



Source / medium ▾

Device category ▾

Region ▾

Oct 1, 2023 - Oct 31, 2023 ▾

Total users
3,411
↓ -66.7%

New users
3,250
↓ -67.6%

Views per user
2.09
↓ -0.7%

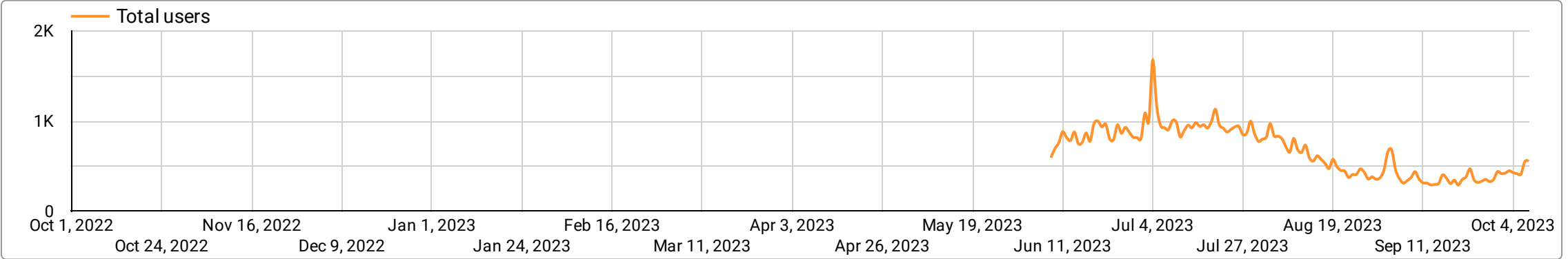
Events/Session
6.47
↑ 0.6%

Transactions
86
↓ -61.3%

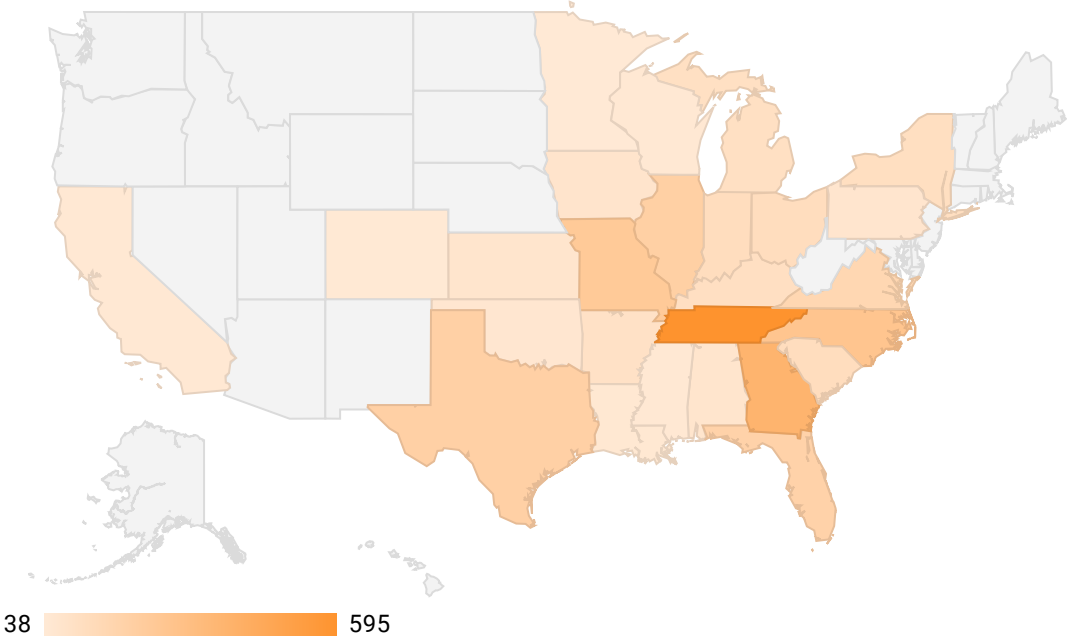
Revenue
\$5,739
↓ -55.5%

AOV
\$67
↑ 14.7%

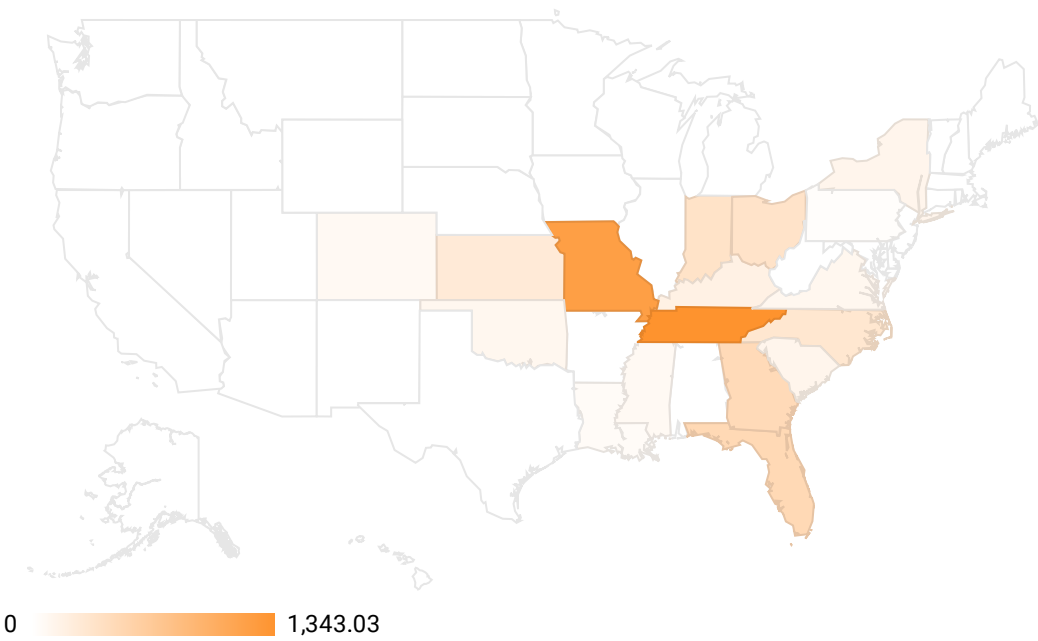
User conversion rate
6.30%
↑ 9.5%



Users by Region



Revenue by Region



Region		Total users	Transactions	Total revenue ▾	User conversion rate
1.	Tennessee	595	24	\$1,343	9.76%
2.	Missouri	242	10	\$1,197	8.47%
3.	Florida	185	7	\$473	7.34%
4.	Georgia	383	6	\$459	6.47%
5.	Indiana	114	5	\$352	8.11%
6.	Ohio	116	5	\$350	9.91%
7.	North Carolina	270	6	\$300	5.73%
8.	Kansas	64	2	\$256	11.86%
9.	Kentucky	103	4	\$175	3.96%
10.	Illinois	202	2	\$152	3.11%
11.	New York	106	3	\$125	4.08%
12.	South Carolina	115	2	\$125	4.55%
13.	Oklahoma	56	1	\$102	5.56%
14.	Virginia	156	3	\$100	7.33%
15.	Colorado	41	2	\$77	7.5%

