

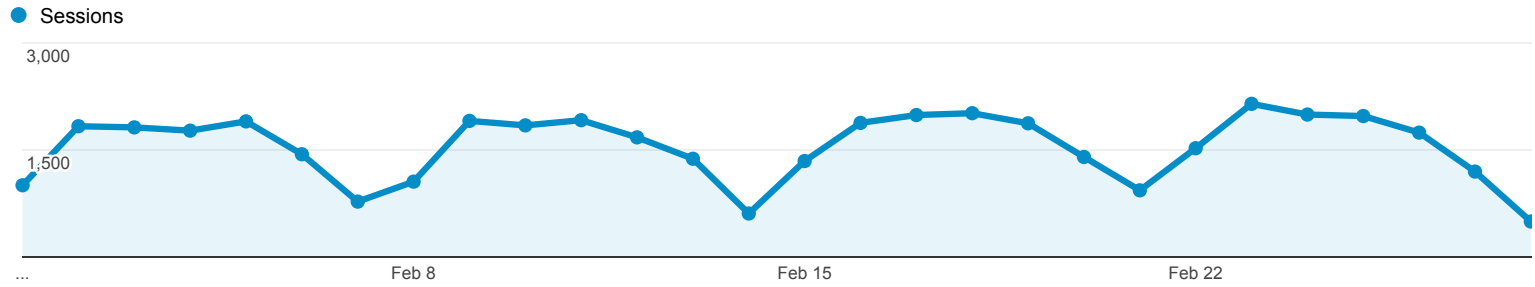
Feb 1, 2015 - Feb 28, 2015

Device Overview

All Sessions
100.00%

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)
	43,345 % of Total: 100.00% (43,345)	31.65% Avg for View: 31.63% (0.05%)	13,718 % of Total: 100.05% (13,711)	43.20% Avg for View: 43.20% (0.00%)	2.62 Avg for View: 2.62 (0.00%)	00:04:40 Avg for View: 00:04:40 (0.00%)	14.36% Avg for View: 14.36% (0.00%)	6,226 % of Total: 100.00% (6,226)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	40,224 (92.80%)	30.45%	12,250 (89.30%)	42.85%	2.67	00:04:54	15.12%	6,082 (97.69%)	\$0.00 (0.00%)
2. mobile	2,226 (5.14%)	43.85%	976 (7.11%)	46.68%	1.91	00:01:29	2.88%	64 (1.03%)	\$0.00 (0.00%)
3. tablet	895 (2.06%)	54.97%	492 (3.59%)	50.17%	2.05	00:02:24	8.94%	80 (1.28%)	\$0.00 (0.00%)

Rows 1 - 3 of 3