

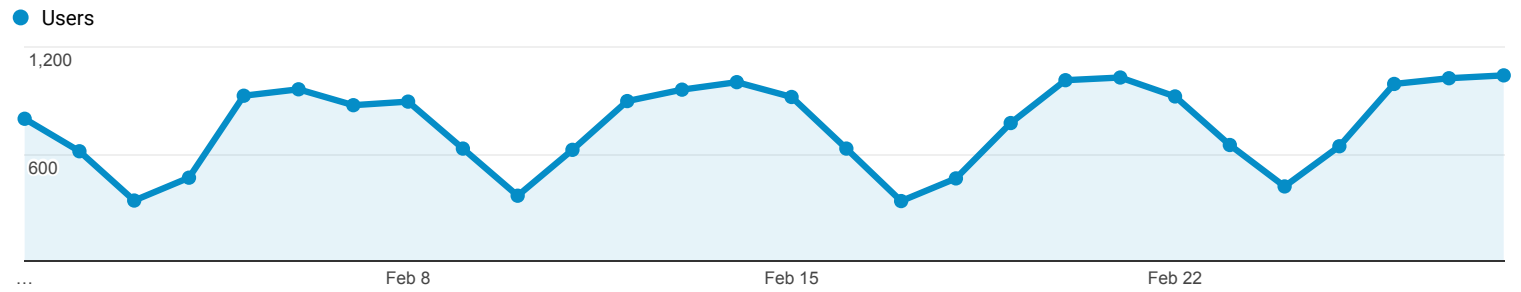
New vs Returning

All Users
100.00% Users

Feb 1, 2018 - Feb 28, 2018

Explorer

Summary



User Type	Acquisition			Behavior			Conversions Goal 1: Mobile IDB Access		
	Users	New Users	Sessions	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)
	10,516 % of Total: 100.00% (10,516)	5,863 % of Total: 100.05% (5,860)	30,620 % of Total: 100.00% (30,620)	40.84% Avg for View: 40.84% (0.00%)	2.92 Avg for View: 2.92 (0.00%)	00:04:47 Avg for View: 00:04:47 (0.00%)	14.85% Avg for View: 14.85% (0.00%)	4,546 % of Total: 100.00% (4,546)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	6,262 (51.65%)	0 (0.00%)	24,757 (80.85%)	40.07%	3.07	00:05:23	16.28%	4,031 (88.67%)	\$0.00 (0.00%)
2. New Visitor	5,861 (48.35%)	5,863 (100.00%)	5,863 (19.15%)	44.12%	2.30	00:02:13	8.78%	515 (11.33%)	\$0.00 (0.00%)

Rows 1 - 2 of 2