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	Session source / medium	Sessions ▾	New users	Add to carts	Transactions	Average purchase revenue	Total revenue
1.	google / organic	2,170	1,672	37	39	\$90	\$3,506
2.	(direct) / (none)	1,080	895	53	30	\$43	\$1,302
3.	pigeonforge.com / referral	244	200	1	0	0	\$0
4.	islandinpigeonforge.com / referral	149	125	0	4	\$63	\$253
5.	bing / organic	83	72	0	0	0	\$0
6.	bflanding.com / referral	78	60	12	2	\$50	\$100
7.	m.facebook.com / referral	51	43	16	5	\$50	\$250
8.	facebook / cpc	46	27	1	0	0	\$0
9.	(not set)	45	0	4	3	\$42	\$125
10.	explorebranson.com / referral	36	32	1	0	0	\$0
11.	m.yelp.com / referral	22	21	0	0	0	\$0
12.	tourscanner.com / referral	13	13	0	0	0	\$0
13.	sailplay.com / referral	13	2	0	0	0	\$0
14.	l.facebook.com / referral	13	8	0	0	0	\$0
15.	guysbranson.com / referral	8	8	0	0	0	\$0
16.	duckduckgo / organic	7	5	0	1	\$100	\$100
17.	yahoo / organic	6	6	1	0	0	\$0
18.	amusementadvantage.com / referral	6	3	0	0	0	\$0
19.	explorenorthmyrtlebeach.com / referral	6	5	0	0	0	\$0
20.	google / cpc	5	5	0	0	0	\$0
	Grand total	4,127	3,250	128	86	\$67	\$5,739

