

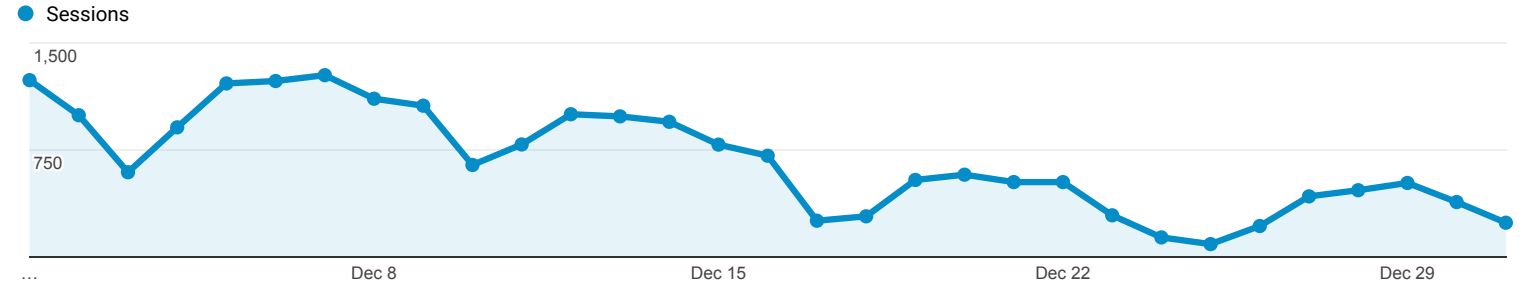
Dec 1, 2016 - Dec 31, 2016

# New vs Returning

All Users  
100.00% Sessions

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)
	20,887 % of Total: 100.00% (20,887)	25.02% Avg for View: 25.02% (0.00%)	5,226 % of Total: 100.00% (5,226)	46.42% Avg for View: 46.42% (0.00%)	2.68 Avg for View: 2.68 (0.00%)	00:04:25 Avg for View: 00:04:25 (0.00%)	16.21% Avg for View: 16.21% (0.00%)	3,386 % of Total: 100.00% (3,386)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	15,661 (74.98%)	0.00%	0 (0.00%)	44.84%	2.84	00:05:20	18.61%	2,915 (86.09%)	\$0.00 (0.00%)
2. New Visitor	5,226 (25.02%)	100.00%	5,226 (100.00%)	51.17%	2.18	00:01:39	9.01%	471 (13.91%)	\$0.00 (0.00%)

Rows 1 - 2 of 2