

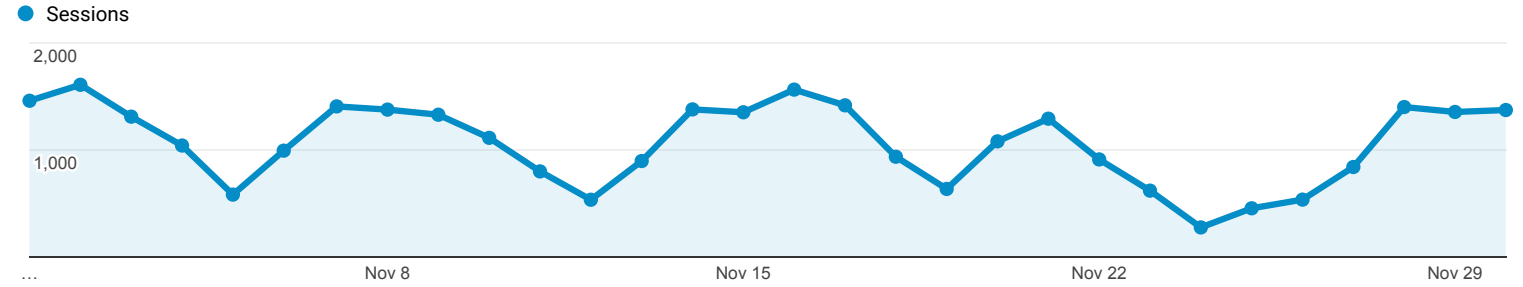
Nov 1, 2016 - Nov 30, 2016

New vs Returning

All Users
100.00% Sessions

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)
	31,779 % of Total: 100.00% (31,779)	22.45% Avg for View: 22.45% (0.03%)	7,135 % of Total: 100.03% (7,133)	43.38% Avg for View: 43.38% (0.00%)	2.91 Avg for View: 2.91 (0.00%)	00:04:39 Avg for View: 00:04:39 (0.00%)	18.64% Avg for View: 18.64% (0.00%)	5,924 % of Total: 100.00% (5,924)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	24,644 (77.55%)	0.00%	0 (0.00%)	41.90%	3.02	00:05:20	20.81%	5,128 (86.56%)	\$0.00 (0.00%)
2. New Visitor	7,135 (22.45%)	100.00%	7,135 (100.00%)	48.48%	2.52	00:02:18	11.16%	796 (13.44%)	\$0.00 (0.00%)

Rows 1 - 2 of 2