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Source / medium ▾

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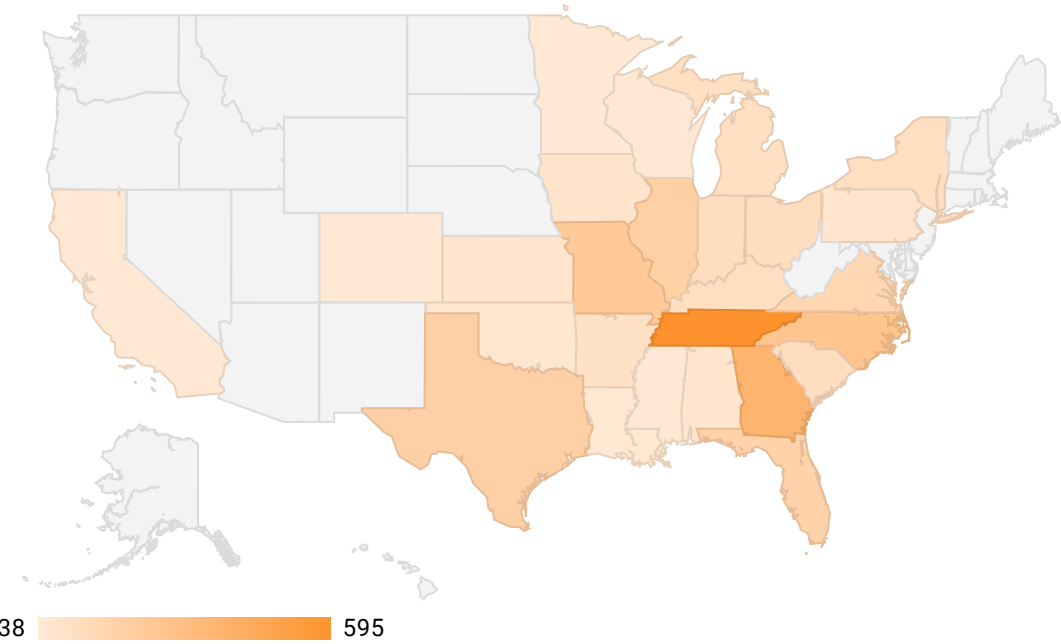
Transactions
86
↓ -61.3%

Revenue
\$5,739
↓ -55.5%

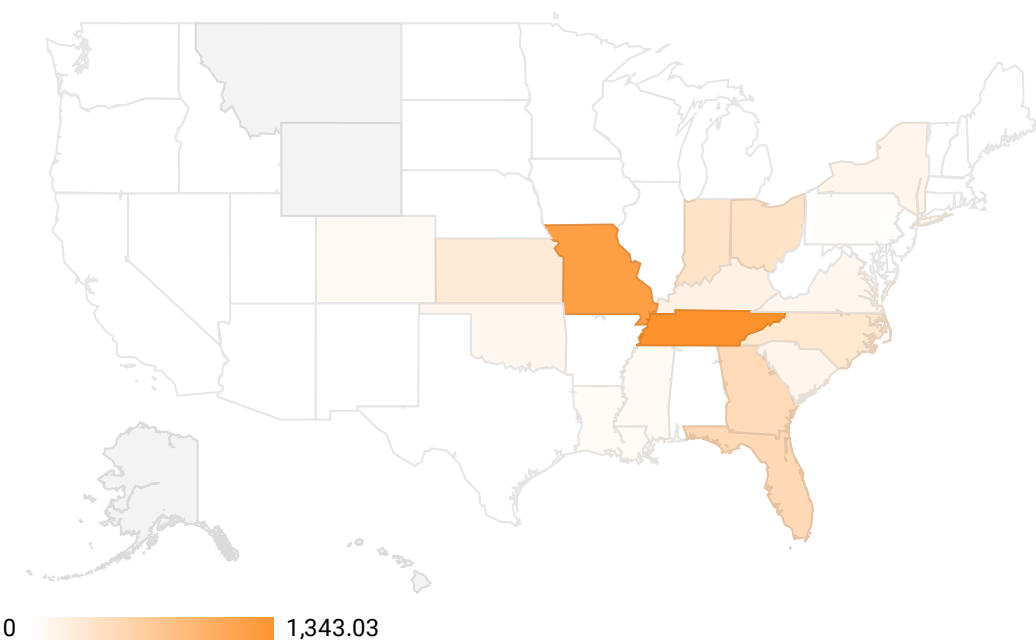
AOV
\$67
↑ 14.7%

User conversion rate
6.30%
↑ 9.5%

Users by Region



Revenue by Region



	Page title	New users	Views ▾	Views	Item-list c...	Add to carts	First time purcha...
1.	Rockin' Raceway Race into FUN FACE	685	1,074	1,074	0	0	0
2.	7D Adventure FACE Amusement	702	1,040	1,040	0	0	0
3.	Arcade City Our Modern Arcade FACE Amusement	673	1,032	1,032	0	0	0
4.	Checkout	4	471	471	0	0	75
5.	Face Amusement Experience Our Attractions FACE	242	459	459	0	0	0
6.	Big Top Arcade The Show That Never Ends FACE	238	379	379	0	0	0
7.	Cart	4	306	306	0	0	0
8.	LuLu's Beach Arcade Surf Into Fun FACE	183	304	304	0	0	0
9.	Experiences FACE Amusement	3	267	267	0	0	0
10.	FACE Rewards The Official Rewards Program of FACE Amusement	12	262	262	0	0	0
	Grand total	3,250	6,996	6,996	75	128	75

