

Oct 1, 2014 - Oct 31, 2014

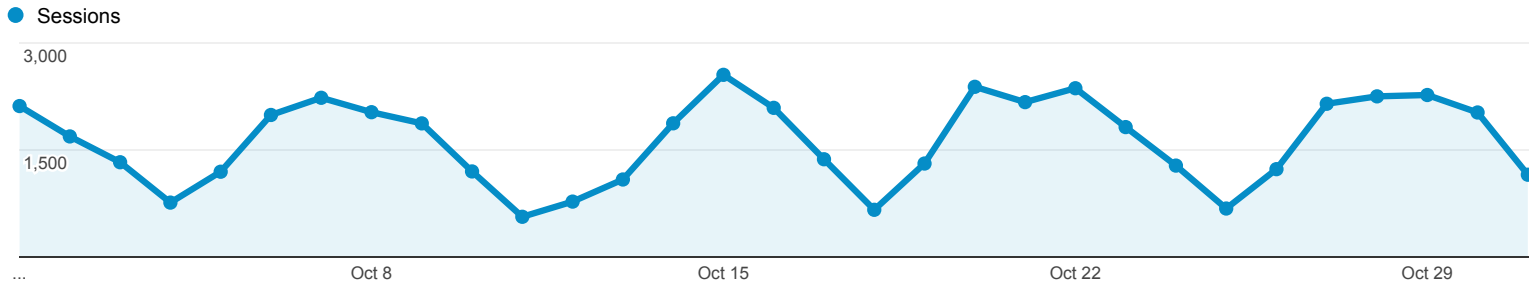
## Device Overview

All Sessions  
100.00%

+ Add Segment

Explorer

Summary



Device Category	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)
	<b>50,362</b> % of Total: 100.00% (50,362)	<b>31.02%</b> Site Avg: 31.02% (0.01%)	<b>15,624</b> % of Total: 100.01% (15,622)	<b>41.89%</b> Site Avg: 41.89% (0.00%)	<b>3.09</b> Site Avg: 3.09 (0.00%)	<b>00:04:53</b> Site Avg: 00:04:53 (0.00%)	<b>14.75%</b> Site Avg: 14.75% (0.00%)	<b>7,427</b> % of Total: 100.00% (7,427)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. desktop	<b>46,822</b> (92.97%)	30.00%	14,045 (89.89%)	41.55%	3.15	00:05:05	15.40%	7,212 (97.11%)	\$0.00 (0.00%)
2. mobile	<b>2,520</b> (5.00%)	40.99%	1,033 (6.61%)	42.58%	2.19	00:01:54	5.75%	145 (1.95%)	\$0.00 (0.00%)
3. tablet	<b>1,020</b> (2.03%)	53.53%	546 (3.49%)	55.59%	2.37	00:02:48	6.86%	70 (0.94%)	\$0.00 (0.00%)

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