

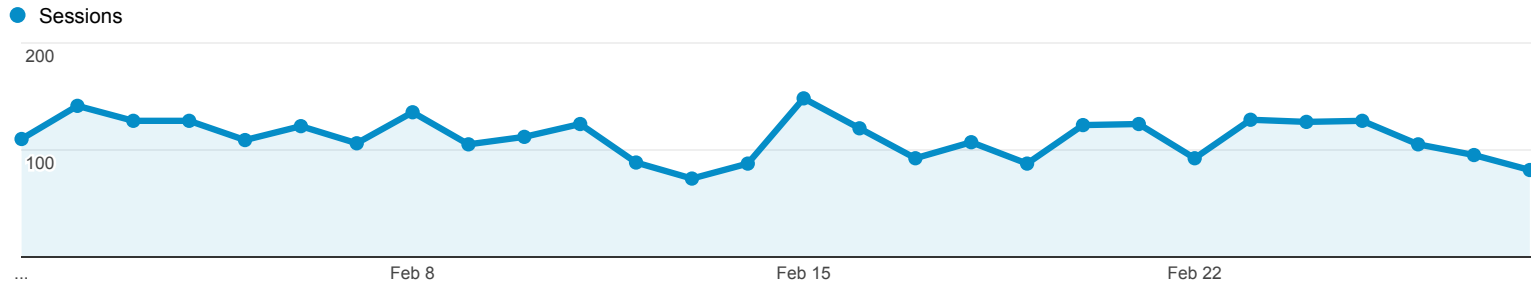
Feb 1, 2015 - Feb 28, 2015

Mobile Devices Carriers

All Sessions
7.20%

Explorer

Summary



Mobile Device Info	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)
	3,121 % of Total: 7.20% (43,345)	47.04% Avg for View: 31.63% (48.70%)	1,468 % of Total: 10.71% (13,711)	47.68% Avg for View: 43.20% (10.38%)	1.95 Avg for View: 2.62 (-25.51%)	00:01:45 Avg for View: 00:04:40 (-62.64%)	4.61% Avg for View: 14.36% (-67.88%)	144 % of Total: 2.31% (6,226)	\$0.00 % of Total: 0.00% (\$0.00)
1. Apple iPhone	1,098 (35.18%)	43.08%	473 (32.22%)	42.81%	1.85	00:00:53	1.18%	13 (9.03%)	\$0.00 (0.00%)
2. Apple iPad	692 (22.17%)	57.66%	399 (27.18%)	49.86%	1.99	00:02:14	8.24%	57 (39.58%)	\$0.00 (0.00%)
3. (not set)	565 (18.10%)	40.18%	227 (15.46%)	52.57%	2.02	00:02:55	7.43%	42 (29.17%)	\$0.00 (0.00%)
4. Samsung SM-G900V Galaxy S5	59 (1.89%)	40.68%	24 (1.63%)	28.81%	2.20	00:01:29	1.69%	1 (0.69%)	\$0.00 (0.00%)
5. Microsoft Windows RT Tablet	54 (1.73%)	31.48%	17 (1.16%)	46.30%	2.61	00:04:53	3.70%	2 (1.39%)	\$0.00 (0.00%)
6. Apple iPod	31 (0.99%)	45.16%	14 (0.95%)	54.84%	2.00	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Samsung SCH-R970 Galaxy S IV	27 (0.87%)	40.74%	11 (0.75%)	40.74%	2.70	00:01:51	3.70%	1 (0.69%)	\$0.00 (0.00%)
8. Samsung SM-G900A Galaxy S5	21 (0.67%)	61.90%	13 (0.89%)	42.86%	1.95	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Samsung GT-P5113 Galaxy Tab 2 10.1	17 (0.54%)	0.00%	0 (0.00%)	76.47%	1.53	00:01:57	70.59%	12 (8.33%)	\$0.00 (0.00%)
10. Mozilla Firefox for Android Tablet	15 (0.48%)	40.00%	6 (0.41%)	40.00%	3.53	00:04:15	20.00%	3 (2.08%)	\$0.00 (0.00%)
11. Amazon KFTT Kindle Fire HD 7	14 (0.45%)	71.43%	10 (0.68%)	28.57%	3.21	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Motorola XT1063 Moto G	13 (0.42%)	7.69%	1 (0.07%)	69.23%	1.31	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Samsung SCH-I535 Galaxy S III	13 (0.42%)	69.23%	9 (0.61%)	76.92%	1.38	00:00:30	7.69%	1 (0.69%)	\$0.00 (0.00%)
14. LG VS980 G2	11 (0.35%)	27.27%	3 (0.20%)	9.09%	2.91	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rank	Device	Count	Percentage	Count	Percentage	Price	Time	Percentage	Count	Percentage	Price	Percentage		
15.	Samsung SCH-I545 Galaxy S IV	11	(0.35%)	27.27%	3	(0.20%)	72.73%	1.36	00:00:17	0.00%	0	(0.00%)	\$0.00	(0.00%)
16.	Samsung SCH-S968C Galaxy S III	11	(0.35%)	45.45%	5	(0.34%)	9.09%	2.09	00:00:05	0.00%	0	(0.00%)	\$0.00	(0.00%)
17.	Samsung GT-I9300 Galaxy S III	10	(0.32%)	50.00%	5	(0.34%)	50.00%	2.10	00:00:14	10.00%	1	(0.69%)	\$0.00	(0.00%)
18.	Samsung SCH-R890 Galaxy S4 Mini	10	(0.32%)	40.00%	4	(0.27%)	80.00%	1.60	00:03:14	10.00%	1	(0.69%)	\$0.00	(0.00%)
