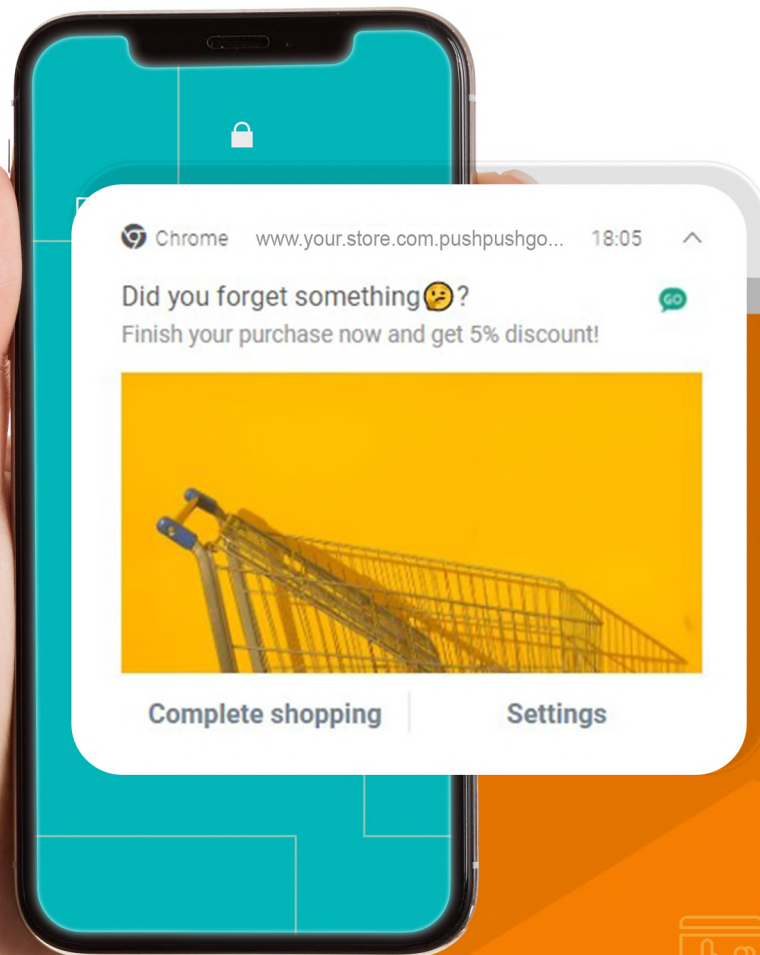


Web push notifications performance tracking in Google Analytics



Using PushPushGo application, you will have reports regarding your campaigns with the most important statistics: number of sent notifications, delivered and clicked. Besides, just by enabling one option in the Website details you can send events regarding subscription form and subscription manager to Google Analytics.

GOOGLE ANALYTICS & GOOGLE TAG MANAGER ?

Allow Google Analytics events

Allow dataLayer events

It is also worth to mention that in order to track web push performance correctly in your Google Analytics account, it is important to use UTM. In PushPushGo application Source, Medium and Campaign Name are added automatically for every campaign. You can disable or edit default UTM parameters in the Website settings in the application.

UTM PARAMETERS

Create flexible UTMs for your campaigns and set a default value for each setting.

Disable default utm

You can use the following variables:
{{title}} {{id}} {{dateFull}} {{date}} {{year}} {{month}} {{day}}

medium
push

source
pushpushgo

campaign
Campaign

SAVE

However, in order to understand better what contribution push notifications make in your sales, we recommend you to set up your Google Analytics account and pay attention to the following KPIs:

Sales generated by web push.....	04
Conversion rate for web push.....	06
Average Value of the basket for web push subscribers.....	07
Cost per conversion for web push.....	09
Abandoned cart rate.....	10
Customer Lifetime Value.....	11
Web push share in the traffic.....	14
Pages per visit for web push subscribers.....	15
Bounce Rate for web push subscribers.....	16
The retention rate for web push subscribers.....	17
Users journey after they click in web push notification.....	18



Sales generated by web push

1. Go to **Acquisition => All Traffic => Source/Medium**. There, in the Conversion part, you can find the total value of sales generated by push notifications during the chosen period of time.

Source/Medium	Acquisition			Behaviour			Conversions			All Goals
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	9,992,077 <small>% of Total: 100.00% (9,992,077)</small>	9,412,311 <small>% of Total: 100.00% (9,412,311)</small>	27,242,623 <small>% of Total: 100.00% (27,242,623)</small>	18.33% <small>Avg for View: 18.33% (0.00%)</small>	3.71 <small>Avg for View: 3.71 (0.00%)</small>	00:03:31 <small>Avg for View: 00:03:31 (0.00%)</small>	82.29% <small>Avg for View: 82.29% (0.00%)</small>	22,418,639 <small>% of Total: 100.00% (22,418,639)</small>	US\$122,828.38 <small>% of Total: 100.00% (US\$122,828.38)</small>	
1. [Source/Medium]	3,443,500 (27.29%)	2,635,878 (28.00%)	9,210,156 (33.81%)	13.85%	4.58	00:04:34	102.47%	9,437,284 (42.10%)	US\$47,270.32 (38.48%)	
2. [Source/Medium]	3,438,679 (27.26%)	3,293,187 (34.99%)	6,455,174 (23.70%)	24.12%	2.68	00:02:42	61.67%	3,980,628 (17.76%)	US\$36,161.84 (29.44%)	
3. [Source/Medium]	1,086,124 (8.61%)	610,638 (6.49%)	2,329,185 (8.55%)	18.87%	4.16	00:03:18	102.22%	2,380,783 (10.62%)	US\$13,227.57 (10.77%)	
4. pushpushgo / push	40,435 (0.32%)	1,601 (0.02%)	151,064 (0.55%)	13.31%	2.64	00:02:30	52.32%	79,032 (0.35%)	US\$8,360.84 (6.81%)	
5. [Source/Medium]	38,195 (0.73%)	33,158 (0.91%)	47,043 (0.45%)	7.79%	2.02	00:01:52	0.04%	18 (0.03%)	US\$492.72 (0.02%)	
6. [Source/Medium]	36,207 (0.69%)	19,617 (0.54%)	63,308 (0.61%)	7.13%	2.55	00:02:09	0.45%	287 (0.45%)	US\$2,785.47 (0.13%)	
7. [Source/Medium]	31,752 (0.60%)	8,138 (0.22%)	55,414 (0.53%)	3.38%	3.74	00:03:23	0.12%	64 (0.10%)	US\$2,291.69 (0.11%)	
8. [Source/Medium]	27,956 (0.53%)	1,681 (0.05%)	76,556 (0.74%)	1.95%	3.19	00:02:26	0.56%	429 (0.68%)	US\$13,956.75 (0.65%)	

2. Another way to check Sales generated by web push is to go to **Conversions => Ecommerce => Overview***.

Add the new Segment

E-commerce Overview + Add Segment

All Users
100.00% Sessions

Segment Name Save Cancel Preview

Demographics

Technology

Behaviour

Date of First Session

Traffic Sources 2

Enhanced E-commerce

Advanced

Conditions

Sequences

Traffic Sources
Segment your users by how they found you.

