

Dec 1, 2014 - Dec 31, 2014

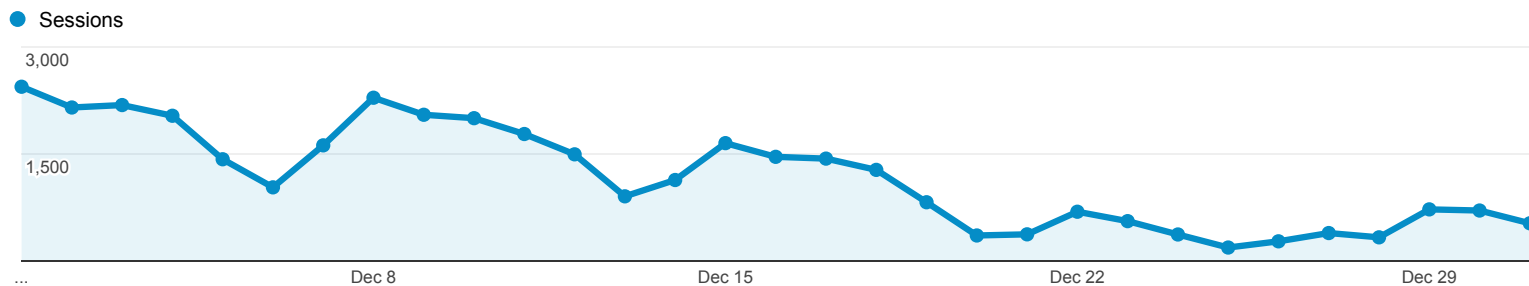
Device Overview

All Sessions
100.00%

+ Add Segment

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)
	36,568 % of Total: 100.00% (36,568)	30.01% Site Avg: 30.00% (0.02%)	10,973 % of Total: 100.02% (10,971)	44.88% Site Avg: 44.88% (0.00%)	2.86 Site Avg: 2.86 (0.00%)	00:04:30 Site Avg: 00:04:30 (0.00%)	13.65% Site Avg: 13.65% (0.00%)	4,993 % of Total: 100.00% (4,993)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	33,931 (92.79%)	28.83%	9,784 (89.16%)	44.96%	2.91	00:04:43	14.31%	4,857 (97.28%)	\$0.00 (0.00%)
2. mobile	1,899 (5.19%)	40.92%	777 (7.08%)	38.70%	2.13	00:01:31	4.63%	88 (1.76%)	\$0.00 (0.00%)
3. tablet	738 (2.02%)	55.83%	412 (3.75%)	56.78%	2.19	00:02:11	6.50%	48 (0.96%)	\$0.00 (0.00%)

Rows 1 - 3 of 3