

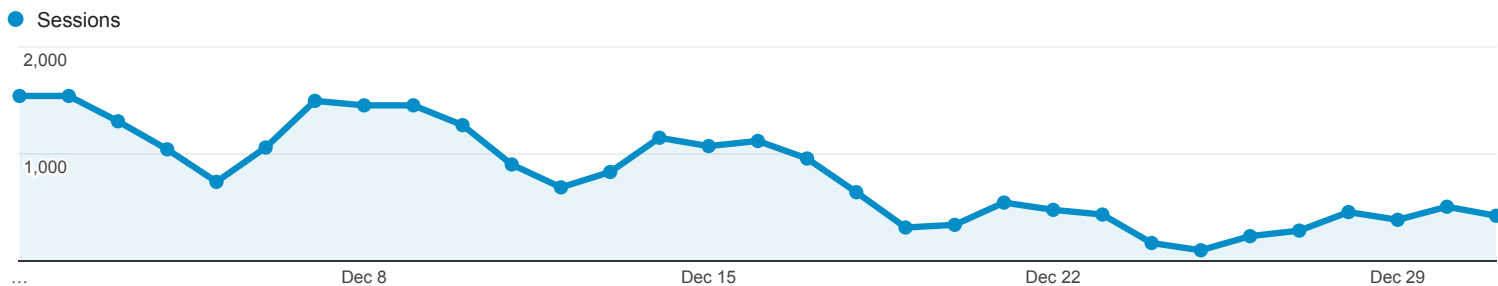
Dec 1, 2015 - Dec 31, 2015

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) |
| | 24,857 % of Total: 100.00% (24,857) | 26.73% Avg for View: 26.72% (0.06%) | 6,645 % of Total: 100.06% (6,641) | 48.04% Avg for View: 48.04% (0.00%) | 2.46 Avg for View: 2.46 (0.00%) | 00:03:38 Avg for View: 00:03:38 (0.00%) | 15.90% Avg for View: 15.90% (0.00%) | 3,952 % of Total: 100.00% (3,952) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. Returning Visitor | 18,212 (73.27%) | 0.00% | 0 (0.00%) | 42.51% | 2.58 | 00:04:22 | 19.61% | 3,571 (90.36%) | \$0.00 (0.00%) |
| 2. New Visitor | 6,645 (26.73%) | 100.00% | 6,645(100.00%) | 63.21% | 2.12 | 00:01:37 | 5.73% | 381 (9.64%) | \$0.00 (0.00%) |

Rows 1 - 2 of 2