Filter Sessions Filter Users

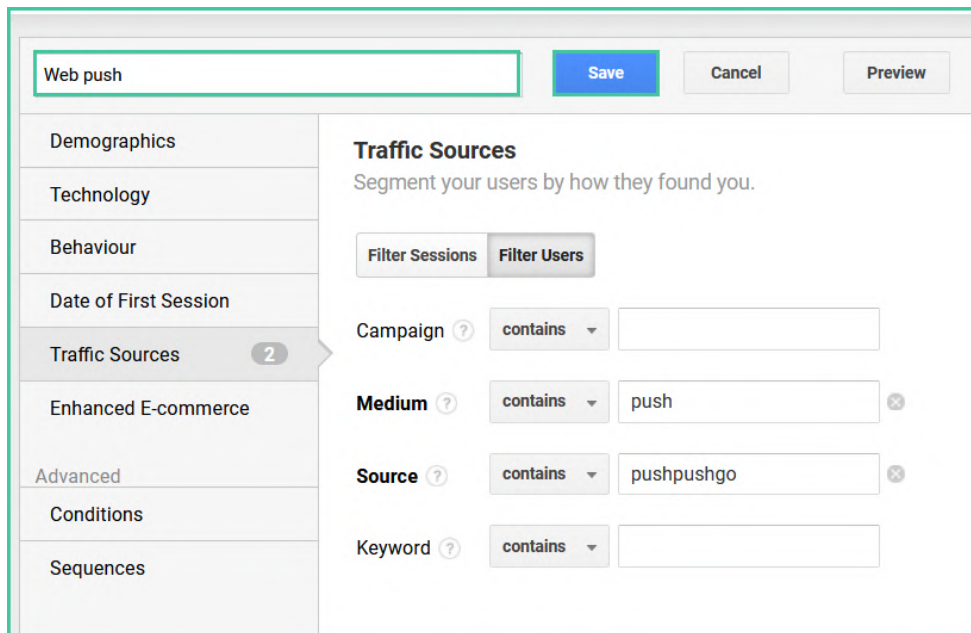
Campaign contains

Medium contains

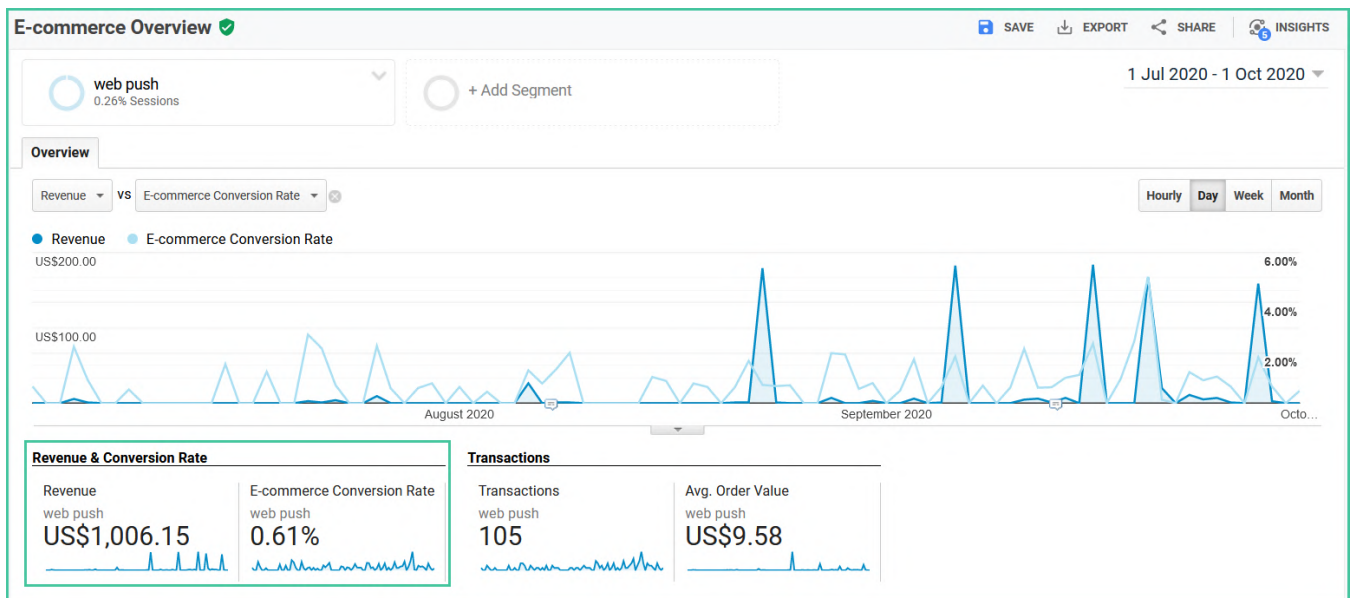
Source contains

Keyword contains

Name the segment, for example “web push” and save it.



Check out revenue generated by this segment.



* If you have e-commerce tracking set up



Conversion rate for web push

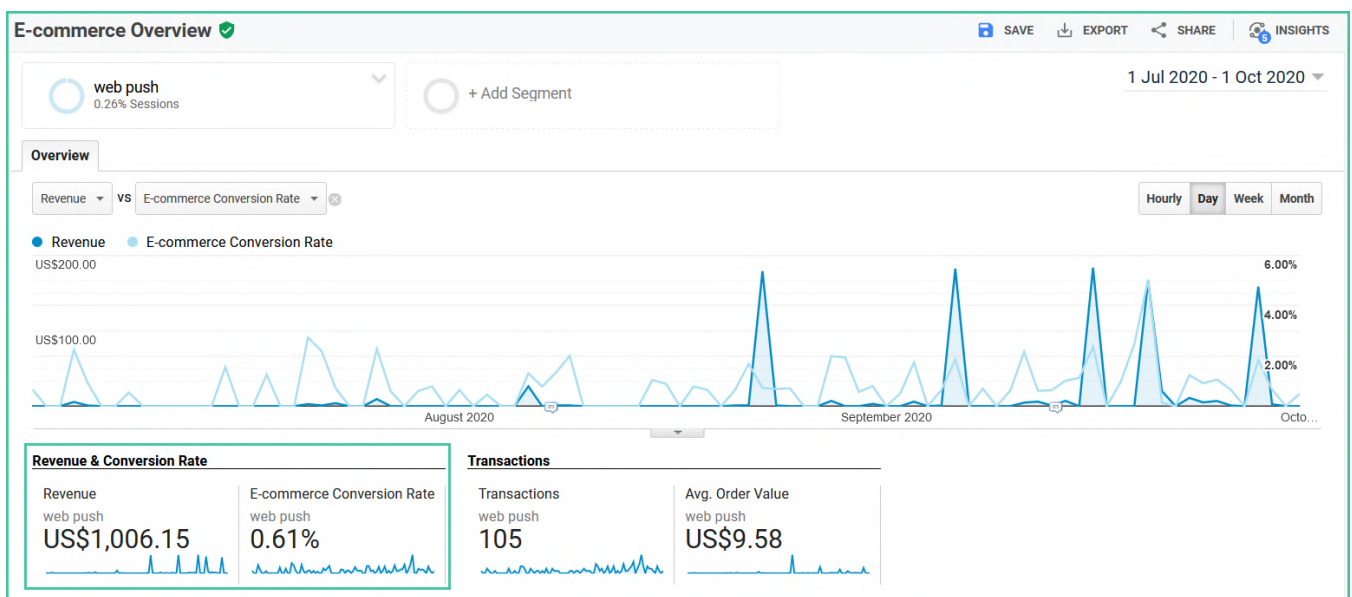
1. Go to **Acquisition => All Traffic => Source/Medium.**

Check the column **Goal Conversion Rate** for push notifications as a source of conversion.

