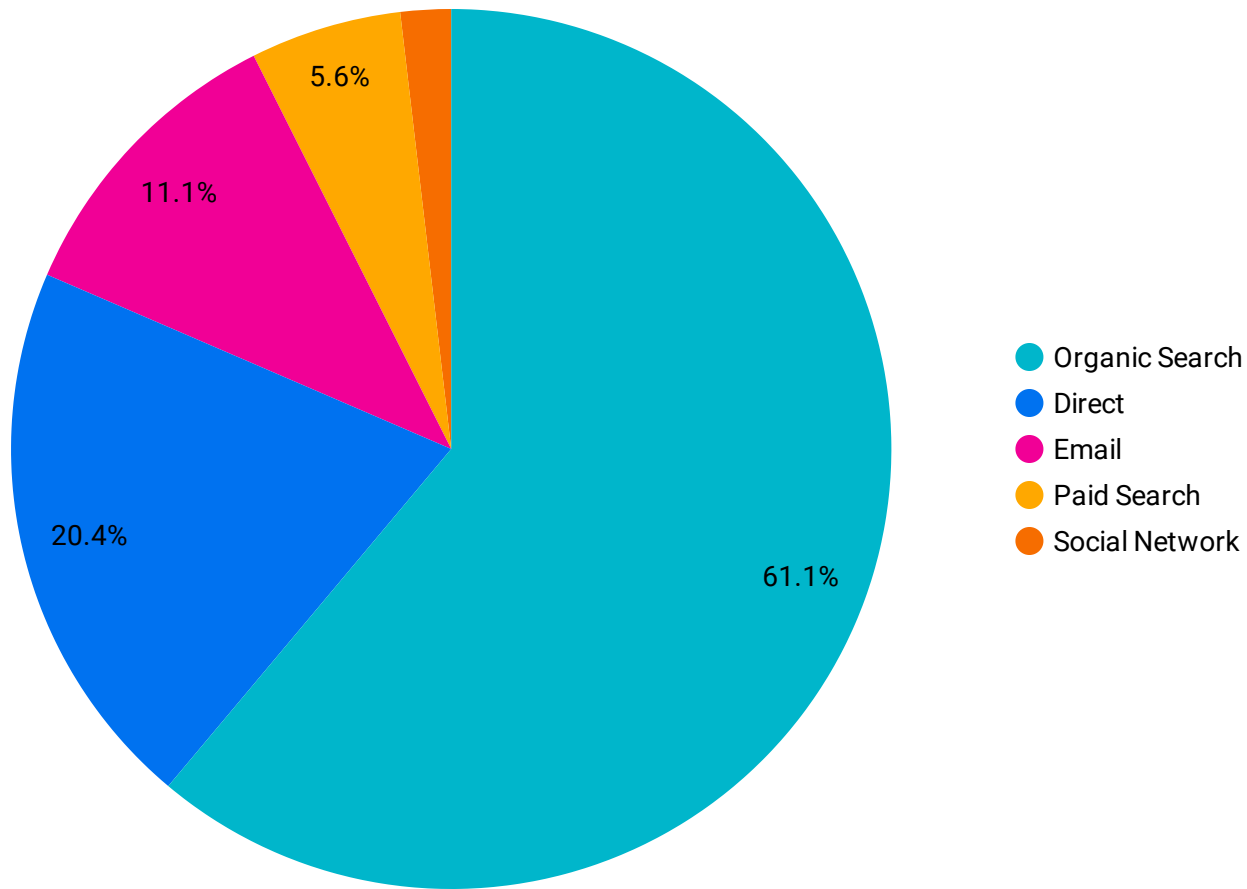
