

# Top Conversion Paths

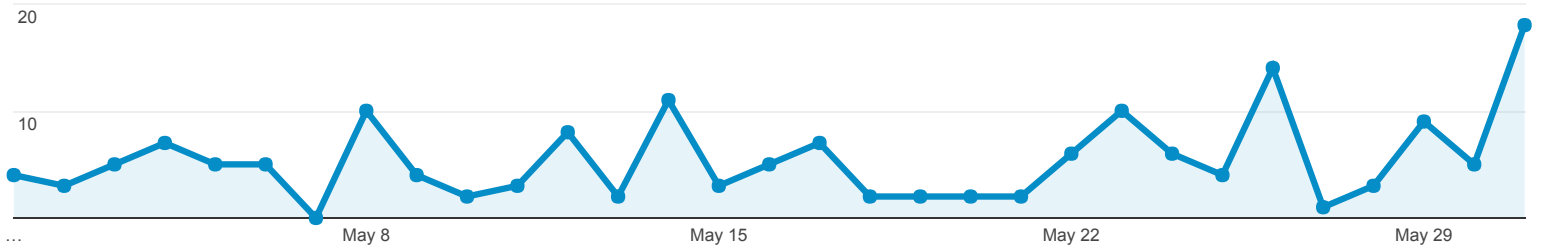
May 1, 2017 - May 31, 2017

Conversion:  Path Length:  Type:  Lookback Window: Set  days prior to conversion

% of conversions: 50.60%

**Explorer**

● Conversions



Conversions  
**168**  
 % of Total: 50.60% (332)

Conversion Value  
**A\$23,876.00**  
 % of Total: 65.79% (A\$36,289.00)

**MCF Channel Grouping Path**

Conversions

Conversion Value

MCF Channel Grouping Path	Conversions	Conversion Value
1. Organic Search → Direct	<b>41</b> (24.40%)	A\$4,395.00
2. Organic Search → Direct × 2	<b>23</b> (13.69%)	A\$1,416.00
3. Organic Search → Direct × 4	<b>12</b> (7.14%)	A\$2,713.00
4. Paid Search × 2	<b>9</b> (5.36%)	A\$421.00
5. Paid Search → Direct	<b>8</b> (4.76%)	A\$138.00
6. Direct × 2	<b>8</b> (4.76%)	A\$513.00
7. Direct × 3	<b>8</b> (4.76%)	A\$2,877.00
8. Direct × 4	<b>8</b> (4.76%)	A\$394.00
9. Organic Search → Direct → Paid Search → Direct	<b>6</b> (3.57%)	A\$743.00
10. Organic Search → Direct → Paid Search → Direct → Paid Search	<b>3</b> (1.79%)	A\$167.00
11. Organic Search → Paid Search × 2	<b>3</b> (1.79%)	A\$1,760.00
12. Paid Search × 2 → Direct	<b>2</b> (1.19%)	A\$10.00
13. Paid Search → Organic Search → Direct	<b>2</b> (1.19%)	A\$20.00
14. Paid Search → Organic Search → Direct → Paid Search → Organic Search Paid Search	<b>2</b> (1.19%)	A\$68.00
15. Direct × 5	<b>2</b> (1.19%)	A\$10.00
16. Direct × 8	<b>2</b> (1.19%)	A\$1,845.00
17. Direct × 48 → Social Network → Direct × 3 → Referral → Direct × 7	<b>2</b> (1.19%)	A\$10.00

18.	Direct	Paid Search	Direct x 2	2 (1.19%)	A\$153.00		
19.	Direct	Organic Search		2 (1.19%)	A\$1,265.00		
20.	Organic Search	Direct	Paid Search	2 (1.19%)	A\$290.00		
21.	Organic Search	Direct x 3		2 (1.19%)	A\$656.00		
22.	Organic Search	Direct x 7		2 (1.19%)	A\$2,042.00		
23.	Organic Search	Direct x 3	Paid Search x 2	2 (1.19%)	A\$1,053.00		
24.	Organic Search	Paid Search x 2	Direct	2 (1.19%)	A\$567.00		
25.	Social Network	Organic Search	Direct x 2	2 (1.19%)	A\$135.00		
26.	Social Network	Organic Search	Direct x 4	2 (1.19%)	A\$135.00		
27.	Paid Search	Direct	Organic Search	Direct x 7	1 (0.60%)	A\$10.00	
28.	Paid Search x 3			1 (0.60%)	A\$10.00		
29.	Paid Search x 3	Direct		1 (0.60%)	A\$10.00		
30.	Paid Search	Organic Search	Direct	Paid Search	Organic Search	1 (0.60%)	A\$10.00
31.	Paid Search	Organic Search	Referral			1 (0.60%)	A\$10.00
32.	Direct x 50			1 (0.60%)	A\$10.00		
33.	Direct x 53			1 (0.60%)	A\$10.00		
34.	Direct	Display	Direct x 3	Paid Search	Direct	1 (0.60%)	—
35.	Direct	Paid Search	Direct			1 (0.60%)	A\$10.00

Rows 1 - 35 of 35