

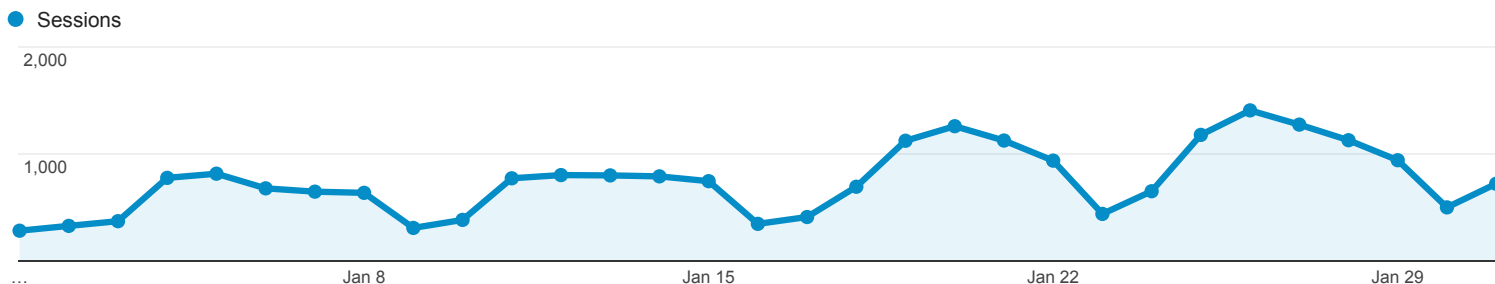
Jan 1, 2016 - Jan 31, 2016

# New vs Returning

All Sessions  
100.00%

Explorer

Summary



User Type	Acquisition			Behavior			Conversions <span>Goal 1: Mobile IDB Access</span>		
	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)
	<b>23,201</b> % of Total: 100.00% (23,201)	<b>28.96%</b> Avg for View: 28.96% (0.01%)	<b>6,719</b> % of Total: 100.01% (6,718)	<b>46.45%</b> Avg for View: 46.45% (0.00%)	<b>2.54</b> Avg for View: 2.54 (0.00%)	<b>00:03:59</b> Avg for View: 00:03:59 (0.00%)	<b>16.10%</b> Avg for View: 16.10% (0.00%)	<b>3,735</b> % of Total: 100.00% (3,735)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. <a href="#">Returning Visitor</a>	<b>16,482 (71.04%)</b>	0.00%	0 (0.00%)	40.12%	2.78	00:04:53	20.28%	3,342 (89.48%)	\$0.00 (0.00%)
2. <a href="#">New Visitor</a>	<b>6,719 (28.96%)</b>	100.00%	6,719(100.00%)	62.00%	1.96	00:01:48	5.85%	393 (10.52%)	\$0.00 (0.00%)

Rows 1 - 2 of 2