

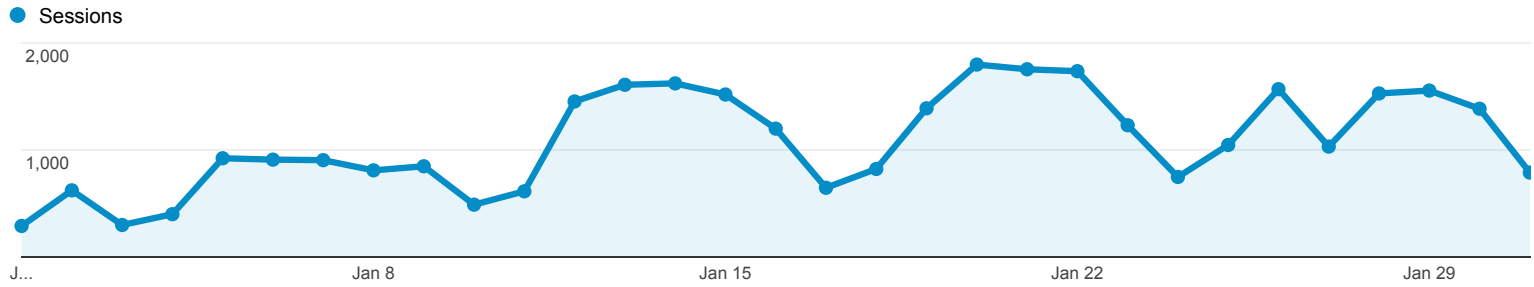
Jan 1, 2015 - Jan 31, 2015

Device Overview

All Sessions
100.00%

Explorer

Summary



Device Category	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)
	33,463 % of Total: 100.00% (33,463)	35.76% Avg for View: 35.73% (0.06%)	11,965 % of Total: 100.06% (11,958)	44.96% Avg for View: 44.96% (0.00%)	2.55 Avg for View: 2.55 (0.00%)	00:04:27 Avg for View: 00:04:27 (0.00%)	12.16% Avg for View: 12.16% (0.00%)	4,068 % of Total: 100.00% (4,068)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	30,371 (90.76%)	34.48%	10,473 (87.53%)	44.70%	2.62	00:04:45	12.91%	3,921 (96.39%)	\$0.00 (0.00%)
2. mobile	2,135 (6.38%)	45.11%	963 (8.05%)	42.95%	1.96	00:01:26	3.84%	82 (2.02%)	\$0.00 (0.00%)
3. tablet	957 (2.86%)	55.28%	529 (4.42%)	57.58%	1.80	00:01:54	6.79%	65 (1.60%)	\$0.00 (0.00%)

Rows 1 - 3 of 3