

Northstar Home - GA4

Monthly Analysis | August 2026 vs July 2026 | Parsora Monitor

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Executive Summary

Revenue increased despite fewer purchases (£81,372; +6%). Visits rose 13%, but purchases fell 8%, leaving the purchase Conversion Rate at 2.44%. Summer sale ads generated around two-thirds of the extra traffic while producing fewer purchases. Two category pages accounted for about 80% of the purchase decline from shopping ads, and garden ads converted less often after more visitors were sent to the homepage rather than the garden category page. The office furniture page, meanwhile, sustained a clear recovery throughout August.

Behind your analysis

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What changed beneath the headline numbers

YEAR-ON-YEAR CONTEXT

August remains ahead of last year

Revenue was 17% higher and purchases 9% higher than in August 2025, despite the month-on-month fall in purchase volume.

CAMPAIGN ACTIVITY

A new seasonal campaign appeared in August

A seasonal promotion with no recorded July activity generated 617 visits and 18 purchases in August.

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01 CAMPAIGN / TRAFFIC AND PURCHASES

Summer sale ads brought 63% more visits - but 10% fewer purchases.

Visits from summer sale ads rose from 5,184 to 8,447 (+63%), supplying around two-thirds of the site's additional traffic. Purchases fell from 154 to 139 (-10%), taking purchase Conversion Rate from 3.0% to 1.6%. Most of the traffic growth came from a campaign that produced fewer purchases. More visits should not be mistaken for stronger sales.

02 CAMPAIGN / CATEGORY PAGES

Two category pages account for about 80% of lost purchases from shopping ads.

Shopping-ad traffic was broadly stable (+2%), but purchases fell from 181 to 132 (-27%). The dining and bedroom category pages accounted for 39 of those 49 lost purchases, while their combined visits changed only slightly (+2%).

The weakness is concentrated after visitors reach these two pages, rather than in traffic volume. Investigate them before changing the whole campaign.

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03 CAMPAIGN / WHERE VISITS START

Garden ads converted less often as more visits began on the homepage.

Traffic from garden ads was broadly stable (+2%), but purchase Conversion Rate fell from 3.4% to 2.2%. The share of visits beginning on the website's homepage rose from 22% to 63%, while conversion on the homepage and garden category page remained broadly consistent at around 1.1% and 4.1%.

The overall decline came from more visitors starting on the lower-converting page, not from either page suddenly performing worse. Check the destination links in the garden ads.

04 CAMPAIGN / ORDER VALUE

Home décor ads added £4,530 in revenue despite 2% fewer purchases.

Revenue from home décor ads rose from £12,340 to £16,870 (+37%), while purchases slipped from 243 to 238 (-2%). Average order value increased from about £51 to £71. The campaign generated almost all of the site's £4,720 net revenue increase.

This growth came from more value per order, not more purchases. The basket and product mix are worth checking before treating it as stronger acquisition or conversion.

05 CATEGORY PAGE / SUSTAINED RECOVERY

The office furniture page's recovery held throughout August.

Visits starting on the office furniture category page rose modestly from 4,431 to 4,568 (+3%), while purchases increased from 74 to 124. Conversion Rate returned close to June's level, rising from 1.7% in July to 2.7% in August, and stayed between 2.6% and 2.8% across the four complete weeks.

The recovery was not created by one unusually strong week. This page provides a useful comparison point for the category pages that weakened.

Data Health

Good with one item to review. Parsora found no material collection gaps affecting August comparisons.

Check	State	Summary
Data continuity	Good	No material collection gaps affected August comparisons.
Ecommerce tracking	Good	Purchases and revenue were recorded throughout the period.
Conversion tracking	Review	Some valuable tracked actions may not yet be included in conversion reporting.

What would Parsora find in your data?

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Sample Monthly Analysis for a fictional homeware retailer. Figures, findings and analysis counters are illustrative. Visits are GA4 sessions; purchases are the conversion used here. Findings vary with available data and coverage.