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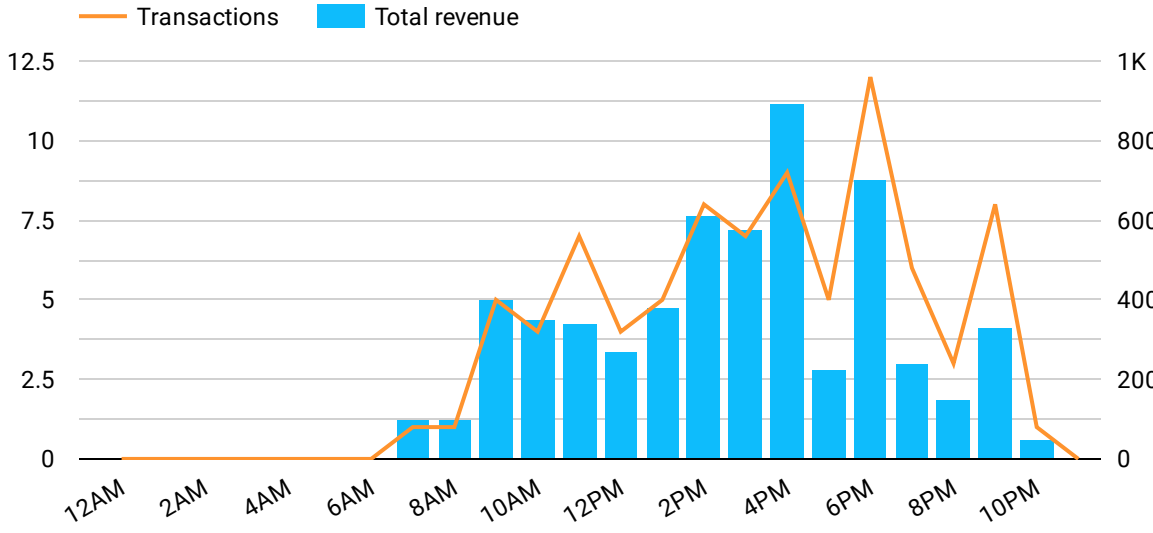
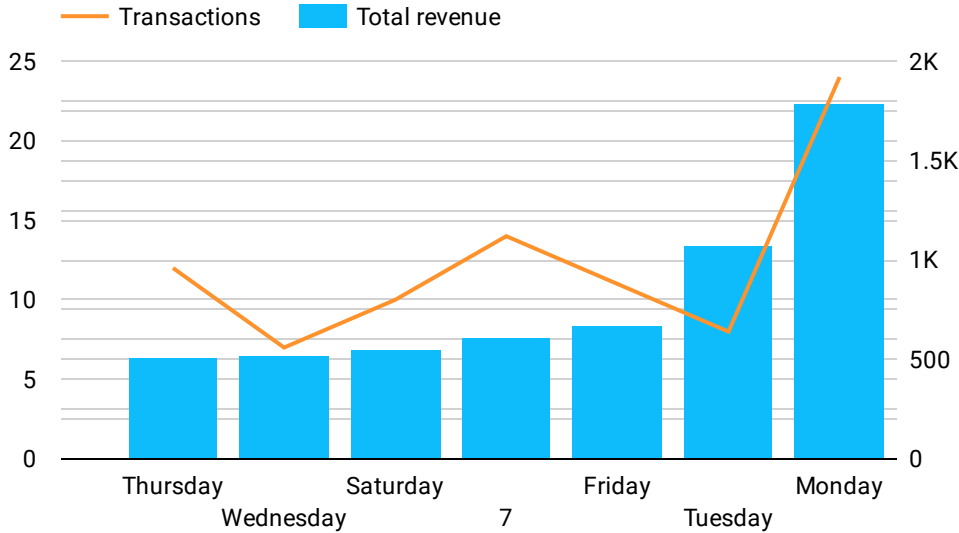
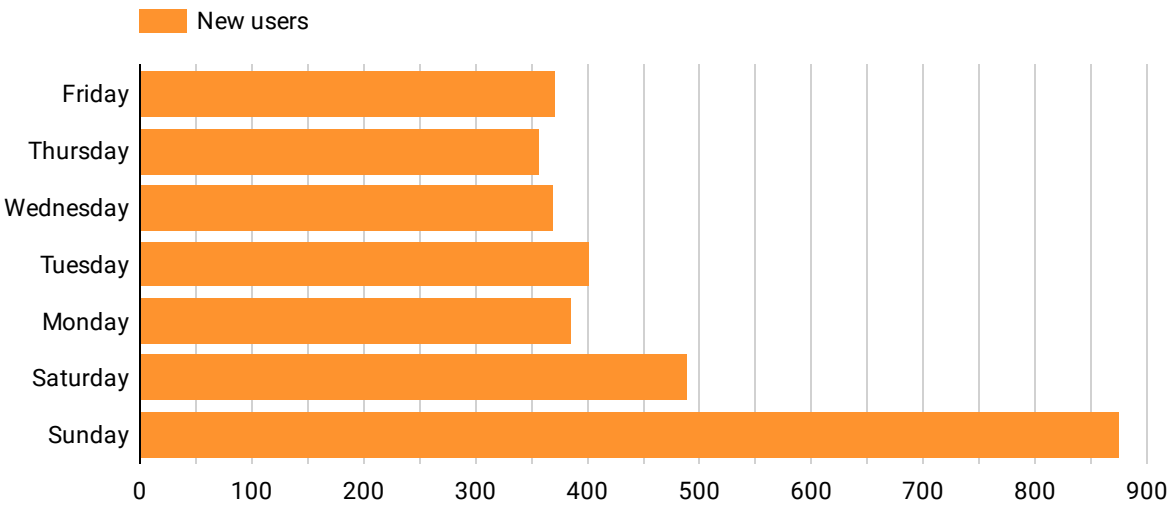
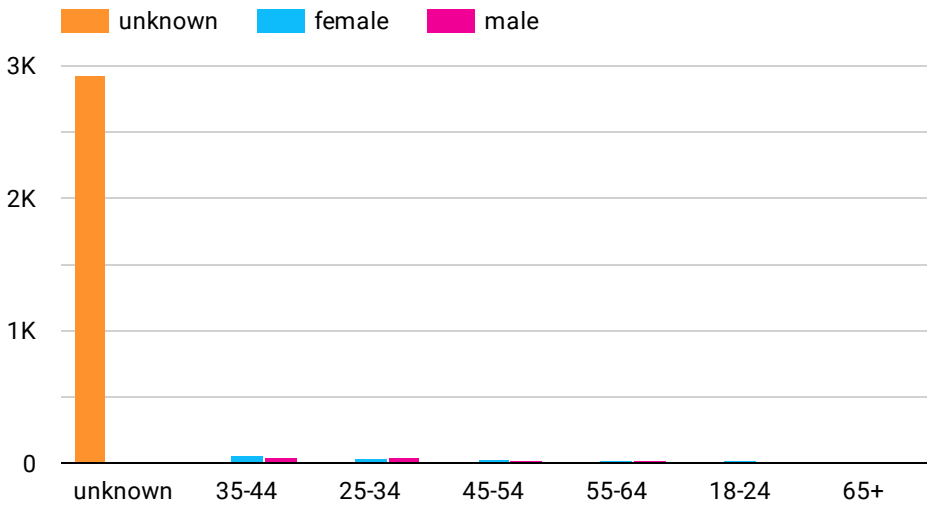
Source / medium