19.	Samsung SM-N900A Galaxy Note 3	10	(0.32%)	20.00%	2	(0.14%)	80.00%	2.60	00:04:17	0.00%	0	(0.00%)	\$0.00	(0.00%)
20.	Samsung SM-P900 Galaxy Note Pro	10	(0.32%)	40.00%	4	(0.27%)	60.00%	1.40	00:00:28	0.00%	0	(0.00%)	\$0.00	(0.00%)
21.	Asus TF700T Transformer Pad TF700T	9	(0.29%)	22.22%	2	(0.14%)	44.44%	3.11	00:03:55	0.00%	0	(0.00%)	\$0.00	(0.00%)
22.	Barnes and Noble BNTV250A NOOK Tablet	9	(0.29%)	22.22%	2	(0.14%)	33.33%	1.89	00:01:30	0.00%	0	(0.00%)	\$0.00	(0.00%)
23.	Barnes and Noble BNTV600 Nook HD+ Tablet	9	(0.29%)	33.33%	3	(0.20%)	33.33%	2.00	00:11:58	0.00%	0	(0.00%)	\$0.00	(0.00%)
24.	Samsung SCH-i545 Galaxy S4	9	(0.29%)	33.33%	3	(0.20%)	22.22%	1.78	00:00:54	0.00%	0	(0.00%)	\$0.00	(0.00%)
25.	Samsung SM-G870A Galaxy S5 Active	9	(0.29%)	22.22%	2	(0.14%)	66.67%	2.22	00:00:20	0.00%	0	(0.00%)	\$0.00	(0.00%)
26.	Amazon Kindle Fire HDX 7	8	(0.26%)	50.00%	4	(0.27%)	62.50%	2.38	00:03:16	37.50%	3	(2.08%)	\$0.00	(0.00%)
27.	Motorola XT1032 Moto G	8	(0.26%)	37.50%	3	(0.20%)	75.00%	1.00	00:00:41	0.00%	0	(0.00%)	\$0.00	(0.00%)
28.	Motorola XT1080 Ultra	8	(0.26%)	75.00%	6	(0.41%)	37.50%	1.62	00:00:00	0.00%	0	(0.00%)	\$0.00	(0.00%)
29.	Motorola XT923 Droid Razr HD	8	(0.26%)	50.00%	4	(0.27%)	25.00%	1.88	00:00:25	0.00%	0	(0.00%)	\$0.00	(0.00%)
30.	ZTE N9101 Imperial	8	(0.26%)	25.00%	2	(0.14%)	25.00%	2.50	00:02:17	12.50%	1	(0.69%)	\$0.00	(0.00%)
31.	Amazon KFSOWI Kindle Fire HD 7 3rd Gen	7	(0.22%)	100.00%	7	(0.48%)	42.86%	1.86	00:00:41	0.00%	0	(0.00%)	\$0.00	(0.00%)
32.	HTC HTC6525LVW One M8	7	(0.22%)	57.14%	4	(0.27%)	28.57%	1.86	00:00:25	0.00%	0	(0.00%)	\$0.00	(0.00%)
33.	Samsung SGH-I777 Galaxy S II	7	(0.22%)	14.29%	1	(0.07%)	42.86%	1.57	00:00:25	0.00%	0	(0.00%)	\$0.00	(0.00%)
34.	Samsung SM-G900R4 Galaxy S5	7	(0.22%)	0.00%	0	(0.00%)	42.86%	1.57	00:00:01	0.00%	0	(0.00%)	\$0.00	(0.00%)
35.	Samsung SM-N900T Galaxy Note 3	7	(0.22%)	100.00%	7	(0.48%)	100.00%	1.00	00:00:00	0.00%	0	(0.00%)	\$0.00	(0.00%)
36.	Google Nexus 7	6	(0.19%)	100.00%	6	(0.41%)	33.33%	1.67	00:00:10	0.00%	0	(0.00%)	\$0.00	(0.00%)
37.	HTC M7 One	6	(0.19%)	16.67%	1	(0.07%)	16.67%	1.83	00:00:00	0.00%	0	(0.00%)	\$0.00	(0.00%)
38.	Motorola XT1028 Moto G	6	(0.19%)	50.00%	3	(0.20%)	33.33%	2.83	00:01:01	0.00%	0	(0.00%)	\$0.00	(0.00%)
39.	Samsung GT-P5210 Galaxy Tab 3 10.1 3G	6	(0.19%)	83.33%	5	(0.34%)	33.33%	2.50	00:01:41	0.00%	0	(0.00%)	\$0.00	(0.00%)
40.	Samsung SCH-I337 Galaxy S IV	6	(0.19%)	16.67%	1	(0.07%)	0.00%	2.33	00:03:56	0.00%	0	(0.00%)	\$0.00	(0.00%)
41.	LG E115 Optimus	5	(0.15%)	20.00%	1	(0.07%)	20.00%	1.20	00:00:00	0.00%	0	(0.00%)	\$0.00	(0.00%)

