

# Stylaquin Stats

January 17 - June 22, 2020 Queen of Hearts, Providence RI

## Stylaquin Stats: January 17 - June 22

Total	Sessions w STQ	Sessions w/o STQ	actual	Increase/Decrease
Visitors	14.8%	85.2%		
Session Duration	0:04:48	0:03:51		57s
Events/Session	12.38	5.73	6.65	116%
Items Viewed/ Session	2.84	2.14	0.7	33%
Return Visitors	25.3%	74.7%	10.5%	10.5%
Items Viewed on Return Visits	0.96	0.70	0.26	37%

### Visitors:

*When someone visits a website it is counted as a session. Sessions are restricted to 24 hour periods that end at midnight.*

The sessions where visitors use Stylaquin when they shop has been growing over time. Queen of Hearts does not use the Blue Girl avatar who guides new users through how Stylaquin works, so these numbers will go up on sites that do use the Blue Girl.

### Session Duration:

*This is the length of time a visitor is active on the website.*

Queen of Hearts does better than the average site even without Stylaquin, but increasing time on site by 25% is very significant.

### Events per Session:

*The number of interactions a visitor has with the elements of the website. This could be clicking on a product, moving to a new category, or adding an item to the cart.*

Stylaquin adds possible events that are only triggered if a visitor is using Stylaquin, so Stylaquin users are always going to have more events per session. Google sees these additional events which will help with site rank by making the site sticky. Sticky sites get more organic traffic from Google and other search engines.

### Items viewed per session:

*This is the number of items that a visitor views when they visit the site. We use "items viewed if any items were viewed", rather than "any items viewed". This restricts the data to visitors who are actively shopping rather than blog visitors.*

Other than February's poor showing we see that Stylaquin increases the number of items viewed each time a visitor comes to the site by 33%, which is significant.

**Return visitors:**

Visitors who have previously visited the site. Any visitors who are using incognito mode or have their cookies turned off would not be counted.

Visitors who use Stylaquin are on average 10.5% more likely to return to the site. That is very, very significant.

**Items viewed on return visits:**

The number of items viewed by visitors who have previously visited the site. Any visitors who are using incognito mode or have their cookies turned off would not be counted.

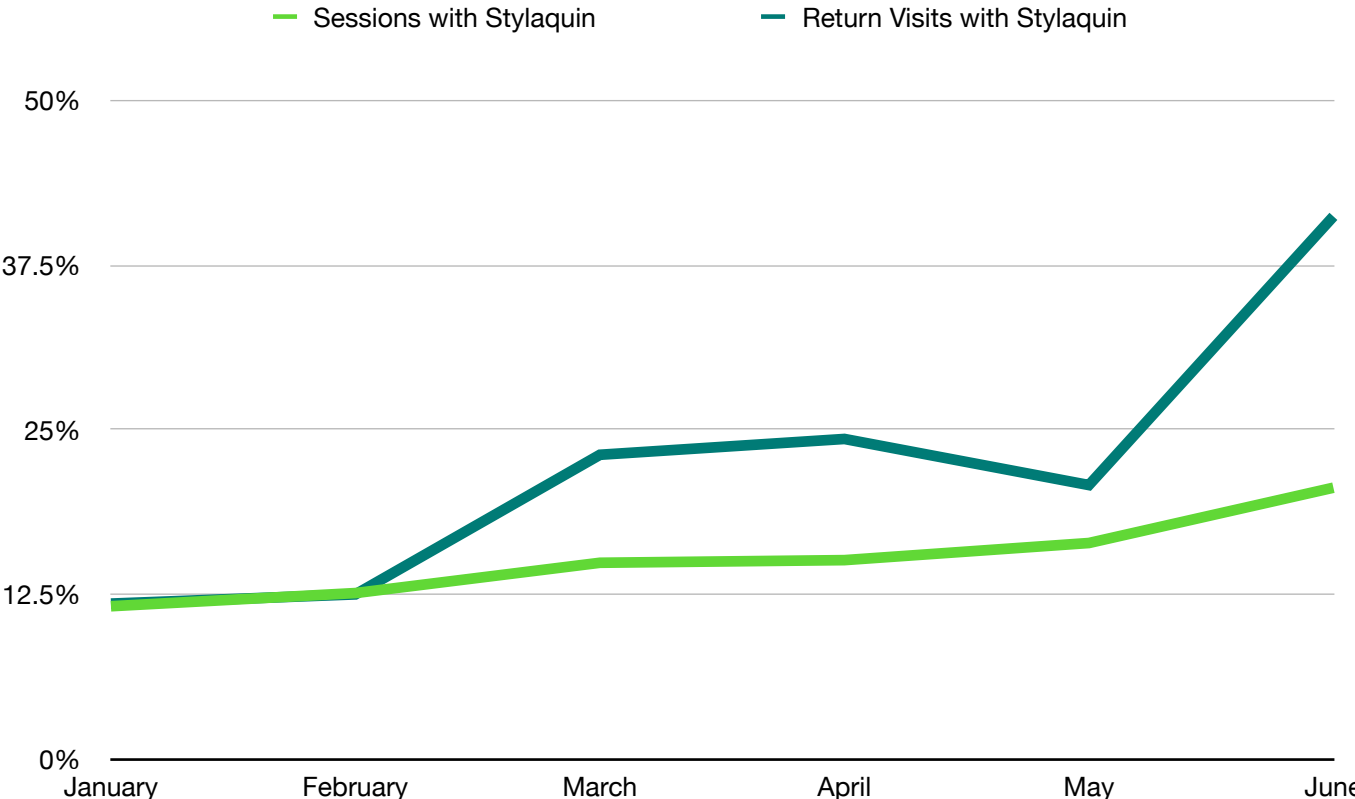
On average return visitors view 37% more items when they use Stylaquin.