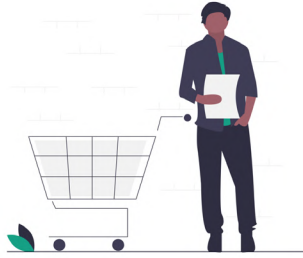
Source/Medium	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	9,992,077 <small>% of Total: 100.00% (9,992,077)</small>	9,412,311 <small>% of Total: 100.00% (9,412,311)</small>	27,242,623 <small>% of Total: 100.00% (27,242,623)</small>	18.33% <small>Avg for View: 18.33% (0.00%)</small>	3.71 <small>Avg for View: 3.71 (0.00%)</small>	00:03:31 <small>Avg for View: 00:03:31 (0.00%)</small>	82.29% <small>Avg for View: 82.29% (0.00%)</small>	22,418,639 <small>% of Total: 100.00% (22,418,639)</small>	US\$122,828.38 <small>% of Total: 100.00% (US\$122,828.38)</small>
1. [blurred]	3,443,500 (27.29%)	2,635,878 (28.00%)	9,210,156 (33.81%)	13.85%	4.58	00:04:34	102.47%	9,437,284 (42.10%)	US\$47,270.32 (38.48%)
2. [blurred]	3,438,679 (27.26%)	3,293,187 (34.99%)	6,455,174 (23.70%)	24.12%	2.68	00:02:42	61.67%	3,980,628 (17.76%)	US\$36,161.84 (29.44%)
3. [blurred]	1,086,124 (8.61%)	610,638 (6.49%)	2,329,185 (8.55%)	18.87%	4.16	00:03:18	102.22%	2,380,783 (10.62%)	US\$13,227.57 (10.77%)
4. pushpushgo / push	40,435 (0.32%)	1,601 (0.02%)	151,064 (0.55%)	13.31%	2.64	00:02:30	52.32%	79,032 (0.35%)	US\$8,360.84 (6.81%)
5. [blurred]	38,195 (0.73%)	33,158 (0.91%)	47,043 (0.45%)	7.79%	2.02	00:01:52	0.04%	18 (0.03%)	US\$492.72 (0.02%)
6. [blurred]	36,207 (0.69%)	19,617 (0.54%)	63,308 (0.61%)	7.13%	2.55	00:02:09	0.45%	287 (0.45%)	US\$2,785.47 (0.13%)
7. [blurred]	31,752 (0.60%)	8,138 (0.22%)	55,414 (0.53%)	3.38%	3.74	00:03:23	0.12%	64 (0.10%)	US\$2,291.69 (0.11%)
8. [blurred]	27,956 (0.53%)	1,681 (0.05%)	76,556 (0.74%)	1.95%	3.19	00:02:26	0.56%	429 (0.68%)	US\$13,956.75 (0.65%)

2. Another way to check Conversion Rate for web push is to go to **Conversions => E-commerce => Overview***.

Apply the segment for web push and check out E-commerce Conversion Rate.



* If you have e-commerce tracking set up



Average Value of the basket for web push subscribers

1. Go to **Acquisition => All Traffic => Source/Medium.**

To calculate the average value of the basket you have to divide Goal Value by the Number of Goal Completions. For example, based on the information from the screenshot, we can calculate the average value of the shopping cart as follows:

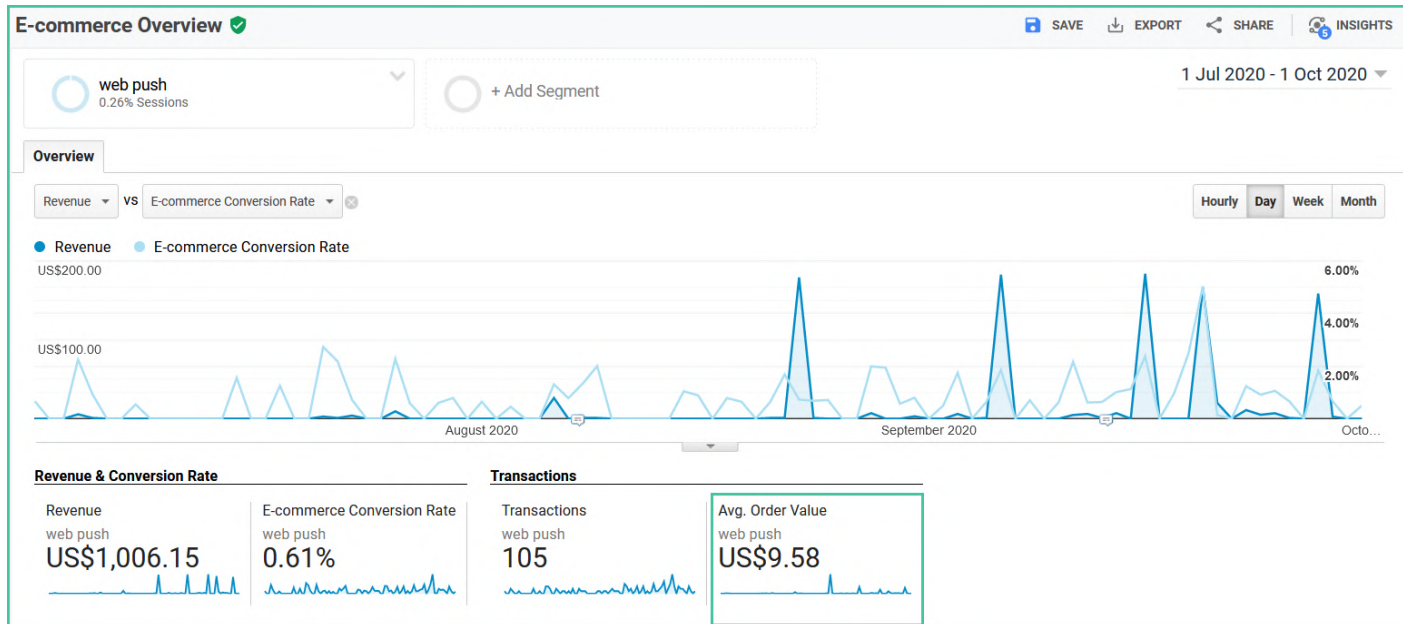
$$\$8\,360.84 / 79\,032 = \$ 0,11$$

You can calculate it manually or download the report in xls format and apply a formula to calculate the KPI.