41.	LG D415 Optimus L90	5 (0.16%)	60.00%	3 (0.20%)	20.00%	3.00	00:04:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
42.	LG LS670 Optimus S	5 (0.16%)	20.00%	1 (0.07%)	60.00%	2.20	00:03:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
43.	LG VS870 4G Lucid 2	5 (0.16%)	40.00%	2 (0.14%)	80.00%	1.20	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
44.	Motorola XT907 DROID RAZR M 4G LTE	5 (0.16%)	20.00%	1 (0.07%)	20.00%	1.80	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
45.	Samsung GT-P3113 Galaxy Tab 2 7.0	5 (0.16%)	40.00%	2 (0.14%)	80.00%	2.60	00:00:57	40.00%	2 (1.39%)	\$0.00 (0.00%)
46.	Samsung SGH-I747 Galaxy S III	5 (0.16%)	60.00%	3 (0.20%)	40.00%	2.00	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
47.	Samsung SGH-T889 Galaxy Note II	5 (0.16%)	80.00%	4 (0.27%)	80.00%	1.20	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
48.	Samsung SM-N910C Galaxy Note 4	5 (0.16%)	20.00%	1 (0.07%)	60.00%	1.40	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
49.	Samsung SM-N910V Galaxy Note 4	5 (0.16%)	20.00%	1 (0.07%)	20.00%	1.80	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
50.	Samsung SPH-L710 Galaxy S III	5 (0.16%)	20.00%	1 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
51.	Sony C6903 Xperia Z1	5 (0.16%)	20.00%	1 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
52.	Google Nexus 4	4 (0.13%)	50.00%	2 (0.14%)	25.00%	4.00	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
53.	Google Nexus 5	4 (0.13%)	50.00%	2 (0.14%)	50.00%	2.00	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
54.	Huawei U8665 Fusion 2	4 (0.13%)	25.00%	1 (0.07%)	50.00%	1.50	00:07:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
55.	LG P769 Optimus L9	4 (0.13%)	0.00%	0 (0.00%)	25.00%	2.00	00:09:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
56.	Opera Opera Mini for S60	4 (0.13%)	100.00%	4 (0.27%)	50.00%	1.50	00:04:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
57.	Samsung GT-I435 Galaxy S4 Mini	4 (0.13%)	50.00%	2 (0.14%)	50.00%	2.75	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
58.	Samsung GT-N8013 Galaxy Note 10.1	4 (0.13%)	75.00%	3 (0.20%)	75.00%	1.50	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
59.	Samsung SM-N910A Galaxy Note 4	4 (0.13%)	25.00%	1 (0.07%)	25.00%	2.00	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
60.	Samsung SM-T210R Galaxy Tab 3 7.0	4 (0.13%)	50.00%	2 (0.14%)	75.00%	1.00	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
61.	Samsung SPH-L300 Galaxy Victory 4G LTE	4 (0.13%)	50.00%	2 (0.14%)	75.00%	1.25	00:00:50	25.00%	1 (0.69%)	\$0.00 (0.00%)
62.	Barnes and Noble BNTV400 Nook HD Tablet	3 (0.10%)	33.33%	1 (0.07%)	66.67%	1.33	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
63.	LG D850 G3	3 (0.10%)	33.33%	1 (0.07%)	66.67%	1.33	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
64.	LG L34C	3 (0.10%)	33.33%	1 (0.07%)	33.33%	1.67	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
65.	LG L38C Optimus Dynamic	3 (0.10%)	100.00%	3 (0.20%)	33.33%	1.33	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
66.	LG VS985	3 (0.10%)	66.67%	2 (0.14%)	0.00%	4.00	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
67.	Motorola XT1030 Droid Mini	3 (0.10%)	33.33%	1 (0.07%)	66.67%	1.33	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
68.	Motorola XT1031	3 (0.10%)	66.67%	2 (0.14%)	66.67%	2.00	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

