

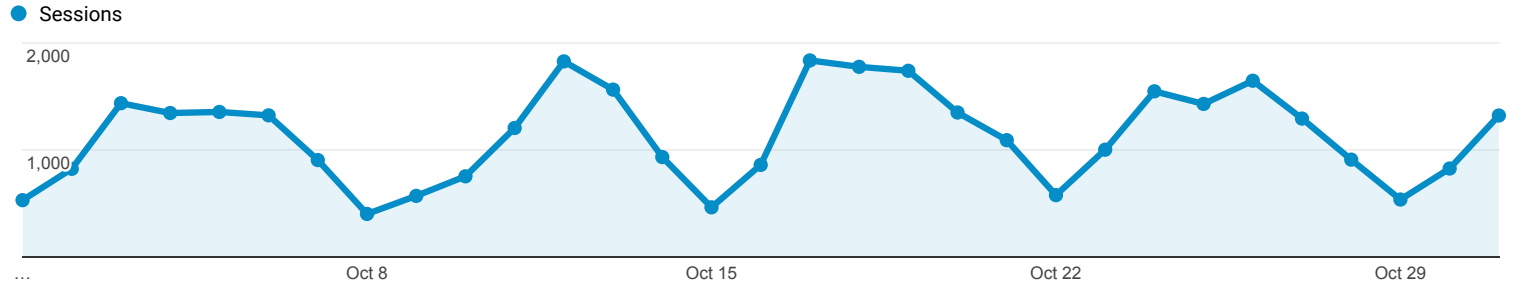
Oct 1, 2016 - Oct 31, 2016

Device Overview

 All Users
 100.00% Sessions

Explorer

Summary



| Device Category | Acquisition | | | Behavior | | | Conversions Goal 1: Mobile IDB Access | | |
|-----------------|--|--|--|--|--|--|--|--|--|
| | 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) |
| | 35,087 % of Total: 100.00% (35,087) | 24.27% Avg for View: 24.27% (0.00%) | 8,514 % of Total: 100.00% (8,514) | 43.55% Avg for View: 43.55% (0.00%) | 2.95 Avg for View: 2.95 (0.00%) | 00:04:50 Avg for View: 00:04:50 (0.00%) | 17.19% Avg for View: 17.19% (0.00%) | 6,032 % of Total: 100.00% (6,032) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. desktop | 32,861 (93.66%) | 22.19% | 7,291 (85.64%) | 43.53% | 3.00 | 00:05:03 | 18.01% | 5,919 (98.13%) | \$0.00 (0.00%) |
| 2. mobile | 1,852 (5.28%) | 55.94% | 1,036 (12.17%) | 42.28% | 2.28 | 00:01:36 | 3.78% | 70 (1.16%) | \$0.00 (0.00%) |
| 3. tablet | 374 (1.07%) | 50.00% | 187 (2.20%) | 51.07% | 2.12 | 00:01:56 | 11.50% | 43 (0.71%) | \$0.00 (0.00%) |

Rows 1 - 3 of 3