

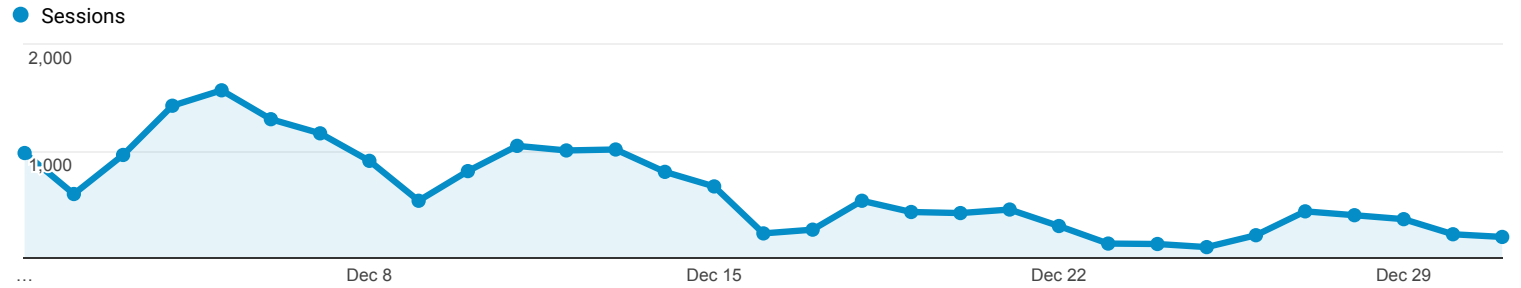
# New vs Returning

All Users  
100.00% Sessions

Dec 1, 2017 - Dec 31, 2017

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)
	19,621 % of Total: 100.00% (19,621)	19.68% Avg for View: 19.67% (0.08%)	3,862 % of Total: 100.08% (3,859)	47.86% Avg for View: 47.86% (0.00%)	2.33 Avg for View: 2.33 (0.00%)	00:03:53 Avg for View: 00:03:53 (0.00%)	13.50% Avg for View: 13.50% (0.00%)	2,649 % of Total: 100.00% (2,649)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	<b>15,759</b> (80.32%)	0.00%	0 (0.00%)	46.99%	2.43	00:04:29	15.09%	2,378 (89.77%)	\$0.00 (0.00%)
2. New Visitor	<b>3,862</b> (19.68%)	100.00%	3,862 (100.00%)	51.40%	1.93	00:01:24	7.02%	271 (10.23%)	\$0.00 (0.00%)

Rows 1 - 2 of 2