New vs Returning

Oct 1, 2016 - Oct 31, 2016

○ **All Users**
100.00% Sessions

Explorer

Summary

● Sessions
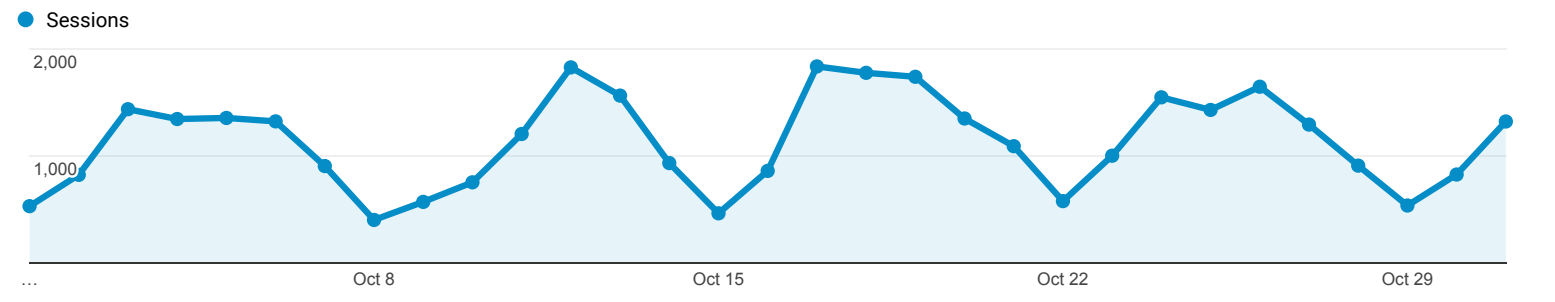
User Type	Acquisition			Behavior			Conversions	Goal 1: Mobile IDB Access	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	35,087 % of Total: 100.00% (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. Returning Visitor	**26,573** **(75.73%)**	0.00%	0 (0.00%)	42.16%	3.06	00:05:30	19.69%	5,232 (86.74%)	$0.00 (0.00%)
2. New Visitor	**8,514** **(24.27%)**	100.00%	8,514 (100.00%)	47.89%	2.61	00:02:46	9.40%	800 (13.26%)	$0.00 (0.00%)

Rows 1 - 2 of 2