

[+ New campaign](#)
Download
Feedback

Purchases/Sales ▾

148.00

Purchases/Sales ▾

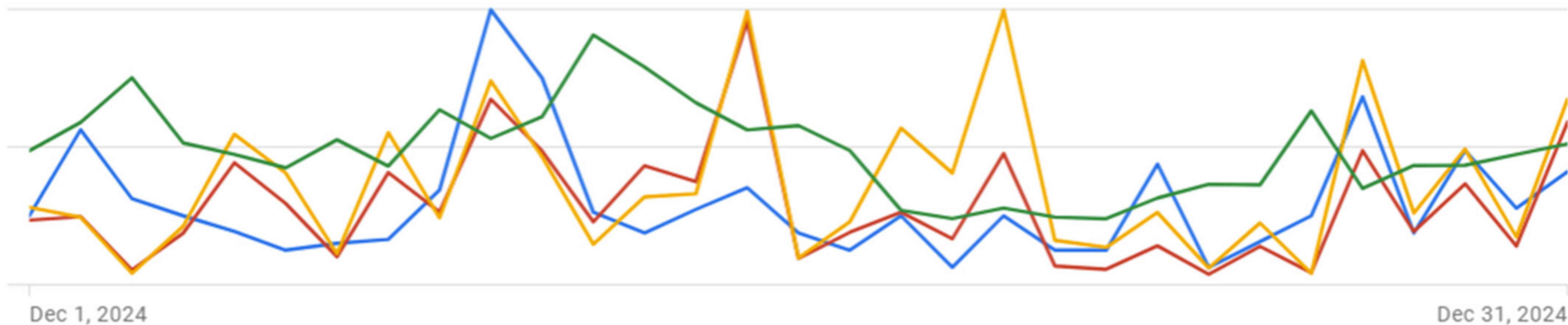
124K

Conv. value / cost ▾

10.24

Cost ▾

Riyal12.1K



More

Columns: result

Breakdown

Reports

Charts

	Amount spent	Purchases	Cost per purchase	Purchase ROAS (return on ad...	Purchases conversion value	
	20,756.20.ر.س.	110	188.69.ر.س.	6.35	131,810.80.ر.س.	
	1,107.34.ر.س.	5	221.47.ر.س.	0.84	932.00.ر.س.	
	0.00.ر.س.	—	—	—	0.00.ر.س.	
n...	0.00.ر.س.	—	—	—	0.00.ر.س.	
	0.00.ر.س.	—	—	—	0.00.ر.س.	
	0.00.ر.س.	—	—	—	0.00.ر.س.	
	21,863.54.ر.س. Total Spent	115 Total	190.12.ر.س. Per Action	6.07 Average	132,742.80.ر.س. Total	



Realtime pages



Life cycle



Acquisition

Overview

User acquisition

Traffic acquisition

Non Google campaign

User acquisition cohorts

Lead acquisition

Engagement

Monetization

Retention

Search Console



Session default channel group

Average
session
per
sessionEvents
per
sessionEvent count
All eventsKey events
purchaseSession key
event rate
All events

Total revenue



Total

16s
Avg 0%7.58
Avg 0%98,055
100% of total42.00
2.42% of total3.99%
Avg 0%SAR13,876.00
100% of total

1 Cross-network

7s

6.27

55,881 (56.99%)

2.00 (4.76%)

2.67%

SAR815.00 (5.87%)



2 Paid Social

9s

7.16

11,664 (11.9%)

3.00 (7.14%)

2.64%

SAR1,131.00 (8.15%)



3 Organic Search

54s

12.02

16,520 (16.85%)

21.00 (50%)

9.24%

SAR6,545.00 (47.17%)



4 Direct

44s

9.76

10,106 (10.31%)

11.00 (26.19%)

6.86%

SAR3,788.50 (27.3%)



5 Organic Social

32s

10.82

1,288 (1.31%)

1.00 (2.38%)

9.24%

SAR204.50 (1.47%)



6 Referral

109s

18.57

1,783 (1.82%)

4.00 (9.52%)

22.92%

SAR1,392.00 (10.03%)



7 Unassigned

25s

7.59

660 (0.67%)

0.00 (0%)

6.9%

SAR0.00 (0%)



