

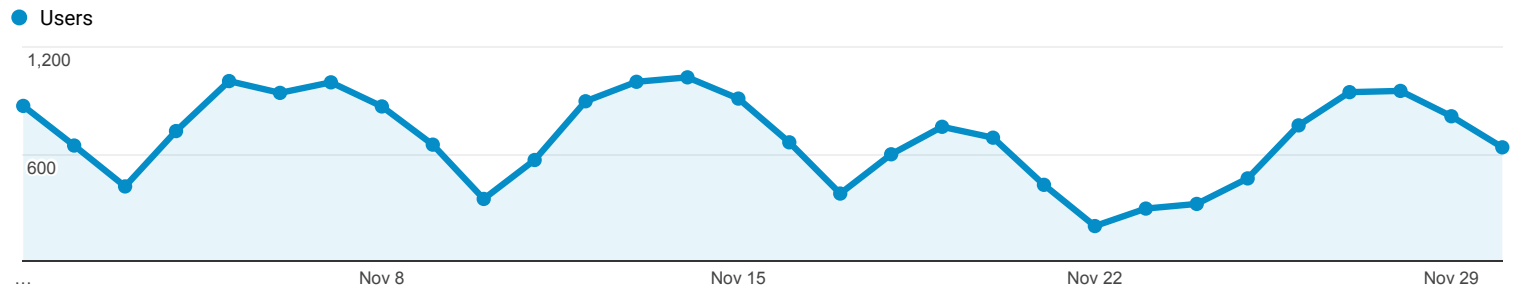
## New vs Returning

All Users  
100.00% Users

Nov 1, 2018 - Nov 30, 2018

### Explorer

#### Summary



User Type	Acquisition			Behavior			Conversions <span>Goal 1: Mobile IDB Access</span>		
	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)
	<b>10,281</b> % of Total: 100.00% (10,281)	<b>5,889</b> % of Total: 100.05% (5,886)	<b>28,773</b> % of Total: 100.00% (28,773)	<b>45.71%</b> Avg for View: 45.71% (0.00%)	<b>2.69</b> Avg for View: 2.69 (0.00%)	<b>00:03:49</b> Avg for View: 00:03:49 (0.00%)	<b>13.26%</b> Avg for View: 13.26% (0.00%)	<b>3,816</b> % of Total: 100.00% (3,816)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. <a href="#">New Visitor</a>	<b>5,887</b> (50.56%)	<b>5,889</b> (100.00%)	<b>5,889</b> (20.47%)	<b>53.46%</b>	<b>2.00</b>	<b>00:01:41</b>	<b>6.72%</b>	<b>396</b> (10.38%)	<b>\$0.00</b> (0.00%)
2. <a href="#">Returning Visitor</a>	<b>5,756</b> (49.44%)	<b>0</b> (0.00%)	<b>22,884</b> (79.53%)	<b>43.71%</b>	<b>2.86</b>	<b>00:04:21</b>	<b>14.94%</b>	<b>3,420</b> (89.62%)	<b>\$0.00</b> (0.00%)

Rows 1 - 2 of 2