Device category

Region

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Total users 3,411 ↓ -66.7%	New users 3,250 ↓ -67.6%	Views per user 2.09 ↓ -0.7%	Events/Session 6.47 ↑ 0.6%	Transactions 86 ↓ -61.3%	Revenue \$5,739 ↓ -55.5%	AOV \$67 ↑ 14.7%	User conversion rate 6.30% ↑ 9.5%
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Campaign Name ▾

Oct 1, 2023 - Oct 31, 2023 ▾

Link Clicks

35

↓ -88.1%

Impressions

1,909

↓ -92.9%

CTR

1.83%

↑ 66.0%

Amount Spent

\$17.11

↓ -93.9%

Transactions

5

↓ -88.1%

Revenue

\$250

↓ -86.6%

	Campaign Name	Campaign Delivery	Publisher Platfo...	Reach...	Clicks	Impressions	CTR	Amount Spent	Website P...
1.	Branson Adventure Pass - NEW 5/29/23	ACTIVE	facebook	1,228	104	1,870	5.56%	\$16.76	\$66.7
2.	Branson Adventure Pass - NEW 5/29/23	ACTIVE	instagram	38	2	40	5%	\$0.35	null

			Grand total	1,257	106	1,910	5.55%	\$17.11	\$66.7
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	Campaign Name	Ad Name	Ad Delivery	Ad Preview Link	Post Reactions ▾	Post Comments	Post Saves	Post Shares	Link Clicks	CPC	CPM	Amount Spent	Website Purchases Conversion Value
1.	Branson Adventure Pass - NEW 5/29/23	Branson Adventure Pass - NEW__21+ (Hotels)	ACTIVE	https://fb.me/aXQODFFfwqGjWK	2	0	1	1	33	\$0.16	\$8.99	\$15.08	null
2.	Branson Adventure Pass - NEW 5/29/23	Branson Adventure Pass - NEW 5/29/23__21 + (In-Town Tourists)	ACTIVE	https://fb.me/1K1DbhIVmnmmSAB	0	0	0	0	2	\$0.17	\$8.79	\$2.03	null

			Grand total		2	0	1	1	35	\$0.16	\$8.96	\$17.11	null
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6.47