8 Paid Search

4s

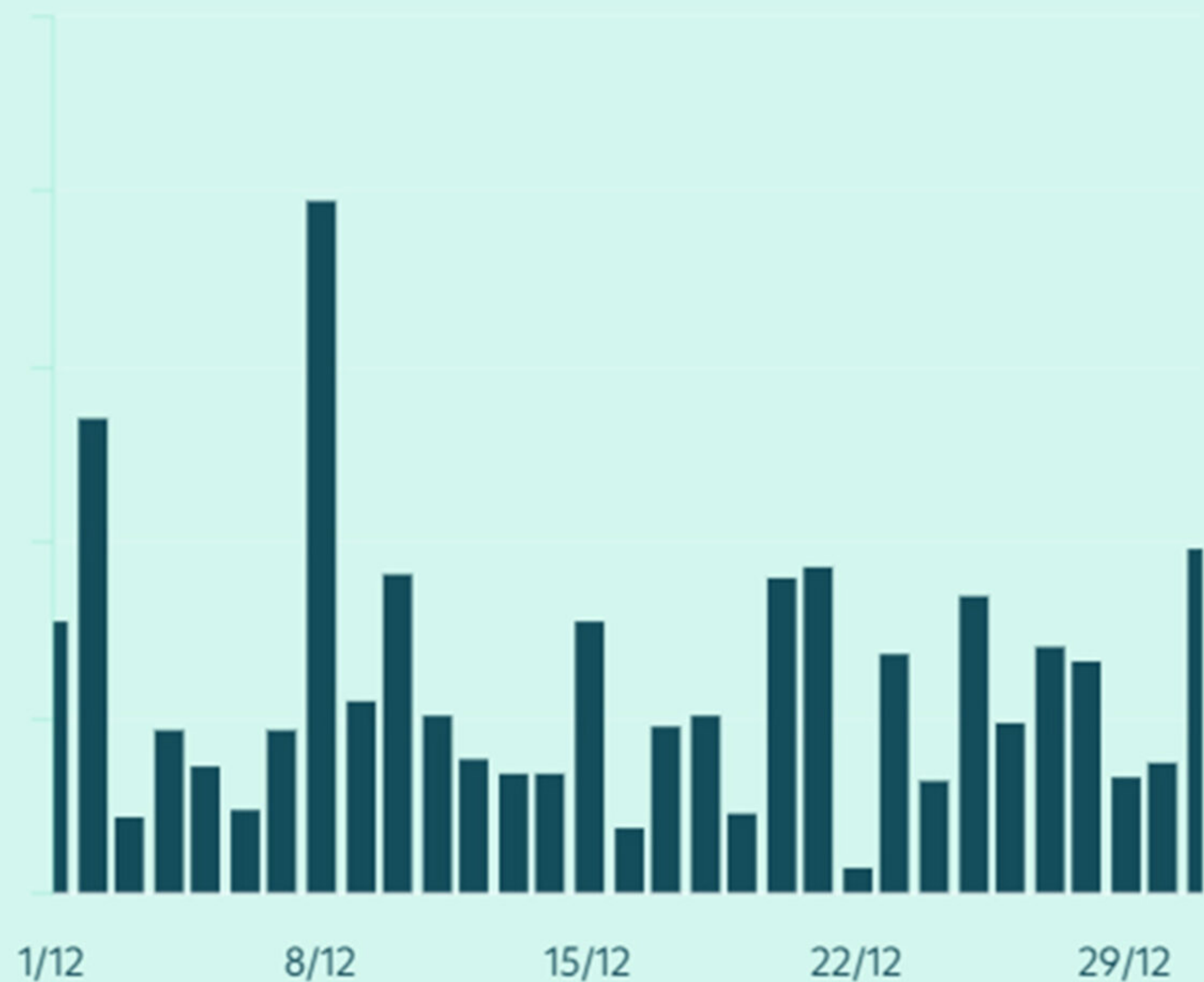
5.10

153 (0.16%)

0.00 (0%)

0%

SAR0.00 (0%)