Source/Medium	Acquisition			Behaviour			Conversions			All Goals
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	9,992,077 <small>% of Total: 100.00% (9,992,077)</small>	9,412,311 <small>% of Total: 100.00% (9,412,311)</small>	27,242,623 <small>% of Total: 100.00% (27,242,623)</small>	18.33% <small>Avg for View: 18.33% (0.00%)</small>	3.71 <small>Avg for View: 3.71 (0.00%)</small>	00:03:31 <small>Avg for View: 00:03:31 (0.00%)</small>	82.29% <small>Avg for View: 82.29% (0.00%)</small>	22,418,639 <small>% of Total: 100.00% (22,418,639)</small>	US\$122,828.38 <small>% of Total: 100.00% (US\$122,828.38)</small>	
1. [Source/Medium]	3,443,500 (27.29%)	2,635,878 (28.00%)	9,210,156 (33.81%)	13.85%	4.58	00:04:34	102.47%	9,437,284 (42.10%)	US\$47,270.32 (38.48%)	
2. [Source/Medium]	3,438,679 (27.26%)	3,293,187 (34.99%)	6,455,174 (23.70%)	24.12%	2.68	00:02:42	61.67%	3,980,628 (17.76%)	US\$36,161.84 (29.44%)	
3. [Source/Medium]	1,086,124 (8.61%)	610,638 (6.49%)	2,329,185 (8.55%)	18.87%	4.16	00:03:18	102.22%	2,380,783 (10.62%)	US\$13,227.57 (10.77%)	
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5. [Source/Medium]	38,195 (0.73%)	33,158 (0.91%)	47,043 (0.45%)	7.79%	2.02	00:01:52	0.04%	18 (0.03%)	US\$492.72 (0.02%)	
6. [Source/Medium]	36,207 (0.69%)	19,617 (0.54%)	63,308 (0.61%)	7.13%	2.55	00:02:09	0.45%	287 (0.45%)	US\$2,785.47 (0.13%)	
7. [Source/Medium]	31,752 (0.60%)	8,138 (0.22%)	55,414 (0.53%)	3.38%	3.74	00:03:23	0.12%	64 (0.10%)	US\$2,291.69 (0.11%)	
8. [Source/Medium]	27,956 (0.53%)	1,681 (0.05%)	76,556 (0.74%)	1.95%	3.19	00:02:26	0.56%	429 (0.68%)	US\$13,956.75 (0.65%)	

2. Another way to check Conversion Rate for web push is to go to **Conversions => E-commerce => Overview***.

Apply the segment for web push and check out Average Order Value.



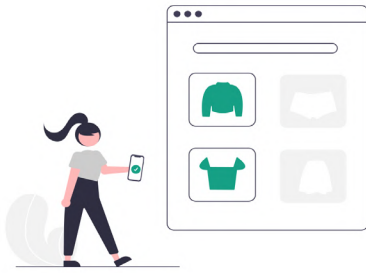
* If you have e-commerce tracking set up



Cost per conversion for web push

To calculate the cost per conversion you have to **divide your monthly fee for the tool by the number of conversions**. For example, if you pay \$100 per month and there are 56 transactions per month via web push channel, the cost per conversion will be calculated as follows:

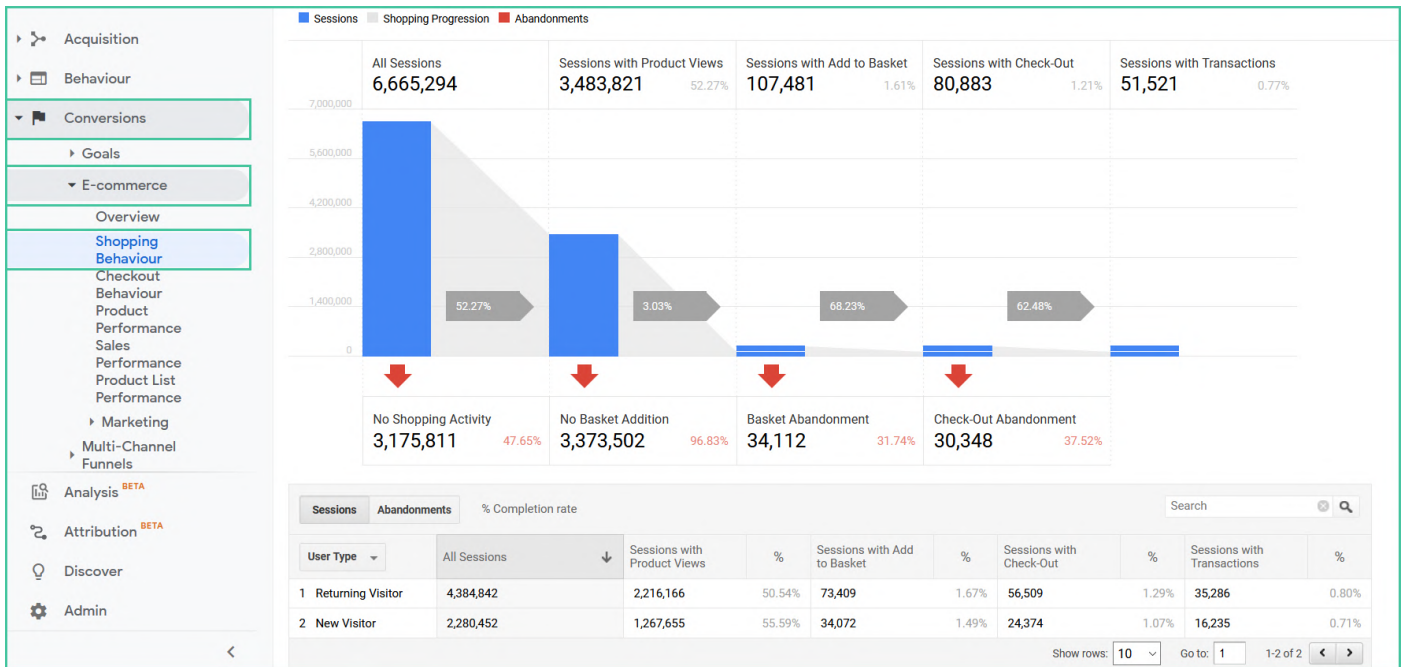
$$\$100/56 = \$1.79$$



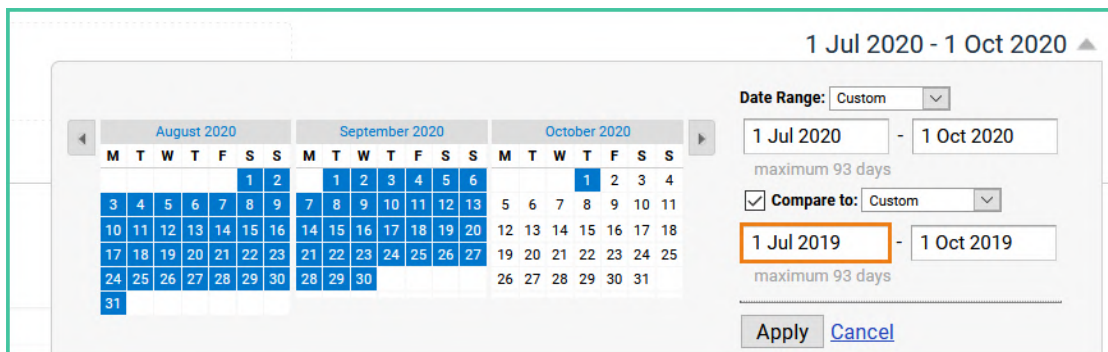
Abandoned cart rate

For this KPI you have to have e-commerce tracking set up.

Go to **Conversions > E-commerce > Shopping Behavior**.



