

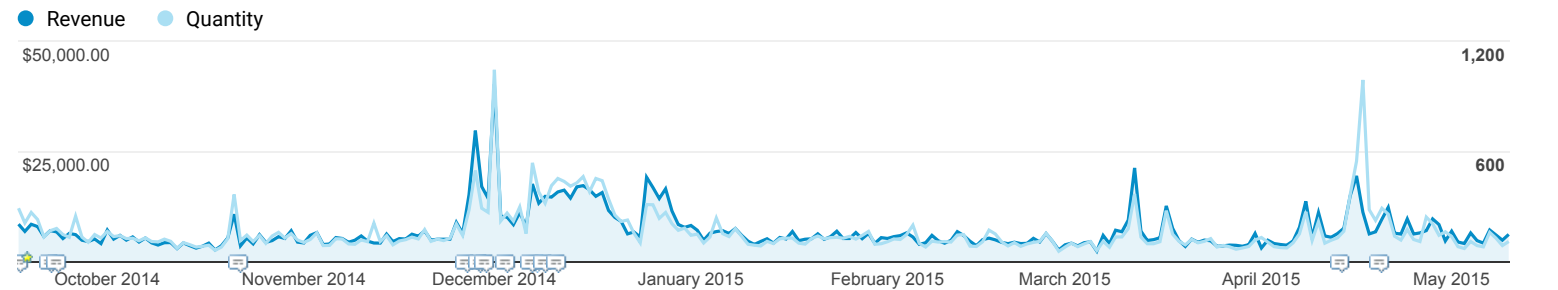


Ecommerce Overview

All Users
100.00% Sessions

Sep 17, 2014 - May 10, 2015

Overview



Revenue & Conversion Rate		Transactions	
Revenue	Ecommerce Conversion Rate	Transactions	Avg. Order Value
\$1,666,312.64	1.95%	30,447	\$54.73

Marketing

Campaigns	Internal Promotion	Order Coupon Code	Affiliation
6,821 Transactions	0 Impressions	0 Transactions	30,447 Transactions
\$383,811.84 Revenue		\$0.00 Revenue	\$1,666,312.64 Revenue
\$56.27 Avg. Order Value		\$0.00 Avg. Order Value	\$54.73 Avg. Order Value

Product	Product Revenue	% Product Revenue
1. Virtual Reality Cardboard Toolkit	\$216,815.20	11.38%
2. Customizer DODOcase for iPad Air 2	\$181,084.45	9.51%
3. Charging Stand for Apple Watch - Walnut	\$149,896.00	7.87%
4. Customizer DODOcase for iPad Air	\$146,806.95	7.71%
5. Customizer DODOcase for iPad Mini 1/2/3	\$107,839.25	5.66%
6. Customizer DODOcase for iPad 2/3/4	\$99,317.25	5.21%
7. Charging Stand for Apple Watch	\$68,798.00	3.61%
8. Virtual Reality Cardboard Toolkit - V1.2	\$67,639.45	3.55%
9. iPhone 6/6 Plus Phone Cases	\$49,413.95	2.59%
10. iPad Air/Air 2 Classic Black	\$49,057.05	2.58%