

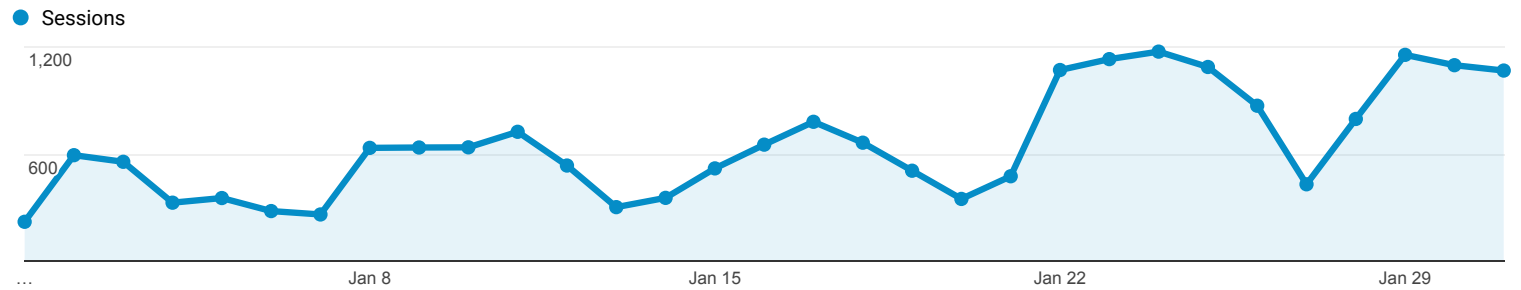
# New vs Returning

All Users  
100.00% Sessions

Jan 1, 2018 - Jan 31, 2018

Explorer

Summary



User Type	Acquisition			Behavior			Conversions <span>Goal 1: Mobile IDB Access</span>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	20,231 % of Total: 100.00% (20,231)	23.80% Avg for View: 23.79% (0.04%)	4,815 % of Total: 100.04% (4,813)	47.51% Avg for View: 47.51% (0.00%)	2.50 Avg for View: 2.50 (0.00%)	00:04:09 Avg for View: 00:04:09 (0.00%)	12.39% Avg for View: 12.39% (0.00%)	2,506 % of Total: 100.00% (2,506)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	15,416 (76.20%)	0.00%	0 (0.00%)	46.41%	2.62	00:04:54	14.26%	2,199 (87.75%)	\$0.00 (0.00%)
2. New Visitor	4,815 (23.80%)	100.00%	4,815 (100.00%)	51.05%	2.11	00:01:45	6.38%	307 (12.25%)	\$0.00 (0.00%)

Rows 1 - 2 of 2