

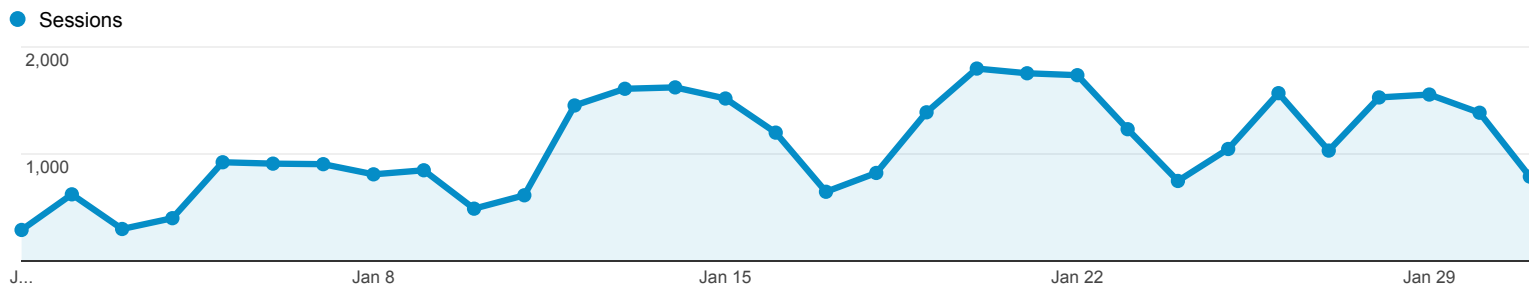
Jan 1, 2015 - Jan 31, 2015

New vs Returning

All Sessions
100.00%

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)
	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. Returning Visitor	21,498 (64.24%)	0.00%	0 (0.00%)	39.39%	2.75	00:05:25	16.09%	3,458 (85.00%)	\$0.00 (0.00%)
2. New Visitor	11,965 (35.76%)	100.00%	11,965(100.00%)	54.97%	2.20	00:02:44	5.10%	610 (15.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2