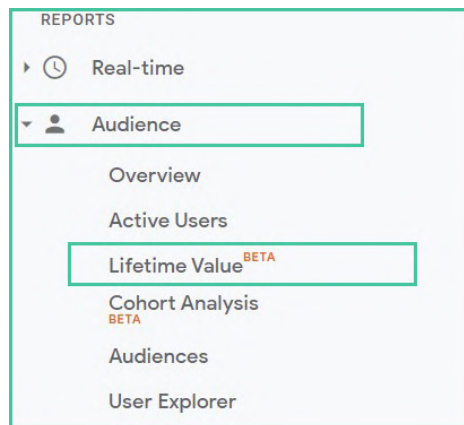
To verify if there are any changes since the time of implementation of push notifications you can compare the abandoned rate during two similar periods: before and after the implementation of web push.





Customer Lifetime Value

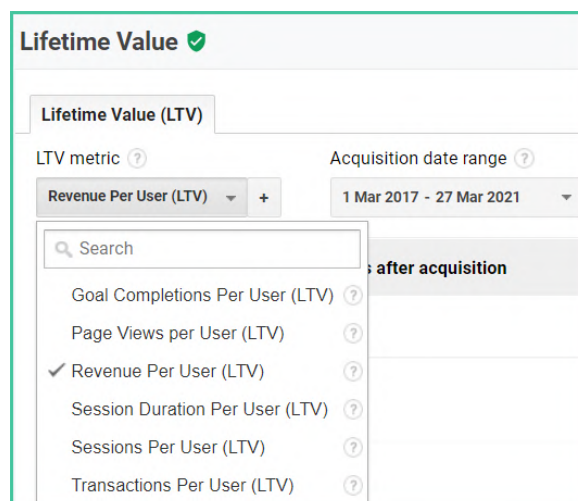
Go to **Audience => Lifetime Value**.



Through the lifetime value report, you can understand how valuable website users are to your business.

You can also compare the users acquired through different marketing channels (organic search, paid search, web push, etc.) to determine the channels which bring high-value users to your website.

Select the primary Lifetime Value metric for the report, for example, Goal Completions Per User, Revenue Per User, Transactions Per User, etc.



Select the Acquisition date range during which you acquired users. For example, you might want to examine data for users who were acquired while you were running a single-day campaign on Black Friday, or a week-long campaign from December 18 to December 24.

To see the overall effect for push notifications choose Acquisition Channel or Medium and look for “Web Push” or “push”.

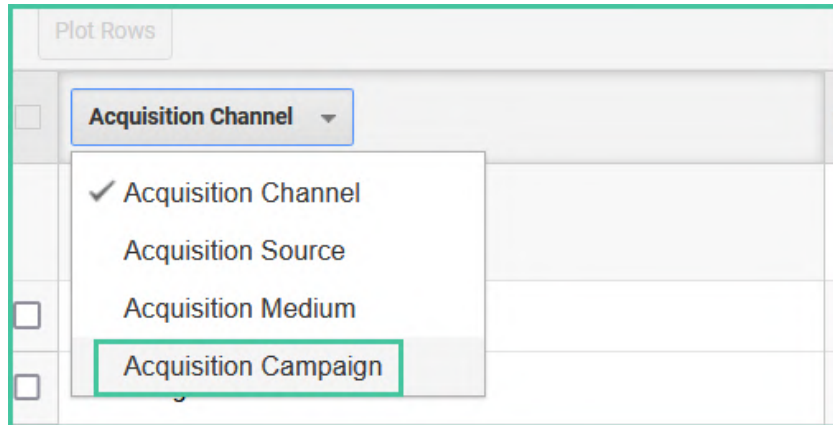
If you would like to use Acquisition Channel remember to define a channel for web push in Admin Settings. [Find here more information here.](#)

Acquisition Channel	Users	Revenue Per User (LTV)	Revenue (LTV)
Acquisition Channel	2,437,650 <small>% of Total: 100.00% (2,437,650)</small>	US\$0.56 <small>% of Total: 100.00% (US\$0.56)</small>	US\$1,371,005.59 <small>% of Total: 100.00% (US\$1,371,005.59)</small>
Acquisition Source	868,825 (35.21%)	US\$0.23 (41.13%)	US\$198,535.15 (14.48%)
Acquisition Medium	780,696 (31.64%)	US\$1.31 (235.86%)	US\$1,023,035.60 (74.62%)

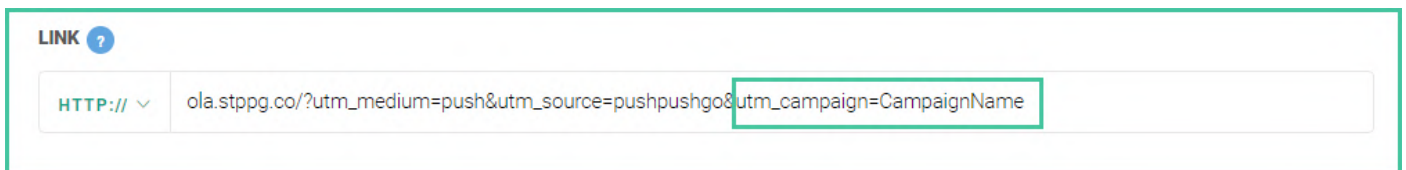
Check out the generated report:

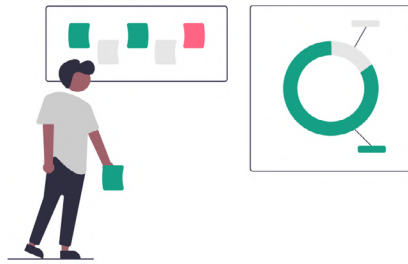
Acquisition Channel	Users	Revenue Per User (LTV)	Revenue (LTV)
	2,437,650 <small>% of Total: 100.00% (2,437,650)</small>	US\$0.56 <small>% of Total: 100.00% (US\$0.56)</small>	US\$1,371,005.59 <small>% of Total: 100.00% (US\$1,371,005.59)</small>
1. Direct	868,825 (35.21%)	US\$0.23 (41.13%)	US\$198,535.15 (14.48%)
2. Organic Search	780,696 (31.64%)	US\$1.31 (235.86%)	US\$1,023,035.60 (74.62%)
3. Display	343,624 (13.93%)	US\$0.07 (12.61%)	US\$24,074.33 (1.76%)
4. Paid Search	244,655 (9.91%)	US\$0.27 (49.01%)	US\$66,624.78 (4.86%)
5. Referral	186,280 (7.55%)	US\$0.30 (53.67%)	US\$55,549.35 (4.05%)
6. (Other)	25,167 (1.02%)	US\$0.06 (10.56%)	US\$1,476.05 (0.11%)
7. Social	15,355 (0.62%)	US\$0.08 (14.54%)	US\$1,240.54 (0.09%)
8. Email	2,637 (0.11%)	US\$0.17 (31.38%)	US\$459.79 (0.03%)
9. Web Push	423 (0.02%)	US\$0.02 (4.26%)	US\$10.00 (0.00%)

If you would like to understand which campaign is responsible for acquiring users with the highest average revenue choose a dimension Acquisition Campaign.



In this case, it is recommended, before sending a web push campaign, to change its name in the Campaign Creator configuration.