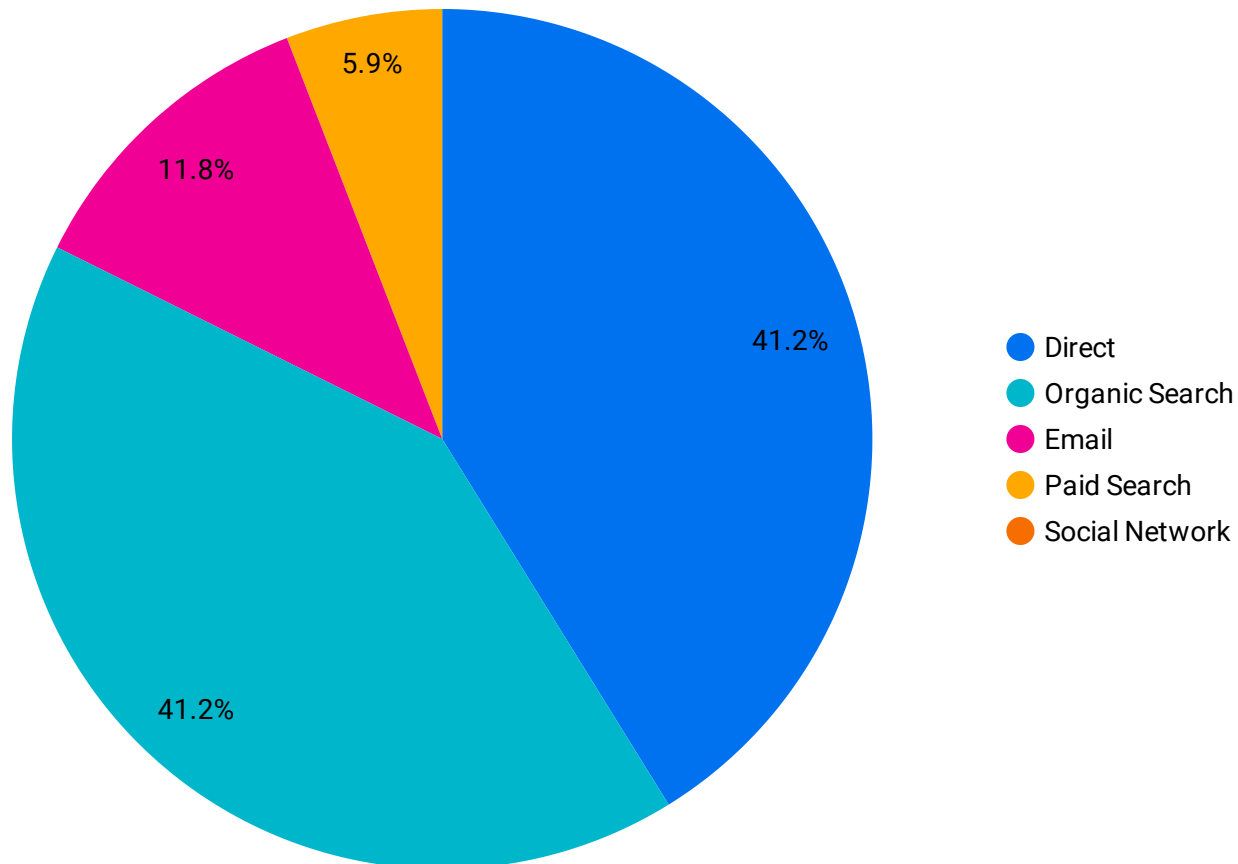


