

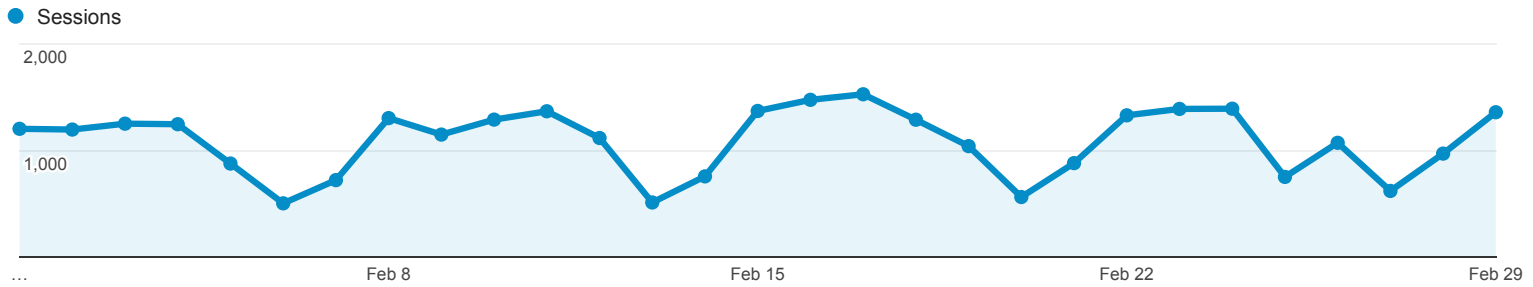
Feb 1, 2016 - Feb 29, 2016

New vs Returning

All Users
100.00% Sessions

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)
	31,531 % of Total: 100.00% (31,531)	21.69% Avg for View: 21.68% (0.07%)	6,840 % of Total: 100.07% (6,835)	41.75% Avg for View: 41.75% (0.00%)	2.93 Avg for View: 2.93 (0.00%)	00:04:27 Avg for View: 00:04:27 (0.00%)	18.33% Avg for View: 18.33% (0.00%)	5,780 % of Total: 100.00% (5,780)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	24,691 (78.31%)	0.00%	0 (0.00%)	39.24%	3.10	00:05:03	21.02%	5,190 (89.79%)	\$0.00 (0.00%)
2. New Visitor	6,840 (21.69%)	100.00%	6,840(100.00%)	50.82%	2.31	00:02:18	8.63%	590 (10.21%)	\$0.00 (0.00%)

Rows 1 - 2 of 2