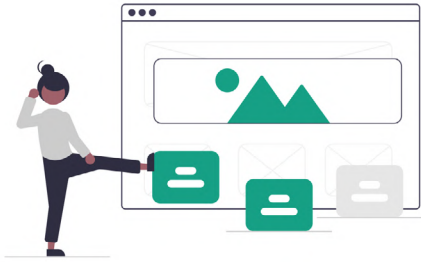


Web push share in the traffic

Go to **Acquisition** => **All Traffic** => **Source/Medium**.

Check the column Sessions and look for the percentage in the brackets.

Source/Medium	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
All Traffic	9,992,077 <small>% of Total: 100.00% (9,992,077)</small>	9,412,311 <small>% of Total: 100.00% (9,412,311)</small>	27,242,623 <small>% of Total: 100.00% (27,242,623)</small>	18.33% <small>Avg for View: 18.33% (0.00%)</small>	3.71 <small>Avg for View: 3.71 (0.00%)</small>	00:03:31 <small>Avg for View: 00:03:31 (0.00%)</small>	82.29% <small>Avg for View: 82.29% (0.00%)</small>	22,418,639 <small>% of Total: 100.00% (22,418,639)</small>	US\$122,828.38 <small>% of Total: 100.00% (US\$122,828.38)</small>
1. [blurred]	3,443,500 (27.29%)	2,635,878 (28.00%)	9,210,156 (33.81%)	13.85%	4.58	00:04:34	102.47%	9,437,284 (42.10%)	US\$47,270.32 (38.48%)
2. [blurred]	3,438,679 (27.26%)	3,293,187 (34.99%)	6,455,174 (23.70%)	24.12%	2.68	00:02:42	61.67%	3,980,628 (17.76%)	US\$36,161.84 (29.44%)
3. [blurred]	1,086,124 (8.61%)	610,638 (6.49%)	2,329,185 (8.55%)	18.87%	4.16	00:03:18	102.22%	2,380,783 (10.62%)	US\$13,227.57 (10.77%)
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6. [blurred]	36,207 (0.69%)	19,617 (0.54%)	63,308 (0.61%)	7.13%	2.55	00:02:09	0.45%	287 (0.45%)	US\$2,785.47 (0.13%)
7. [blurred]	31,752 (0.60%)	8,138 (0.22%)	55,414 (0.53%)	3.38%	3.74	00:03:23	0.12%	64 (0.10%)	US\$2,291.69 (0.11%)
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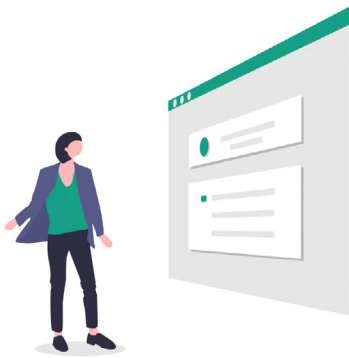


Pages per visit for web push subscribers

Go to **Acquisition => All Traffic => Source/Medium.**

Check the column **Pages / Sessions.** Here you can find the average number of pages visited by a user per session.

	Source/Medium	Acquisition			Behaviour			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		9,992,077 <small>% of Total: 100.00% (9,992,077)</small>	9,412,311 <small>% of Total: 100.00% (9,412,311)</small>	27,242,623 <small>% of Total: 100.00% (27,242,623)</small>	18.33% <small>Avg for View: 18.33% (0.00%)</small>	3.71 <small>Avg for View: 3.71 (0.00%)</small>	00:03:31 <small>Avg for View: 00:03:31 (0.00%)</small>	82.29% <small>Avg for View: 82.29% (0.00%)</small>	22,418,639 <small>% of Total: 100.00% (22,418,639)</small>	US\$122,828.38 <small>% of Total: 100.00% (US\$122,828.38)</small>
1.		3,443,500 (27.29%)	2,635,878 (28.00%)	9,210,156 (33.81%)	13.85%	4.58	00:04:34	102.47%	9,437,284 (42.10%)	US\$47,270.32 (38.48%)
2.		3,438,679 (27.26%)	3,293,187 (34.99%)	6,455,174 (23.70%)	24.12%	2.68	00:02:42	61.67%	3,980,628 (17.76%)	US\$36,161.84 (29.44%)
3.		1,086,124 (8.61%)	610,638 (6.49%)	2,329,185 (8.55%)	18.87%	4.16	00:03:18	102.22%	2,380,783 (10.62%)	US\$13,227.57 (10.77%)
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6.		36,207 (0.69%)	19,617 (0.54%)	63,308 (0.61%)	7.13%	2.55	00:02:09	0.45%	287 (0.45%)	US\$2,785.47 (0.13%)
7.		31,752 (0.60%)	8,138 (0.22%)	55,414 (0.53%)	3.38%	3.74	00:03:23	0.12%	64 (0.10%)	US\$2,291.69 (0.11%)
8.		27,956 (0.53%)	1,681 (0.05%)	76,556 (0.74%)	1.95%	3.19	00:02:26	0.56%	429 (0.68%)	US\$13,956.75 (0.65%)



Bounce Rate for web push subscribers

Go to **Acquisition** => **All Traffic** => **Source/Medium**.

Check the column **Bounce Rate** - the percentage of visitors that leave your website after viewing only one page on your site.

	Source/Medium	Acquisition			Behaviour			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		9,992,077 <small>% of Total: 100.00% (9,992,077)</small>	9,412,311 <small>% of Total: 100.00% (9,412,311)</small>	27,242,623 <small>% of Total: 100.00% (27,242,623)</small>	18.33% <small>Avg for View: 18.33% (0.00%)</small>	3.71 <small>Avg for View: 3.71 (0.00%)</small>	00:03:31 <small>Avg for View: 00:03:31 (0.00%)</small>	82.29% <small>Avg for View: 82.29% (0.00%)</small>	22,418,639 <small>% of Total: 100.00% (22,418,639)</small>	US\$122,828.38 <small>% of Total: 100.00% (US\$122,828.38)</small>
1.		3,443,500 (27.29%)	2,635,878 (28.00%)	9,210,156 (33.81%)	13.85%	4.58	00:04:34	102.47%	9,437,284 (42.10%)	US\$47,270.32 (38.48%)
2.		3,438,679 (27.26%)	3,293,187 (34.99%)	6,455,174 (23.70%)	24.12%	2.68	00:02:42	61.67%	3,980,628 (17.76%)	US\$36,161.84 (29.44%)
3.		1,086,124 (8.61%)	610,638 (6.49%)	2,329,185 (8.55%)	18.87%	4.16	00:03:18	102.22%	2,380,783 (10.62%)	US\$13,227.57 (10.77%)
4.	pushpushgo / push	40,435 (0.32%)	1,601 (0.02%)	151,064 (0.55%)	13.31%	2.64	00:02:30	52.32%	79,032 (0.35%)	US\$8,360.84 (6.81%)
5.		38,195 (0.73%)	33,158 (0.91%)	47,043 (0.45%)	7.79%	2.02	00:01:52	0.04%	18 (0.03%)	US\$492.72 (0.02%)
6.		36,207 (0.69%)	19,617 (0.54%)	63,308 (0.61%)	7.13%	2.55	00:02:09	0.45%	287 (0.45%)	US\$2,785.47 (0.13%)
7.		31,752 (0.60%)	8,138 (0.22%)	55,414 (0.53%)	3.38%	3.74	00:03:23	0.12%	64 (0.10%)	US\$2,291.69 (0.11%)
8.		27,956 (0.53%)	1,681 (0.05%)	76,556 (0.74%)	1.95%	3.19	00:02:26	0.56%	429 (0.68%)	US\$13,956.75 (0.65%)



The retention rate for web push subscribers

Go to **Acquisition** => **All Traffic** => **Source/Medium**.