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Transactions

86

-61.3%

Revenue

\$5,739

-55.5%

AOV

\$67

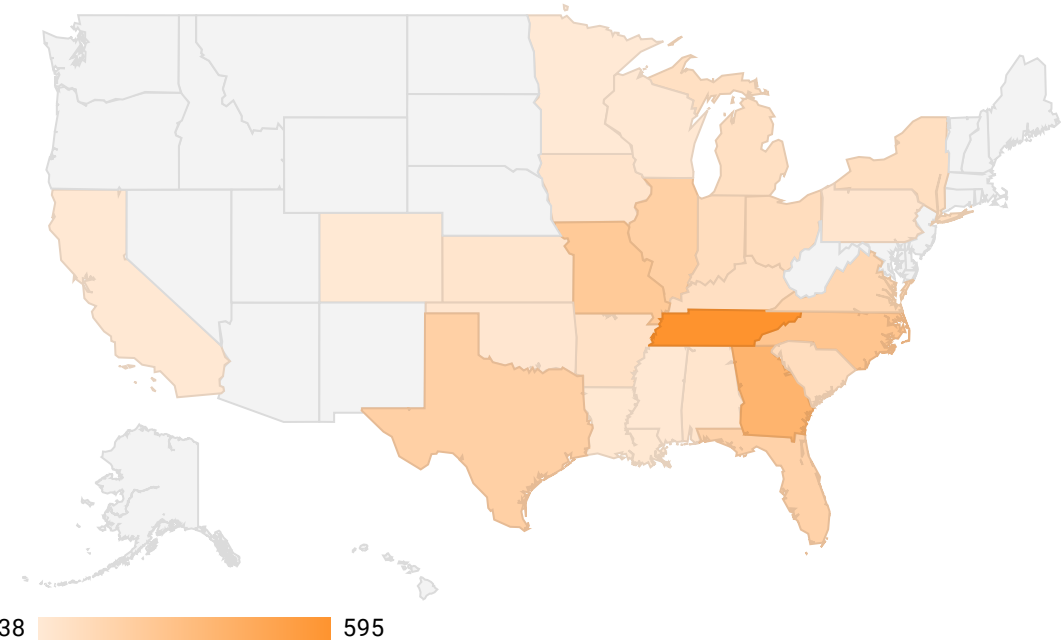
14.7%

User conversion rate

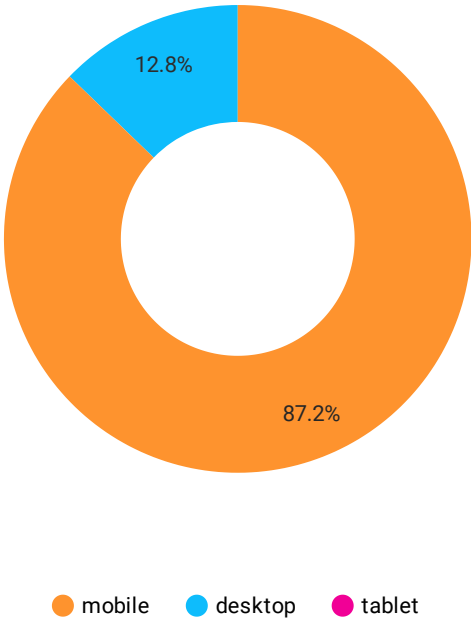
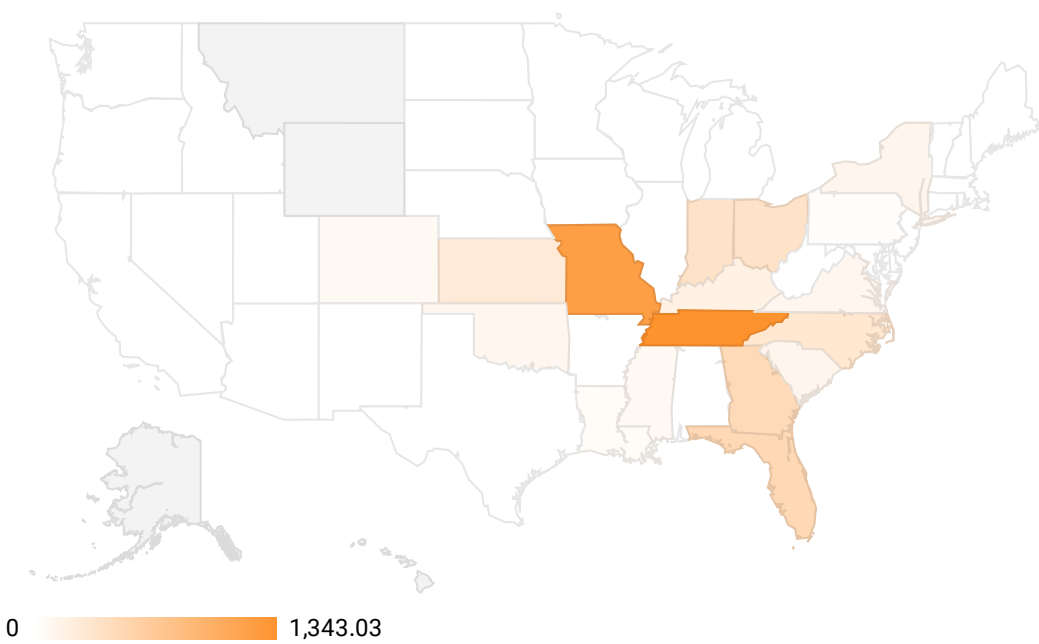
6.30%