**Conclusion: Wow!**

Increasing key metrics like Time on Site, Events, Items Viewed, and Return Visits will help any site grow. Stylaquin creates a measurable advantage in Google ranked metrics.

# Continued Growth and Return Users

## Stylaquin usage over time



## Stats Appendix: Individual Months

January 17 - 31

January 2020	Sessions w STQ	Sessions w/o STQ	actual	Increase/Decrease
Visitors	11.6%	88.4%		
Session Duration	00:04:26	00:03:41		45s
Events/Session	16.21	4.26	11.95	281%
Items Viewed/ Session	3	2.49	0.51	20%
Return Visitors	11.8%	88.2%	0.2%	0.2%
Items Viewed on Return Visits	0.5	0.42	0.08	19%

February

February 2020	Sessions w STQ	Sessions w/o STQ	actual	Increase/Decrease
Visitors	12.6%	87.4%		
Session Duration	0:04:22	0:03:35		47s
Events/Session	8.29	4.6	3.69	80%
Items Viewed/ Session	1.95	2.24	-0.29	-13%
Return Visitors	12.5%	87.5%	-0.1%	-0.1%
Items Viewed on Return Visits	0.22	0.86	-0.64	-74%

March

March 2020	Sessions w STQ	Sessions w/o STQ	actual	Increase/Decrease
Visitors	14.9%	85.1%		
Session Duration	0:04:14	0:03:55		19s
Events/Session	11.2	4.97	6.23	125%
Items Viewed/ Session	2.86	2.13	0.73	34%
Return Visitors	23.1%	76.9%	8.2%	8.2%
Items Viewed on Return Visits	1.47	0.77	0.7	91%

### April

April 2020	Sessions w STQ	Sessions w/o STQ	actual	Increase/Decrease
Visitors	15.1%	84.9%		
Session Duration	0:06:36	0:03:35		<b>3m 1s</b>
Events/Session	14.7	5.82	8.88	<b>153%</b>
Items Viewed/ Session	3.44	2.26	1.18	<b>52%</b>
Return Visitors	24.3%	75.7%	9.2%	<b>9.2%</b>
Items Viewed on Return Visits	0.71	0.66	0.05	<b>8%</b>

### June 2020

May 2020	Sessions w STQ	Sessions w/o STQ	actual	Increase/Decrease
Visitors	16.4%	83.6%		
Session Duration	0:04:08	0:03:38		<b>30s</b>
Events/Session	11.85	7.45	4.4	<b>59%</b>
Items Viewed/ Session	0.92	0.58	0.34	<b>59%</b>
Return Visitors	20.8%	79.2%	4.4%	<b>4.4%</b>
Items Viewed on Return Visits	0.97	0.55	0.42	<b>76%</b>

### June 1 - June 22

June 2020	Sessions w STQ	Sessions w/o STQ	actual	Increase/Decrease
Visitors	20.6%	79.8%		
Session Duration	0:05:01	0:03:49		<b>1m 12s</b>
Events/Session	13.16	5.56	7.6	<b>137%</b>
Items Viewed/ Session	2.85	2.02	0.83	<b>41%</b>
Return Visitors	41.2%	58.8%	20.6%	<b>20.6%</b>
Items Viewed on Return Visits	1.1	0.71	0.39	<b>55%</b>

### Increase in Stylaquin Usage

	Sessions with Stylaquin	Return Visits with Stylaquin
<b>January</b>	11.6%	11.8%
<b>February</b>	12.6%	12.5%
<b>March</b>	14.9%	23.1%
<b>April</b>	15.1%	24.3%
<b>May</b>	16.4%	20.8%
<b>June</b>	20.6%	41.2%