ديسمبر 2024

ملخص الشهر

آخر تحديث: منذ 8 دقائق

366,610.48

المبيعات



33,106

الزيارات



هدف الشهر <



401

الطلبات

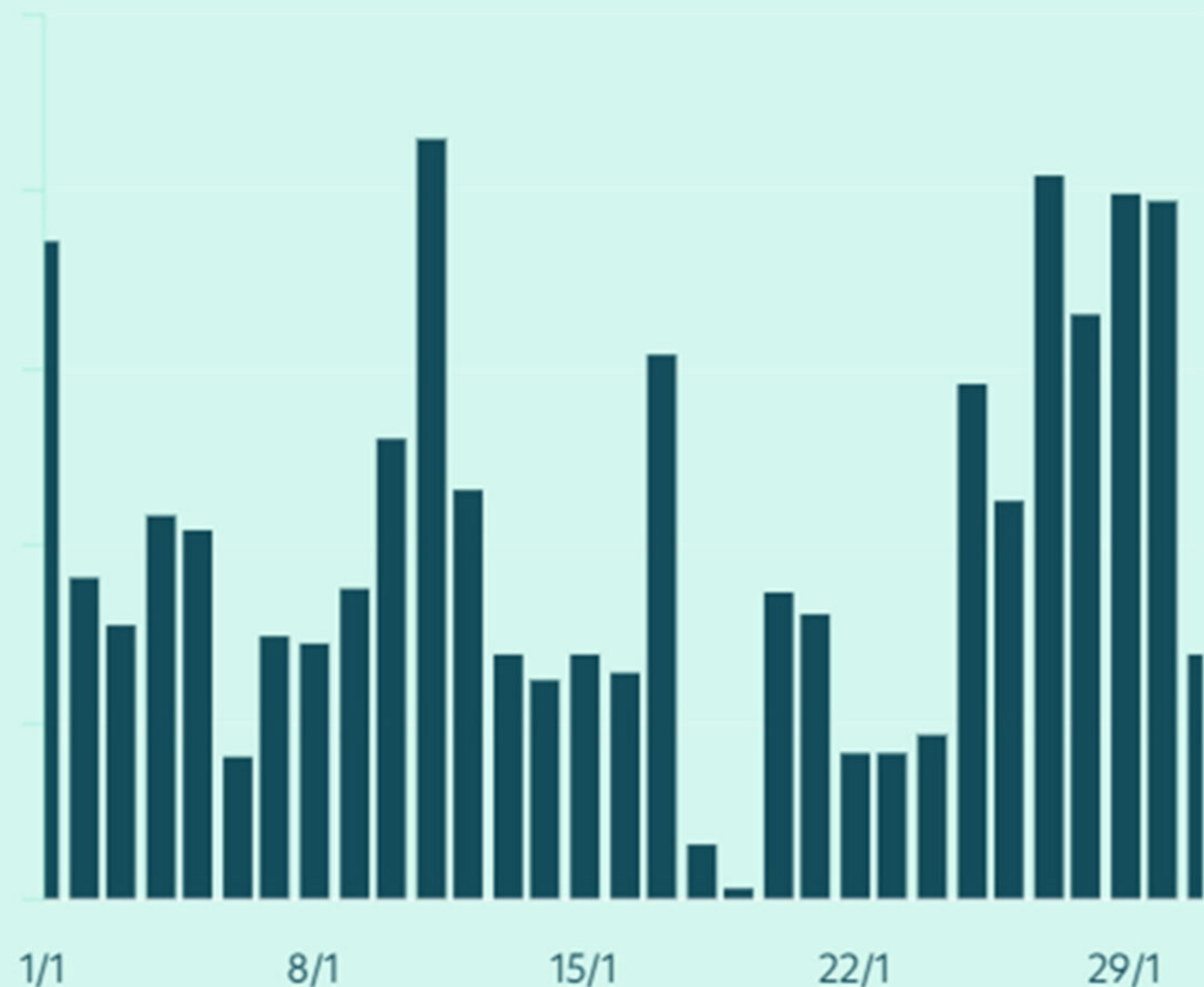


المزيد من التقارير <

يناير 2025

ملخص الشهر

آخر تحديث: منذ دقيقتين



312,974.99

المبيعات (?)



32,876

الزيارات (?)



هدف الشهر <



418

الطلبات



المزيد من التقارير <

Home

Reports snapshot

Realtime overview

Realtime pages

Business objectives

Generate leads

Overview

Audiences

User acquisition

Traffic acquisition

Lead acquisition

Landing page

User acquisition cohorts

Lead disqualification and L...