Source: Google Analytics Multi-Channel Funnel Report

Direct or Last Click Conversions Per Channel (Share): This channel was the final or only conversion interaction.



Assisted Conversions Per Channel (Share): This channel was part of the conversion path, but was not the final conversion interaction.



Mar 1, 2023 - Mar 31, 2023

Direct or Last Click versus Assisted Conversions by Channel

Channel	Direct or Last Click	% Δ	Assisted ▾	% Δ	Assisted / D or LC	% Δ
Direct	11	10.0% ↑	7	-30.0% ↓	0.64	-36.4% ↓
Organic Search	33	17.9% ↑	7	0.0%	0.21	-15.2% ↓
Email	6	500.0% ↑	2	-33.3% ↓	0.33	-88.9% ↓
Paid Search	3	200.0% ↑	1	-50.0% ↓	0.33	-83.3% ↓
Social Network	1	-	0	-	0	-

Definitions

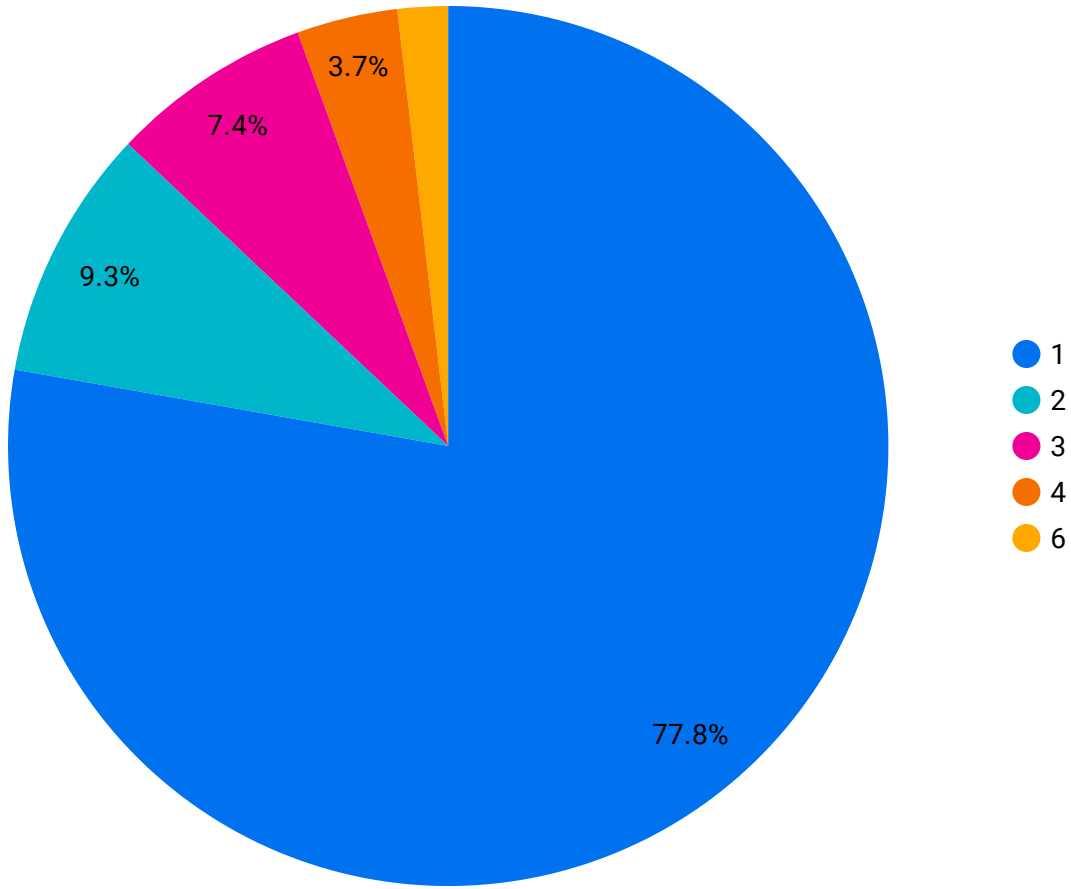
> **Direct Or Last Conversions:** The number of conversions for which this channel was the final or only conversion interaction.

> **Assisted Conversions:** The number of conversions for which this channel appeared on the conversion path, but was not the final or only conversion interaction.

