

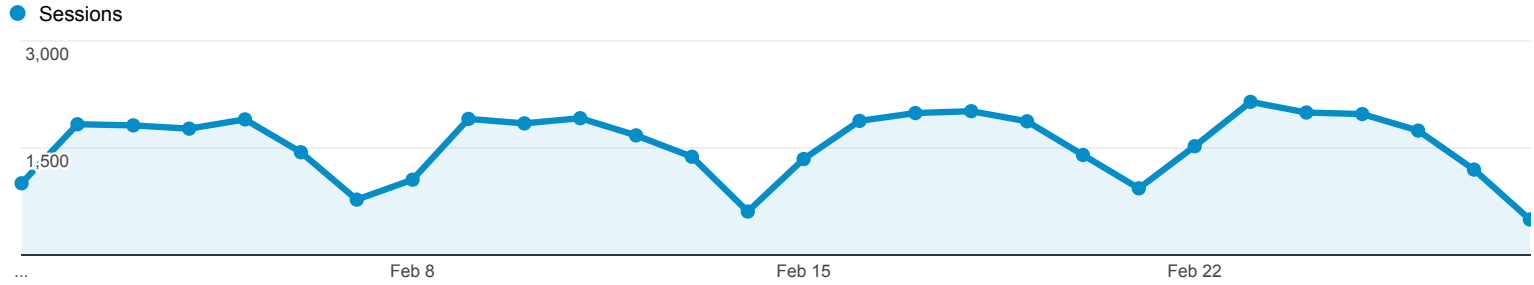
Feb 1, 2015 - Feb 28, 2015

New vs Returning

All Sessions
100.00%

Explorer

Summary



User Type	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. Returning Visitor	29,627 (68.35%)	0.00%	0 (0.00%)	38.15%	2.79	00:05:30	18.39%	5,447 (87.49%)	\$0.00 (0.00%)
2. New Visitor	13,718 (31.65%)	100.00%	13,718(100.00%)	54.09%	2.23	00:02:52	5.68%	779 (12.51%)	\$0.00 (0.00%)

Rows 1 - 2 of 2