To calculate the retention rate use the formula:

$$\frac{\text{Number of all visitors generated by web push} - \text{Number of the new visitors generated by web push}}{\text{Number of all visitors}} \times 100\%$$

Source/Medium	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
All Traffic	9,992,077 <small>% of Total: 100.00% (9,992,077)</small>	9,412,311 <small>% of Total: 100.00% (9,412,311)</small>	27,242,623 <small>% of Total: 100.00% (27,242,623)</small>	18.33% <small>Avg for View: 18.33% (0.00%)</small>	3.71 <small>Avg for View: 3.71 (0.00%)</small>	00:03:31 <small>Avg for View: 00:03:31 (0.00%)</small>	82.29% <small>Avg for View: 82.29% (0.00%)</small>	22,418,639 <small>% of Total: 100.00% (22,418,639)</small>	US\$122,828.38 <small>% of Total: 100.00% (US\$122,828.38)</small>
1. [Source]	3,443,500 (27.29%)	2,635,878 (28.00%)	9,210,156 (33.81%)	13.85%	4.58	00:04:34	102.47%	9,437,284 (42.10%)	US\$47,270.32 (38.48%)
2. [Source]	3,438,679 (27.26%)	3,293,187 (34.99%)	6,455,174 (23.70%)	24.12%	2.68	00:02:42	61.67%	3,980,628 (17.76%)	US\$36,161.84 (29.44%)
3. [Source]	1,086,124 (8.61%)	610,638 (6.49%)	2,329,185 (8.55%)	18.87%	4.16	00:03:18	102.22%	2,380,783 (10.62%)	US\$13,227.57 (10.77%)
4. pushpushgo / push	40,435 (0.32%)	1,601 (0.02%)	151,064 (0.55%)	13.31%	2.64	00:02:30	52.32%	79,032 (0.35%)	US\$8,360.84 (6.81%)
5. [Source]	38,195 (0.73%)	33,158 (0.91%)	47,043 (0.45%)	7.79%	2.02	00:01:52	0.04%	18 (0.03%)	US\$492.72 (0.02%)
6. [Source]	36,207 (0.69%)	19,617 (0.54%)	63,308 (0.61%)	7.13%	2.55	00:02:09	0.45%	287 (0.45%)	US\$2,785.47 (0.13%)
7. [Source]	31,752 (0.60%)	8,138 (0.22%)	55,414 (0.53%)	3.38%	3.74	00:03:23	0.12%	64 (0.10%)	US\$2,291.69 (0.11%)
8. [Source]	27,956 (0.53%)	1,681 (0.05%)	76,556 (0.74%)	1.95%	3.19	00:02:26	0.56%	429 (0.68%)	US\$13,956.75 (0.65%)

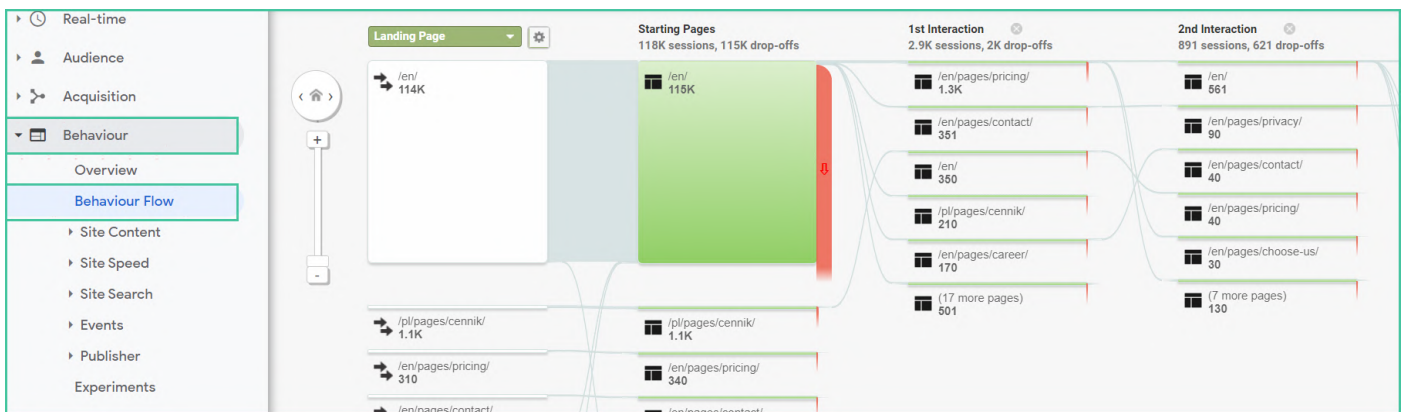
For example, based on the data from the screenshot we can calculate the retention rate as follows:

$$\frac{40,435 - 1,601}{40,435} \times 100\% = 96,04\%$$

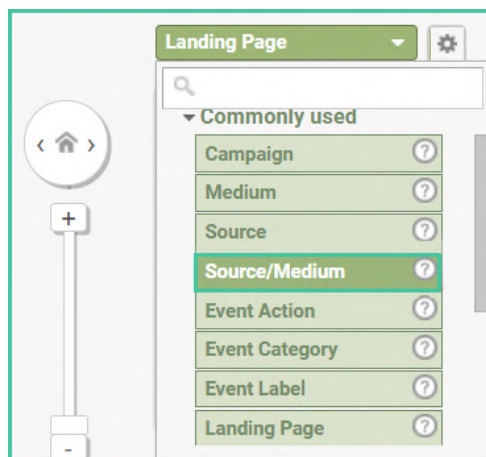


Users journey after they click in web push notification

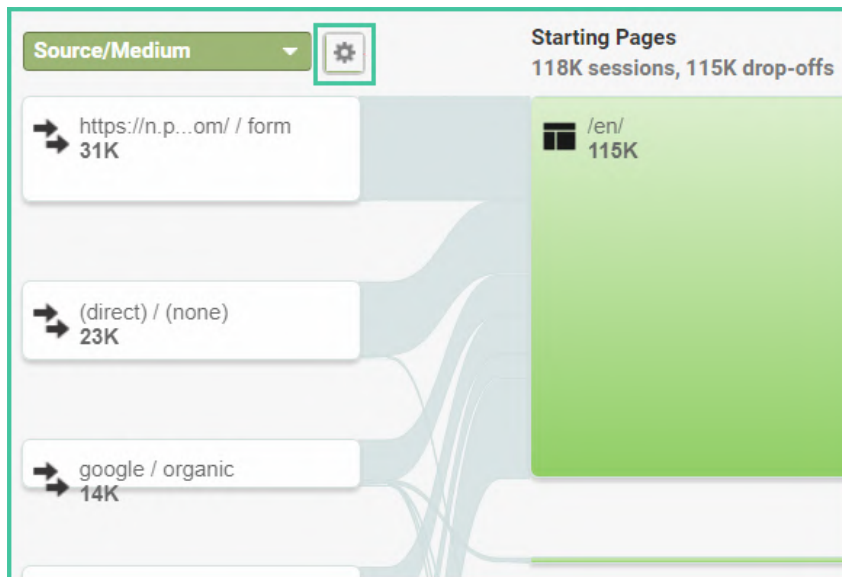
Go to **Behaviour** => **Behaviour Flow**.



