

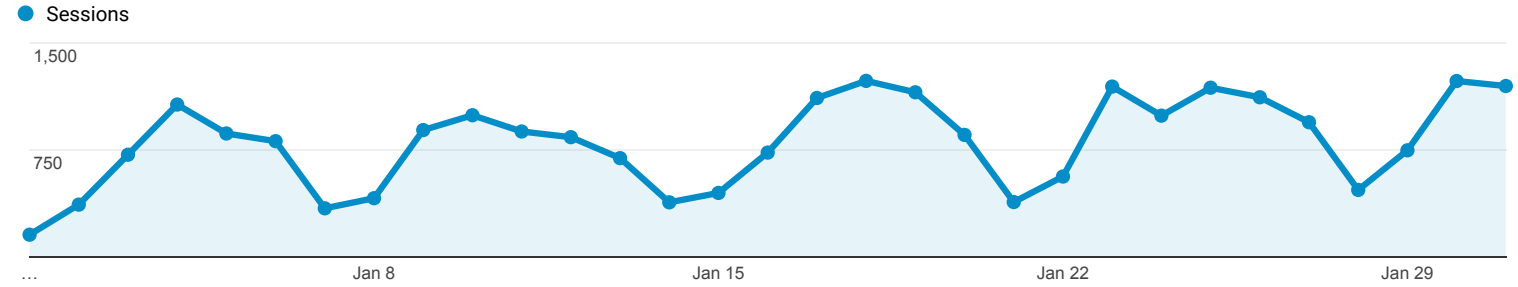
New vs Returning

Jan 1, 2017 - Jan 31, 2017

All Users
100.00% Sessions

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)
	24,907 % of Total: 100.00% (24,907)	28.72% Avg for View: 28.71% (0.03%)	7,153 % of Total: 100.03% (7,151)	43.22% Avg for View: 43.22% (0.00%)	2.63 Avg for View: 2.63 (0.00%)	00:04:30 Avg for View: 00:04:30 (0.00%)	12.62% Avg for View: 12.62% (0.00%)	3,143 % of Total: 100.00% (3,143)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	17,754 (71.28%)	0.00%	0 (0.00%)	44.71%	2.81	00:05:36	15.27%	2,711 (86.26%)	\$0.00 (0.00%)
2. New Visitor	7,153 (28.72%)	100.00%	7,153 (100.00%)	39.51%	2.18	00:01:45	6.04%	432 (13.74%)	\$0.00 (0.00%)

Rows 1 - 2 of 2