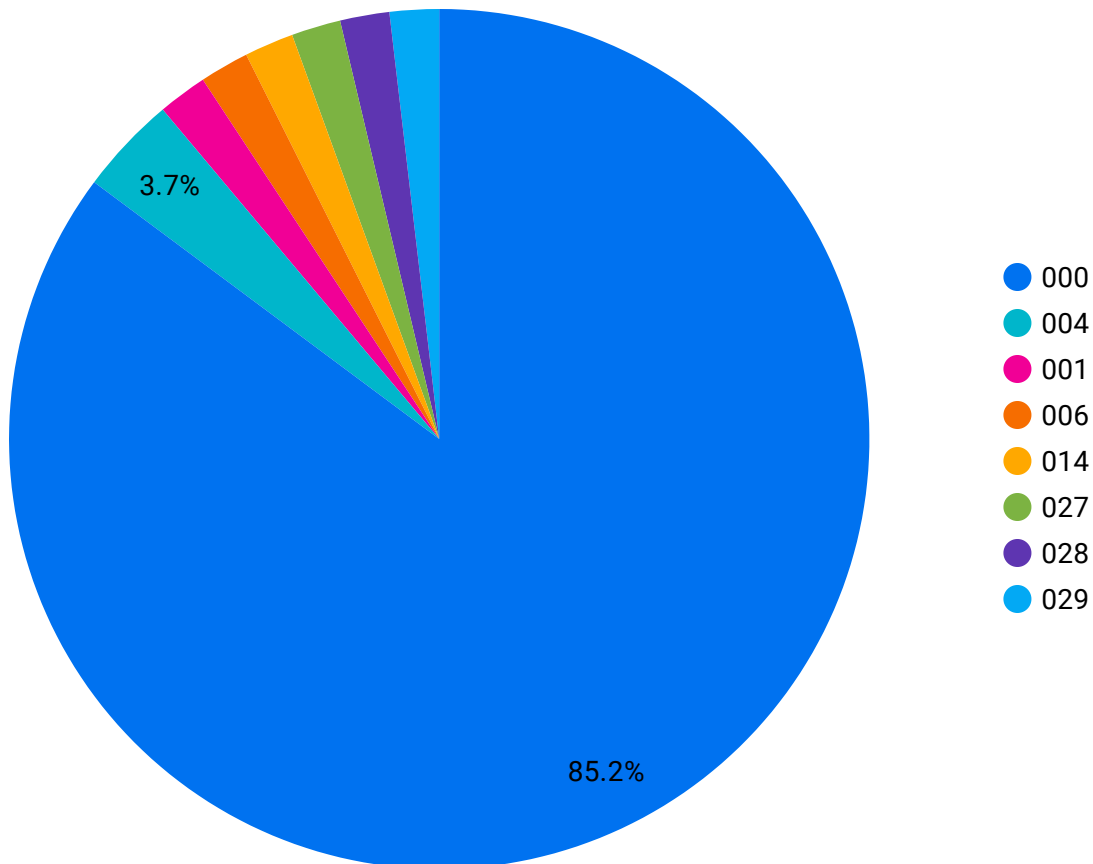
> **Assisted/Direct or Last Click Conversions Value:** A value close to 0.0 indicates that this channel functioned primarily as the final conversion interaction. A value close to 1 indicates that this channel functioned equally in an assist role and as the final conversion interaction. The more this value exceeds 1, the more this channel functioned in an assist role

Mar 1, 2023 - Mar 31, 2023

Conversion Path Lengths: Number of sessions needed to convert.



Time Lag: Days between first session and converting session.



Mar 1, 2023 - Mar 31, 2023

Most Common Channel Paths:

- > Total Paths: 16, -1 (2nd straight drop).
- > Most common path: Organic Search (29th straight month)

	MCF Channel Grouping Path	Total Conversions
1.	Organic Search	32
2.	Email	4
3.	Direct	3
4.	Paid Search	2
5.	Organic Search >> Direct	2
6.	Paid Search x 2	1
7.	Direct x 2	1
8.	Direct x 3	1
9.	Email >> Direct	1
10.	Email >> Direct >> Email	1
11.	Organic Search >> Direct x 2	1
12.	Organic Search >> Direct x 3	1
13.	Organic Search >> Direct >> Organic Search x 3 >> Email	1
14.	Organic Search x 2 >> Direct	1
15.	Organic Search x 2 >> Direct >> Organic Search	1
16.	Social Network	1