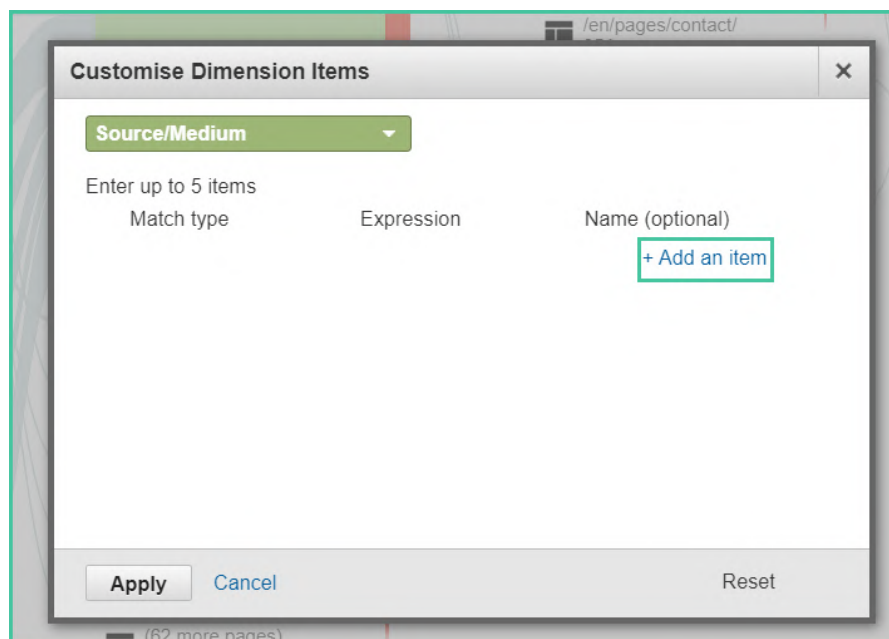
By default, it is filtered by the Landing Page. You can filter by **Source/Medium** by choosing it from the drop down.



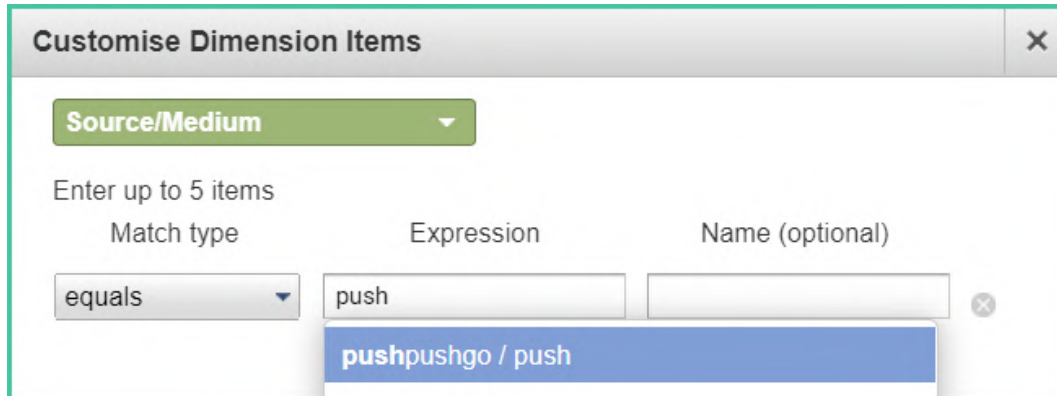
Then, in order to find the user's journey on the site that came after clicking on push notification, **click the settings icon.**



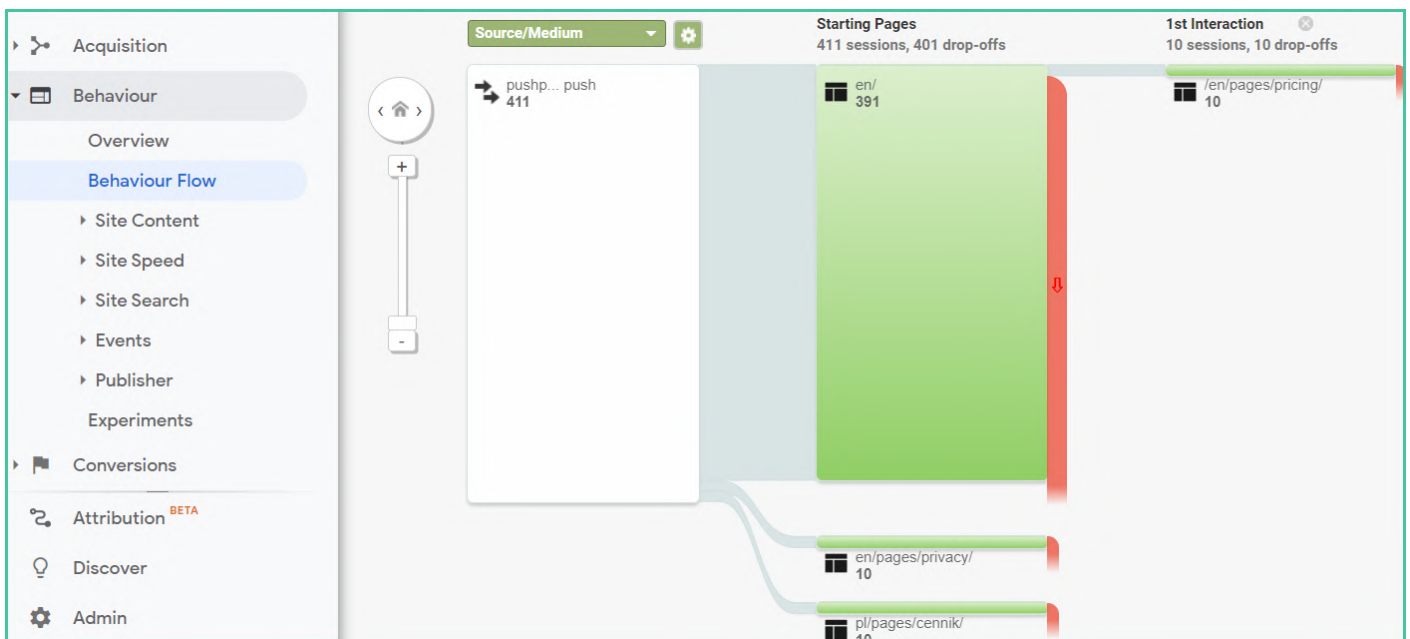
In the next window, you can **add a new item.**



Type and select the name of the Source/Medium for push notifications - **“pushpushgo / push”**.



After clicking **“Apply”** you will see the users journey for web push as a source.



PUSHPUSH 

Do you have any question?
Send a message!



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Would like to test push
notifications on your site?

Start for free!