

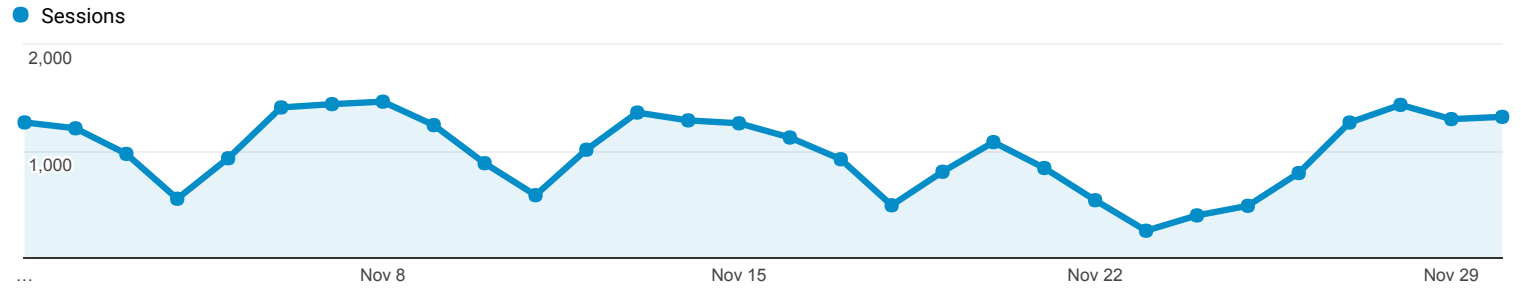
New vs Returning

All Users
100.00% Sessions

Nov 1, 2017 - Nov 30, 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)
	29,936 % of Total: 100.00% (29,936)	18.37% Avg for View: 18.36% (0.05%)	5,500 % of Total: 100.05% (5,497)	41.02% Avg for View: 41.02% (0.00%)	2.62 Avg for View: 2.62 (0.00%)	00:04:15 Avg for View: 00:04:15 (0.00%)	16.62% Avg for View: 16.62% (0.00%)	4,975 % of Total: 100.00% (4,975)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	24,436 (81.63%)	0.00%	0 (0.00%)	40.15%	2.72	00:04:47	18.53%	4,529 (91.04%)	\$0.00 (0.00%)
2. New Visitor	5,500 (18.37%)	100.00%	5,500 (100.00%)	44.93%	2.16	00:01:53	8.11%	446 (8.96%)	\$0.00 (0.00%)

Rows 1 - 2 of 2