Drive sales

Understand web and/or app t...

Library

Traffic acquisition: Session default channel group

Custom Feb 15 - Apr 20, 2026

Total revenue

SAR0.00

SAR0.00 (-)

SAR0.00 (-)

SAR0.00 (-)

SAR0.00 (-)

SAR0.00 (-)

SAR0.00 (-)

SAR0.00 (-)

SAR0.00 (-)

SAR0.00 (-)

	Session default channel group	Average page time per session	Events per session	Event count All events	Key events purchase	Session key event rate All events	Total revenue
☒	Total	1m 00s Avg 0%	10.16 Avg 0%	290,120 100% of total	354.00 100% of total	1.24% Avg 0%	SAR75,046 100% of total
☒	1 Paid Social	35s	7.18	102,018 (35.16%)	108.00 (30.51%)	0.76%	SAR21,890.97 (29.1%)
☒	2 Direct	1m 24s	13.34	132,831 (45.78%)	167.00 (47.18%)	1.68%	SAR35,328.85 (47.0%)
☒	3 Organic Search	1m 38s	14.08	41,247 (14.22%)	56.00 (15.82%)	1.91%	SAR12,791.86 (17.0%)
☒	4 Organic Social	36s	8.33	6,117 (2.11%)	7.00 (1.98%)	0.95%	SAR1,597.90 (2.1%)
☒	5 Unassigned	1m 26s	11.75	6,566 (2.26%)	14.00 (3.95%)	2.5%	SAR3,101.36 (4.1%)
☐	6 Referral	1m 06s	10.29	895 (0.31%)	2.00 (0.56%)	2.3%	SAR335.82 (0.4%)
☐	7 Organic Video	28s	5.69	296 (0.1%)	0.00 (0%)	0%	SAR0.00 (0%)
☐	8 Paid Other	2s	4.55	150 (0.05%)	0.00 (0%)	0%	SAR0.00 (0%)

2025-02-01 ~ 2025-02-28 (UTC+03:00) Arabia Standard Time ?

roup Ad

Try updated version >

omated rules

Custom colum...

Breakdown



Cost

CPM

Payments
completed
(website)

Cost per
complete
payment
(website)

Payment
completion value
(website)

Payment
completion
ROAS
(website)