9.5%

Users by Region



Revenue by Region



	Item name	Items purchased	% Δ	Item revenue ▾	% Δ
1.	ARCADE CITY PIGEON FORGE – BUY \$50 GET \$50 FREE!	17	-70.7% ↓	\$850	-70.7% ↓
2.	\$145 Arcade City Branson Play Card	8	-27.3% ↓	\$800	-27.3% ↓
3.	ARCADE CITY BRANSON – BUY \$50 GET \$50 FREE!	9	-30.8% ↓	\$450	-30.8% ↓
4.	\$65 Rockin’; Raceway Play Card	7	-22.2% ↓	\$350	-22.2% ↓
5.	\$145 Rockin’; Raceway Play Card	3	-25.0% ↓	\$300	-25.0% ↓
6.	BIG TOP ARCADE – BUY \$50 GET \$50 FREE!	6	-25.0% ↓	\$300	-25.0% ↓
7.	Branson Adventure Pass	6	-75.0% ↓	\$294	-75.0% ↓
8.	ARCADE CITY GATLINBURG – BUY \$50 GET \$50 FREE!	5	0.0%	\$250	0.0%
9.	\$145 Arcade City Gatlinburg Play Card	2	-50.0% ↓	\$200	-50.0% ↓
10.	\$145 Arcade City Pigeon Forge Play Card	2	0.0%	\$200	0.0%
	Grand total	129	-57.3% ↓	\$5,636	-55.5% ↓

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Oct 1, 2023 - Oct 31, 2023



Total Revenue

\$5,512

↓ -59.0%



Net Revenue

\$5,411

↓ -59.0%



Transactions

84

↓ -63.6%



Items Purchased

126

↓ -60.0%



Average Order Value

\$64

↑ 12.7%



Total revenue

\$5,739

↓ -55.5%



Net Revenue

\$5,636

↓ -55.5%



Transactions

86

↓ -61.3%



Items purchased

129

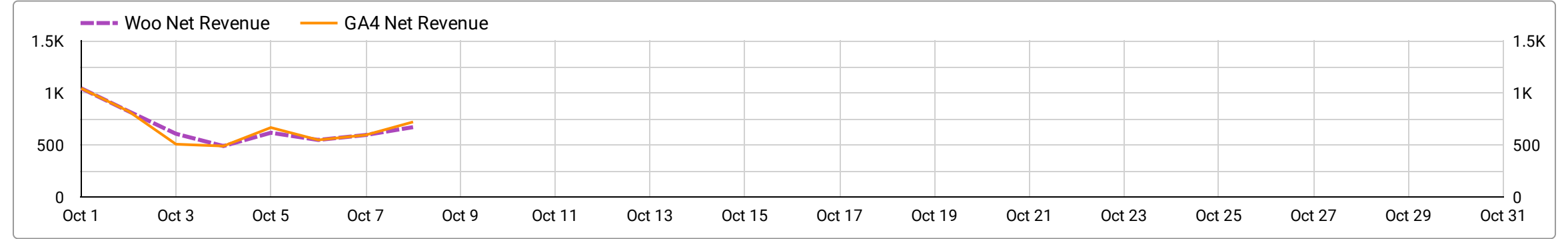
↓ -57.3%



Average Order Value

\$67

↑ 14.7%



Date ▾		Order #	Order Status	Payment Method	Net Sales
1.	Oct 8, 2023	816558	completed	Apple Pay (WooCommerce Payments)	\$50
2.	Oct 8, 2023	816557	cancelled	Credit card / debit card	\$100
3.	Oct 8, 2023	816556	completed	Visa debit card	\$50
4.	Oct 8, 2023	816555	processing	Apple Pay (WooCommerce Payments)	\$25
5.	Oct 8, 2023	816554	processing	Apple Pay (WooCommerce Payments)	\$98
6.	Oct 8, 2023	816553	completed	Visa debit card	\$50
7.	Oct 8, 2023	816552	completed	Google Pay (WooCommerce Payments)	\$25
8.	Oct 8, 2023	816551	completed	Credit Card	\$50
9.	Oct 8, 2023	816550	completed	Apple Pay (WooCommerce Payments)	\$100
10.	Oct 8, 2023	816549	completed	Credit Card	\$25
11.	Oct 8, 2023	816548	completed	Visa prepaid card	\$50
12.	Oct 8, 2023	816547	completed	Credit Card	\$150
13.	Oct 8, 2023	816546	cancelled	Credit card / debit card	\$150
14.	Oct 7, 2023	816536	completed	Visa debit card	\$25
15.	Oct 7, 2023	816527	cancelled	Credit card / debit card	\$100
16.	Oct 7, 2023	816543	completed	Mastercard debit card	\$25
17.	Oct 7, 2023	816542	cancelled	Credit card / debit card	\$25
18.	Oct 7, 2023	816541	completed	Google Pay (WooCommerce Payments)	\$50
Grand total					\$6,307.5

