

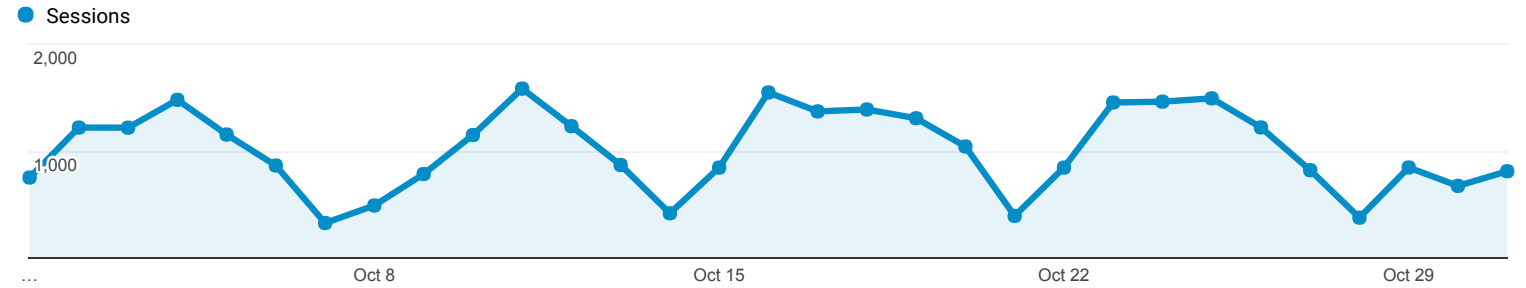
New vs Returning

All Users
100.00% Sessions

Oct 1, 2017 - Oct 31, 2017

Explorer

Summary



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)
	31,431 % of Total: 100.00% (31,431)	21.15% Avg for View: 21.15% (0.02%)	6,648 % of Total: 100.02% (6,647)	39.06% Avg for View: 39.06% (0.00%)	2.84 Avg for View: 2.84 (0.00%)	00:04:26 Avg for View: 00:04:26 (0.00%)	14.86% Avg for View: 14.86% (0.00%)	4,672 % of Total: 100.00% (4,672)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	24,783 (78.85%)	0.00%	0 (0.00%)	37.98%	2.93	00:05:00	16.56%	4,104 (87.84%)	\$0.00 (0.00%)
2. New Visitor	6,648 (21.15%)	100.00%	6,648 (100.00%)	43.08%	2.52	00:02:18	8.54%	568 (12.16%)	\$0.00 (0.00%)

Rows 1 - 2 of 2