137.58 SAR

11.30 SAR

3

45.86 SAR

849.00 SAR

6.17

770.67 SAR

7.84 SAR

15

51.38 SAR

1135.05 SAR

5.76

43,970.96 SAR

15.17 SAR

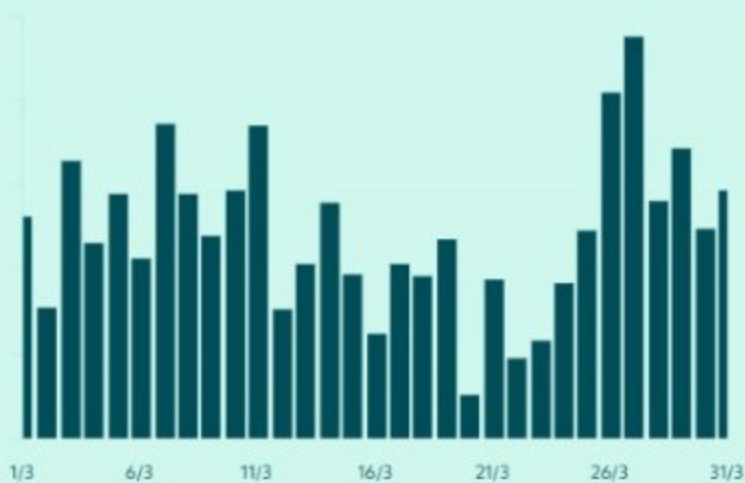
497

88.47 SAR

152,029.09 SAR

3.46

Session primary...channel group) ▾ +		Events per session	Event count All events ▾	Key events All events ▾	Session key event rate All events ▾	Total revenue
☒	Total	11.86 Avg 0%	281,545 100% of total	3,967.00 100% of total	14.08% Avg 0%	SAR458,919.91 100% of total
☒	1 Organic Search	12.77	137,818 (48.95%)	2,057.00 (51.85%)	16.27%	SAR234,676.00 (51.14%)
☒	2 Direct	11.93	95,427 (33.89%)	1,257.00 (31.69%)	13.18%	SAR165,440.33 (36.05%)
☒	3 Organic Social	10.07	34,580 (12.28%)	533.00 (13.44%)	13.33%	SAR49,187.67 (10.72%)
☒	4 Organic Video	12.33	9,781 (3.47%)	84.00 (2.12%)	9.08%	SAR6,958.49 (1.52%)
☒	5 Paid Social	4.65	1,028 (0.37%)	4.00 (0.1%)	1.36%	SAR110.83 (0.02%)
☐	6 Unassigned	7.22	1,459 (0.52%)	18.00 (0.45%)	7.92%	SAR974.38 (0.21%)