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Product Title		SKU	Product Page URL	Stock Status	Stock Quanti...
1.	Branson Adventure Pass	990310099	https://faceamusement.com/product/branson-adventure-pass/	instock	535
2.	\$5 Big Top Arcade Play Card - Thank You	990103998	https://faceamusement.com/?post_type=product&p=1781	instock	90
3.	Arcade City Hat	ACHAT01	https://faceamusement.com/product/arcade-city-hat/	instock	48
4.	(Private) Downtown Flavortown Polynesian Hot Rod Mug	TIKI1-HotRod	https://faceamusement.com/product/private-downtown-flavortown-polynesian-hot...	instock	25
5.	(Private) Hawaiian Kanola Mug	TIKI1-Hawaiia...	https://faceamusement.com/product/private-guy-branded-tiki-mug/	instock	24
6.	(Private) Moai Tapa Bandana Mug	TIKI1-MoaiTapa	https://faceamusement.com/product/private-moai-tapa-bandana-mug/	instock	23
7.	(Private) Downtown Flavortown Papua New Guinea Mug	TIKI-NEWGUIN...	https://faceamusement.com/product/private-downtown-flavortown-papau-new-gui...	instock	22

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Contacts

83,891

Sends

118,188

Opens

27,562

Open Rate

24.02%

Unopened Rate

75.98%

Clicks

484

List Name		Contacts ▾
1.	Pigeon Forge - Rockin Raceway - All Recipients	22,003
2.	Branson - Sawmill - All Recipients	15,840
3.	NEWSLETTER SIGN UPS	12,348
4.	Ecommerce Shoppers All Time	8,530
5.	Pigeon Forge - Arcade City PF - All Recipients	8,255
6.	Guy Branson All Time	8,117
7.	Myrtle Beach - LuLu's - All Recipients	4,362
8.	Downtown Flavortown PF	3,690
9.	Guy Branson Website Signups	2,950
10.	Pigeon Forge - Big Top Arcade - All Recipients	2,189
11.	Loyalty list 7.2	2,010
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	Send Date ▾	Campaign Name	Sends	Opens	Open Rate	Unopened	Unopened Rate	Bounce Rate	Clicks
1.	Apr 29, 2023, 3PM	DTFT Breakfast	248	129	53.09%	114	46.91%	2.02%	12
2.	Apr 27, 2023, 1PM	DTFT Breakfast Resend	537	233	44.05%	296	55.95%	1.49%	27
3.	Apr 27, 2023, 12AM	DTFT Breakfast Send #2	294	131	45.02%	160	54.98%	1.02%	15
4.	Apr 6, 2023, 4PM	Untitled Email Created 2023/04/04, 9:44:28 AM EDT	267	117	54.17%	99	45.83%	19.1%	28
5.	Dec 31, 2022, 2PM	Branson Double Down	26,934	4,476	17.1%	21,697	82.9%	2.83%	40
6.	Dec 31, 2022, 2PM	Double Down Holiday Deal	42,964	5,922	14.18%	35,827	85.82%	2.83%	220
7.	Dec 31, 2022, 1PM	Downtown Flavortown (DRAFT)	46,644	16,390	36.23%	28,847	63.77%	3.02%	136
8.	Mar 29, 2022, 6PM	Downtown Flavortown (Small Batch Test #3)	227	113	50%	113	50%	0.44%	3
9.	Mar 26, 2022, 8PM	Downtown Flavortown (Small Batch Test #2)	55	40	74.07%	14	25.93%	1.82%	2
10.	Mar 23, 2022, 2AM	Downtown Flavortown (Small Batch Test #1)	14	8	57.14%	6	42.86%	0%	0
11.	Mar 22, 2022, 8PM	Downtown Flavortown (Test Email)	4	3	75%	1	25%	0%	1
12.	Dec 29, 2021, 2PM	Reminder: Arcade City Gatlinburg - NYE Event 12/2021	32,964	5,959	18.13%	26,906	81.87%	0.3%	70
13.	Dec 16, 2021, 2PM	Arcade City Gatlinburg - NYE Event 12/2021	33,777	6,288	19.02%	26,779	80.98%	2.1%	114