

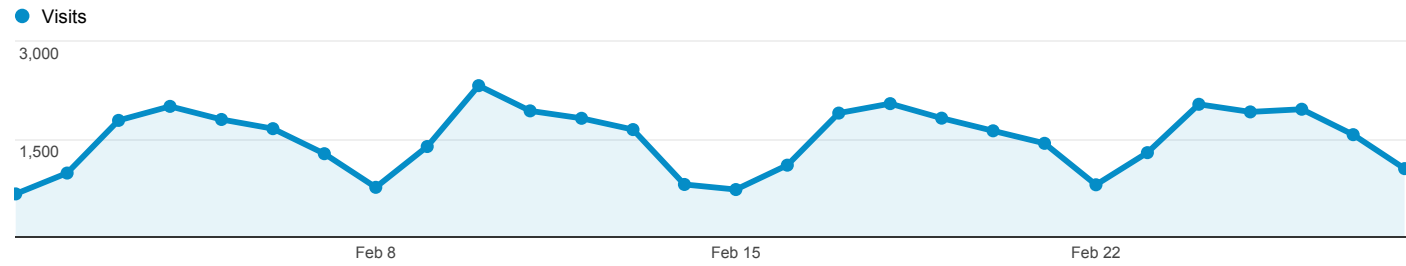
Feb 1, 2014 - Feb 28, 2014

New vs Returning

All Visits
100.00%

Explorer

Summary



Visitor Type	Acquisition			Behavior			Conversions Goal 1: Mobile IDB Access		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Mobile IDB Access (Goal 1 Conversion Rate)	Mobile IDB Access (Goal 1 Completions)	Mobile IDB Access (Goal 1 Value)
	42,071 % of Total: 100.00% (42,071)	36.60% Site Avg: 36.56% (0.09%)	15,396 % of Total: 100.09% (15,382)	44.15% Site Avg: 44.15% (0.00%)	3.08 Site Avg: 3.08 (0.00%)	00:05:02 Site Avg: 00:05:02 (0.00%)	15.54% Site Avg: 15.54% (0.00%)	6,537 % of Total: 100.00% (6,537)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	26,675 (63.40%)	0.00%	0 (0.00%)	36.41%	3.39	00:06:22	19.98%	5,330 (81.54%)	\$0.00 (0.00%)
2. New Visitor	15,396 (36.60%)	100.00%	15,396(100.00%)	57.55%	2.54	00:02:43	7.84%	1,207 (18.46%)	\$0.00 (0.00%)