مارس 2026

ملخص الشهر

آخر تحديث: منذ ثلثة

151,340.1

المبيعات



20,828

الزيارات



150,000

هدف الشهر

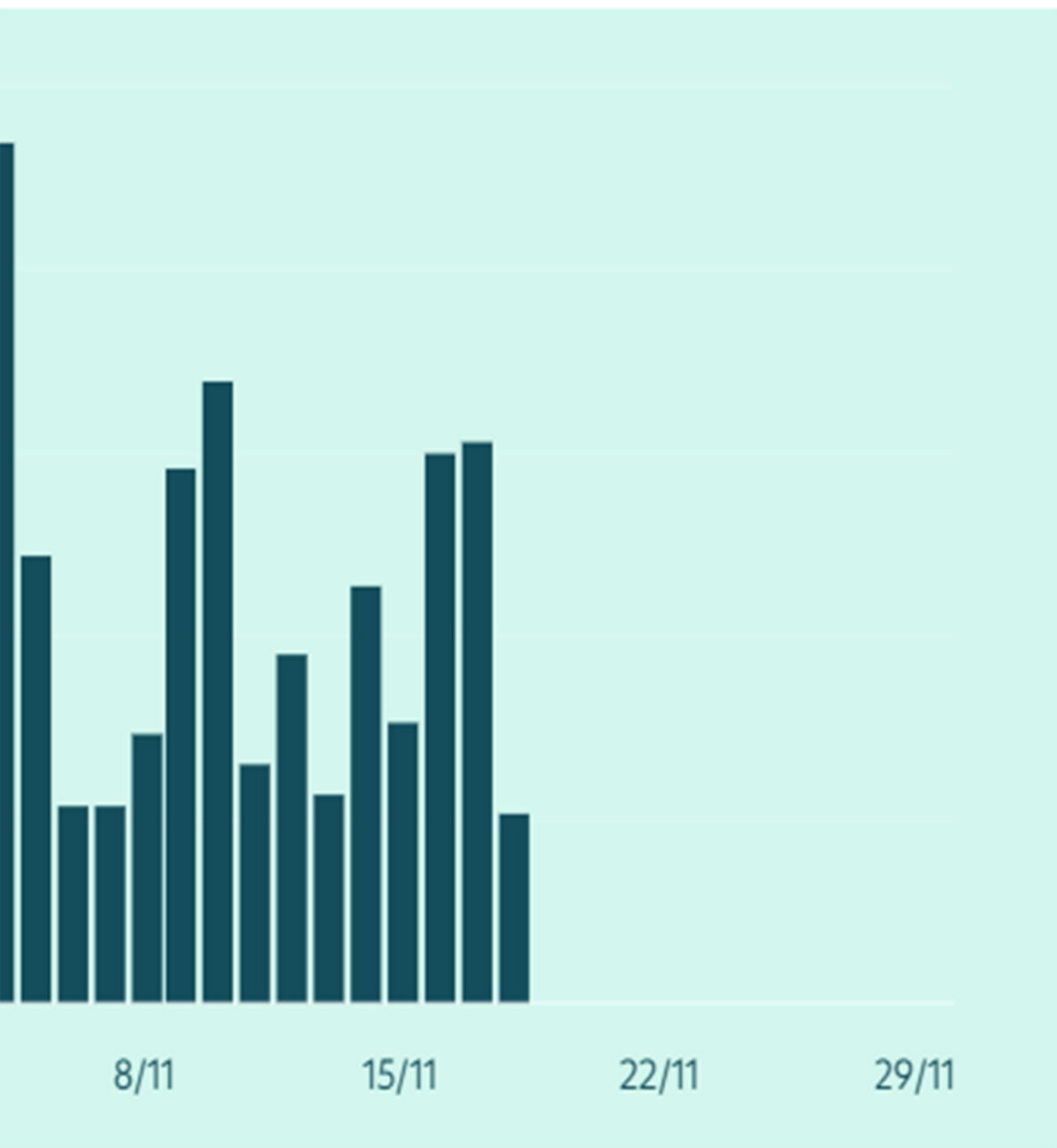


641

الطلبات



المزيد من التقارير



نوفمبر 2025

ملخص الشهر

آخر تحديث: منذ دقيقة

435,619.92

المبيعات



30,259

الزيارات



400,000

هدف الشهر



458

الطلبات



المزيد من التقارير

فبراير

ملخص المتجر

الطلبات



1,770

المبيعات



SAR 510,564.668

معدل التحويل



%1