ID	Device Name	Count (Percentage)	Success Rate	Count (Percentage)	Success Rate	Count (Percentage)	Time	Success Rate	Count (Percentage)	Value (Percentage)
69.	Motorola XT1055 Moto X	3 (0.10%)	100.00%	3 (0.20%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
70.	Motorola XT1056 Moto X	3 (0.10%)	66.67%	2 (0.14%)	66.67%	1.67	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
71.	Motorola XT901 Electrify M	3 (0.10%)	100.00%	3 (0.20%)	66.67%	1.33	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
72.	Nokia Lumia 920	3 (0.10%)	33.33%	1 (0.07%)	33.33%	1.67	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
73.	OnePlus A0001 One A0001	3 (0.10%)	33.33%	1 (0.07%)	33.33%	2.00	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
74.	Quanta QMV7A	3 (0.10%)	66.67%	2 (0.14%)	100.00%	1.00	00:00:00	33.33%	1 (0.69%)	\$0.00 (0.00%)
75.	Samsung SCH-I747 Galaxy S III	3 (0.10%)	66.67%	2 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
76.	Samsung SCH-R830 Galaxy Axiom	3 (0.10%)	100.00%	3 (0.20%)	66.67%	1.33	00:05:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
77.	Samsung SCH-S738C Galaxy Centura	3 (0.10%)	66.67%	2 (0.14%)	33.33%	1.67	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
78.	Samsung SGH-I727 Galaxy S II Skyrocket	3 (0.10%)	33.33%	1 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
79.	Samsung SGH-T959V Galaxy S	3 (0.10%)	100.00%	3 (0.20%)	33.33%	3.00	00:04:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
80.	Samsung SGH-T999 Samsung Galaxy S III T999	3 (0.10%)	66.67%	2 (0.14%)	0.00%	4.67	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
81.	Samsung SM-G900P Galaxy S5	3 (0.10%)	66.67%	2 (0.14%)	33.33%	1.67	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
82.	Samsung SM-N910T Galaxy Note 4	3 (0.10%)	33.33%	1 (0.07%)	33.33%	2.33	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
83.	SonyEricsson C6603 Xperia Z	3 (0.10%)	33.33%	1 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
84.	Sprint X325c/APX325CKT EVO 4G LTE	3 (0.10%)	66.67%	2 (0.14%)	33.33%	1.67	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
85.	Amazon Kindle Fire Kindle Fire	2 (0.06%)	50.00%	1 (0.07%)	50.00%	1.50	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
86.	Barnes and Noble BNTV250 NOOK Tablet	2 (0.06%)	100.00%	2 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
87.	BlackBerry KBD	2 (0.06%)	100.00%	2 (0.14%)	50.00%	1.00	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
88.	Huawei Y301-A1 Valiant	2 (0.06%)	50.00%	1 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
89.	LG LGL34C	2 (0.06%)	100.00%	2 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
90.	LG MS323 Optimus L70	2 (0.06%)	100.00%	2 (0.14%)	50.00%	1.50	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
91.	Motorola XT1053 Moto X	2 (0.06%)	50.00%	1 (0.07%)	0.00%	2.00	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
92.	Motorola XT1058 Moto X	2 (0.06%)	50.00%	1 (0.07%)	50.00%	1.50	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
93.	Motorola XT1060 Moto X	2 (0.06%)	50.00%	1 (0.07%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
94.	Nokia Lumia 635	2 (0.06%)	50.00%	1 (0.07%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
95.	Pantech P8010 Flex	2 (0.06%)	50.00%	1 (0.07%)	50.00%	2.50	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
96.	Samsung SCH-I605 Galaxy Note II	2 (0.06%)	100.00%	2 (0.14%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

97.	Samsung SCH-R680 Repp	2 (0.06%)	50.00%	1 (0.07%)	0.00%	2.50	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
98.	Samsung SM-N900P Galaxy Note 3	2 (0.06%)	50.00%	1 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
99.	Samsung SM-N900V Galaxy Note 3	2 (0.06%)	100.00%	2 (0.14%)	50.00%	1.50	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
100.	Acer Iconia B1-710	1 (0.03%)	100.00%	1 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 100 of 184