

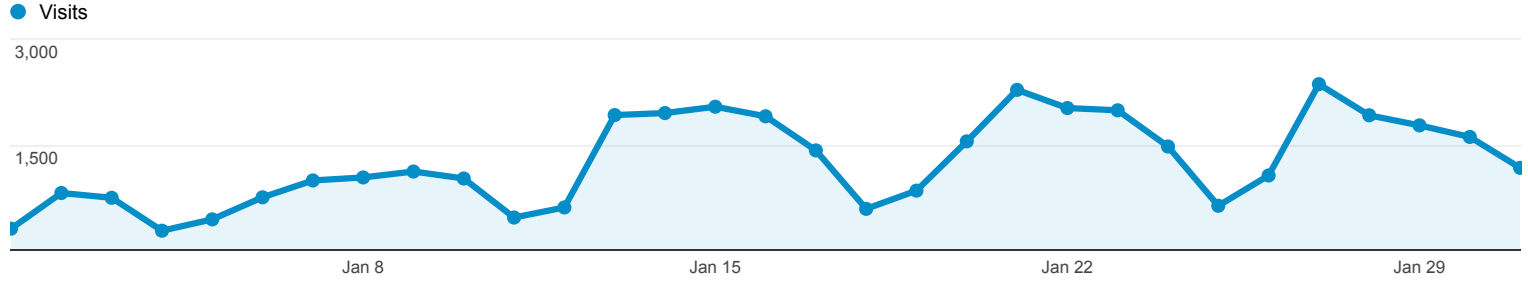
Jan 1, 2014 - Jan 31, 2014

## New vs Returning



**Explorer**

Summary



Visitor Type	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	<b>39,113</b> <small>% of Total: 100.00% (39,113)</small>	<b>35.16%</b> <small>Site Avg: 35.15% (0.04%)</small>	<b>13,752</b> <small>% of Total: 100.04% (13,747)</small>	<b>51.12%</b> <small>Site Avg: 51.12% (0.00%)</small>	<b>2.71</b> <small>Site Avg: 2.71 (0.00%)</small>	<b>00:03:36</b> <small>Site Avg: 00:03:36 (0.00%)</small>	<b>12.46%</b> <small>Site Avg: 12.46% (0.00%)</small>	<b>4,872</b> <small>% of Total: 100.00% (4,872)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. <a href="#">Returning Visitor</a>	<b>25,361</b>	0.00%	0	48.25%	2.79	00:04:04	15.38%	3,901	\$0.00
2. <a href="#">New Visitor</a>	<b>13,752</b>	100.00%	13,752	56.41%	2.57	00:02:45	7.06%	971	\$0.00

Rows 1 - 2 of 2