الزيارات



191,210

التقييمات



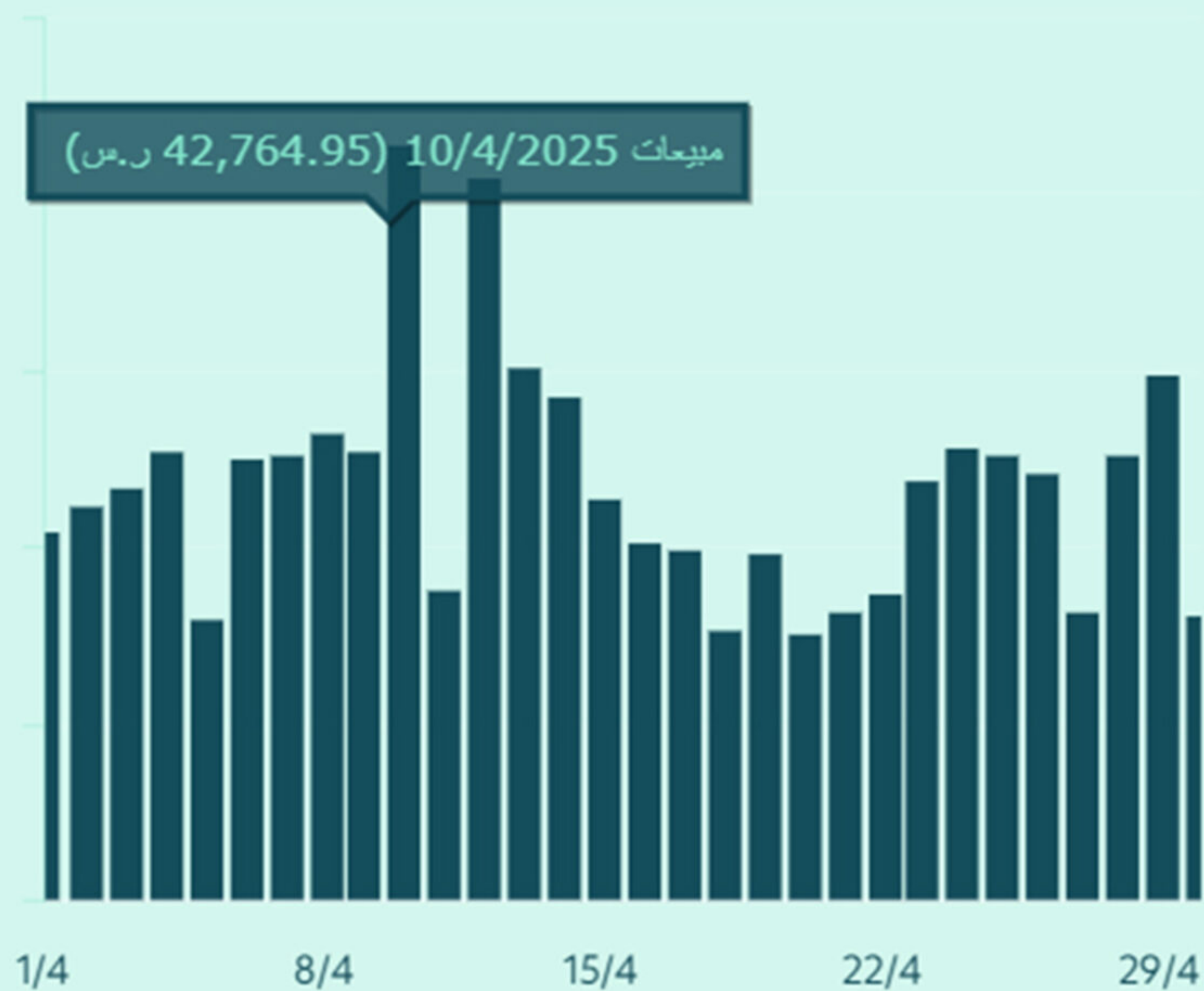
83

المبيعات آخر تحديث منذ 6 ثواني

ات (شامل التخفيضات)	795,646.26 ر.س	98.41 % ^
فيض	-1,545.5 ر.س	1,145.87 % ^
ات	794,100.76 ر.س	98.08 % ^
بات	-181,065.33 ر.س	71.44 % ^
	-7,754 ر.س	223.7 % ^
	-103,578.71 ر.س	98.08 % ^
إلكتروني	-4,517.85 ر.س	154.4 % ^



10



أبريل 2025

ملخص الشهر

آخر تحديث: منذ 7 دقائق

702,466.3

المبيعات (?)



53,403

الزيارات (?)



