

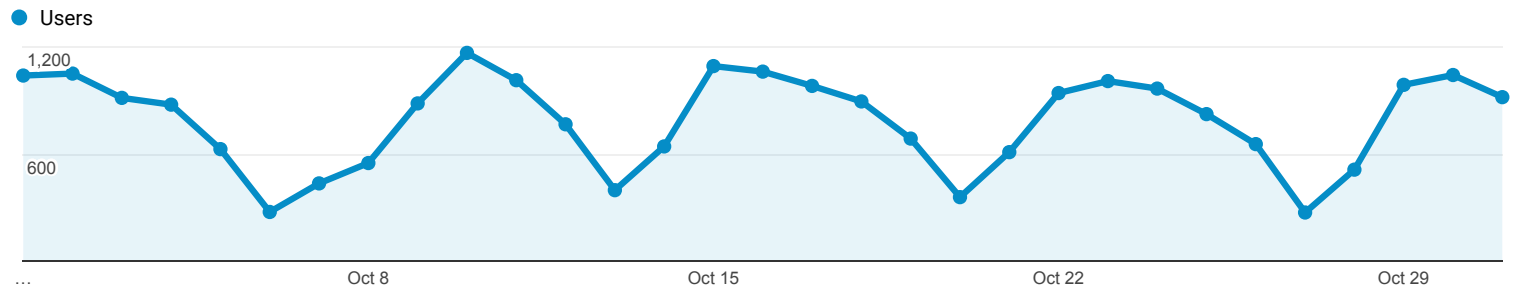
New vs Returning

All Users
100.00% Users

Oct 1, 2018 - Oct 31, 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)
	12,262 % of Total: 100.00% (12,262)	7,733 % of Total: 100.05% (7,729)	33,956 % of Total: 100.00% (33,956)	42.87% Avg for View: 42.87% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:04:12 Avg for View: 00:04:12 (0.00%)	12.14% Avg for View: 12.14% (0.00%)	4,122 % of Total: 100.00% (4,122)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	7,744 (54.57%)	7,733 (100.00%)	7,733 (22.77%)	51.39%	2.31	00:01:53	6.18%	478 (11.60%)	\$0.00 (0.00%)
2. Returning Visitor	6,446 (45.43%)	0 (0.00%)	26,223 (77.23%)	40.36%	3.24	00:04:52	13.90%	3,644 (88.40%)	\$0.00 (0.00%)

Rows 1 - 2 of 2