

		Columbus		Providence		Jacksonville		Sarasota		Worcester		Middletown		Peoria		Daytona		Cape Cod		Canton		Springfield		Lakeland		Rockford	
Event Category		February	March	February	March	February	March	February	March	February	March	February	March	February	March	February	March	February	March	February	March	February	March	February	March	February	March
SM19	interaction	2372	2669	2381	2221	1698	1389	958	688	2149	1547	1824	1162	1393	1440	2307	1683	1284	1039	1190	909	1180	1064	970	681	1375	1236
	registrationDisplayed	11	19	0	0	6	8	1	0	1	4	5	0	4	10	11	8	4	4	2	3	1	5	3	2	0	2
	registrationSuccess	3	2	0	0	2	0	0	0	0	1	0	0	2	2	1	4	2	0	0	1	0	1	0	0	0	1
	GA Registration %	27%	11%	0%	0%	33%	0%	0%	0%	0%	25%	0%	0%	50%	20%	9%	50%	50%	0%	0%	33%	0%	20%	0%	0%	0%	50%
	showOffer	1048	1212	1286	798	775	630	486	298	1157	649	1178	390	456	608	984	598	581	386	547	342	369	395	318	301	552	401
	termSelected	6	6	2	1	8	6	0	3	2	5	2	0	3	11	14	18	5	2	0	1	0	4	0	1	1	4
	checkoutSuccess	2	4	1	1	5	3	0	0	1	2	2	0	1	5	9	9	3	1	0	1	0	2	0	0	1	3
	receiptDisplayed	2	4	1	1	5	3	0	0	1	2	2	0	1	5	9	9	3	1	0	1	0	2	0	0	1	3
	subscribe	12	13	0	15	19	10	2	2	62	8	7	3	14	14	7	5	6	10	12	5	272	13	4	4	6	7
	Funnel Abandons - Top	1042	1206	1284	797	767	624	486	295	1155	644	1176	390	453	597	970	580	576	384	547	341	369	391	318	300	551	397
	Funnel Abandons - Mid	4	2	1	0	3	3	0	3	1	3	0	0	2	6	5	9	2	1	0	0	0	2	0	1	0	1
	GA Conversion %	0.19%	0.33%	0.08%	0.13%	0.65%	0.48%	0.00%	0.00%	0.09%	0.31%	0.17%	0.00%	0.22%	0.82%	0.91%	1.51%	0.52%	0.26%	0.00%	0.29%	0.00%	0.51%	0.00%	0.00%	0.18%	0.75%
	Piano Impressions	1,315	1,512	1,592	988	932	756	621	342	1,472	802	473	1,547	545	760	1237	754	716	483	681	409	454	491	400	358	681	502
	Piano Conversions	3	4	1	1	5	3	0	0	1	2	0	2	1	5	9	9	3	1	0	1	0	2	0	0	1	3
	Piano Micro Conversions	25	30	10	4	10	7	1	1	3	3	2	9	3	0	2	8	3	2	6	3	3	5	2	2	2	4
	Piano Conversion Rate	1.91%	1.99%	0.63%	0.40%	1.07%	0.93%	0.16%	0.29%	0.20%	0.37%	0.42%	0.58%	0.55%	0.73%	0.73%	1.21%	0.42%	0.41%	0.88%	0.73%	0.66%	1.02%	0.50%	0.56%	0.29%	0.80%
PS19	interaction	61974	27685	50683	22117	20368	17447	44007	41310	29373	21949	68250	33561	24426	21260	42979	35362	74310	65059	18005	21764	5199	4286	51626	51214	12153	8793
	registrationDisplayed			9				3		8	1	1															
	registrationSuccess							1				1															
	GA Registration %			0				33.33%		0.00%	0.00%	100.00%															
	showOffer			622	410	337	332	605	425	498	322	1044	684	487	453		375	1140	896	356	504	125	94	509	579	196	93
	termSelected			27	5		3	10	1	7	3	10	5		4		1	6	2	3	3	1		3	1	1	
	checkoutSuccess			2			1	2					1					1	1					2			
	receiptDisplayed			4			2	4				1	2					1	2					2			
	CheckoutRestarted						1	1						1	1												
	subscribe	726	297	68	18	68	48	90	61	12	23	88	25		24	39	28	83	73	14	13	4	7	33	31	21	8
	Funnel Abandons - Top	0	0	595	405	337	329	595	424	491	319	1034	679	487	449	0	374	1134	894	353	501	124	94	506	578	195	93
	Funnel Abandons - Mid	0	0	25	5	0	2	8	1	7	3	10	4	0	4	0	1	5	1	3	3	1	0	1	1	1	0
	GA Conversion %			0.32%	0.00%	0.00%	0.30%	0.33%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%		0.00%	0.09%	0.11%	0.00%	0.00%	0.00%	0.00%	0.39%	0.00%	0.00%	0.00%
	Piano Impressions	18656	9091	8724	5247	5212	4978	8889	8398	5978	4633	11894	6725	5484	5370	7436	6562	11982	11561	3565	4445	1266	1121	7284	7512	3033	2409
	Piano Conversions	73	30	6	2	17	18	12	8	7	2	10	2	5	8	3	8	10	13	1	1	0	0	10	7	1	2
	Piano Micro Conversions	664	258	52	20	42	30	88	52	13	14	44	29	12	2	35	14	53	56	12	9	11	7	39	26	14	17
	Piano Conversion Rate	0.10%	2.90%	0.60%	0.38%	0.81%	0.60%	0.99%	0.62%	0.22%	0.30%	0.37%	0.43%	0.22%	0.18%	0.47%	0.21%	0.44%	0.48%	0.34%	0.20%	0.87%	0.62%	0.54%	0.35%	0.46%	0.71%