—
هدف الشهر <

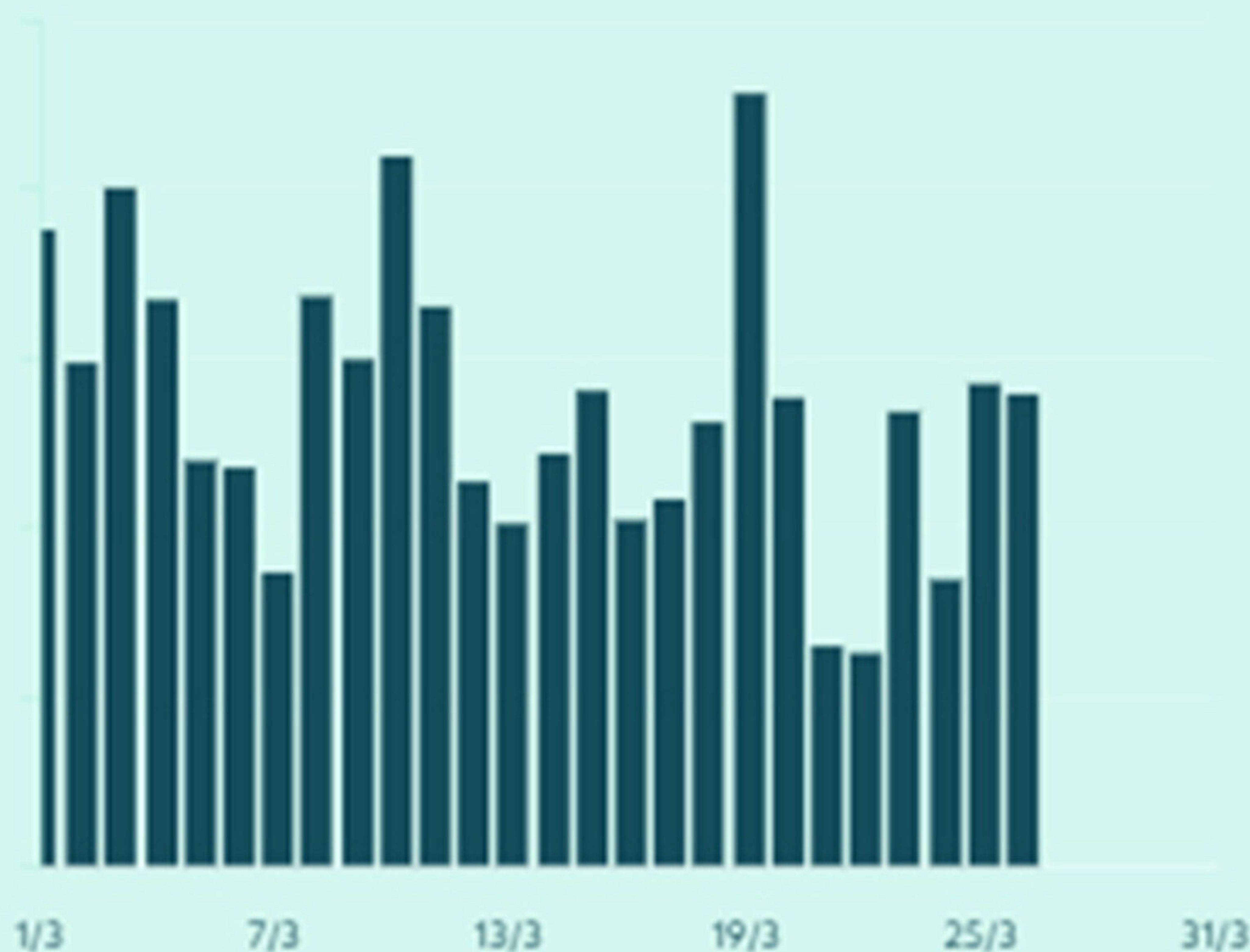


636

الطلبات



المزيد من التقارير <



مارس 2025

ملخص الشهر

آخر تحديث منذ 12 ثانية

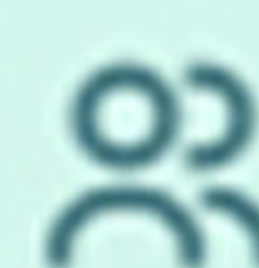
707,645.54

المبيعات (?)



60,793

الزيارات (?)



0

هدف الشهر <

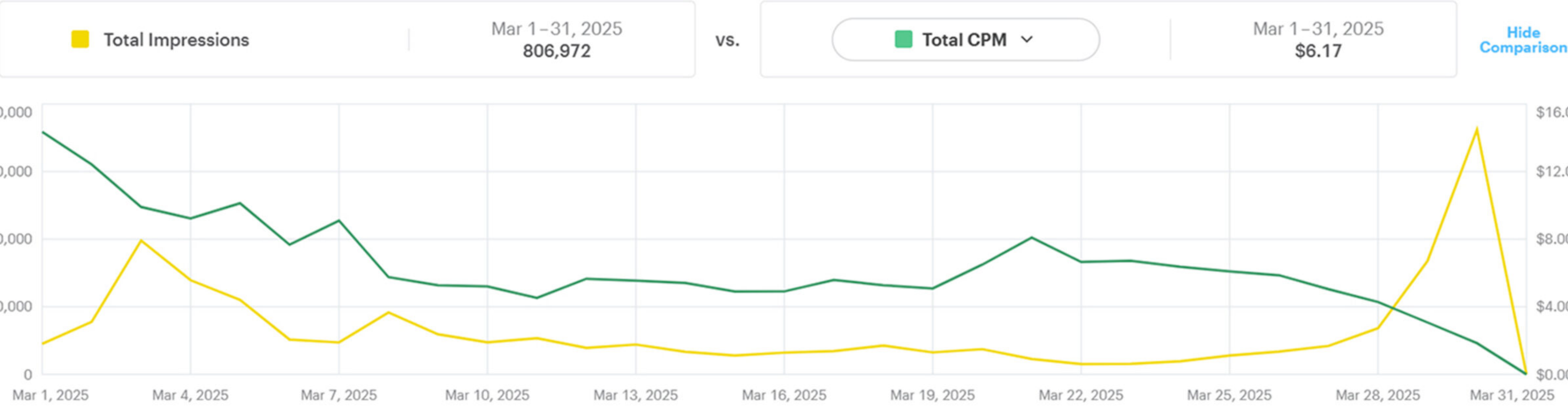


734

الطلبات



Amount Spent	Purchases	Purchase ROAS (Return on Ad Spend)	Total Purchase Value	Total Impressions ▼
\$4,980.26	147	8.06	\$40,150.27	806,972



Feb 1–28, 2025 (GMT+3)
Note: Date range does not include today

Saved Views ▾

Amount Spent	Purchases	Purchase ROAS (Return on Ad Spend)	Total Purchase Value	Click Rate ▾
\$30,618.87	1,148	5.99	\$183,469.51	2.54%

