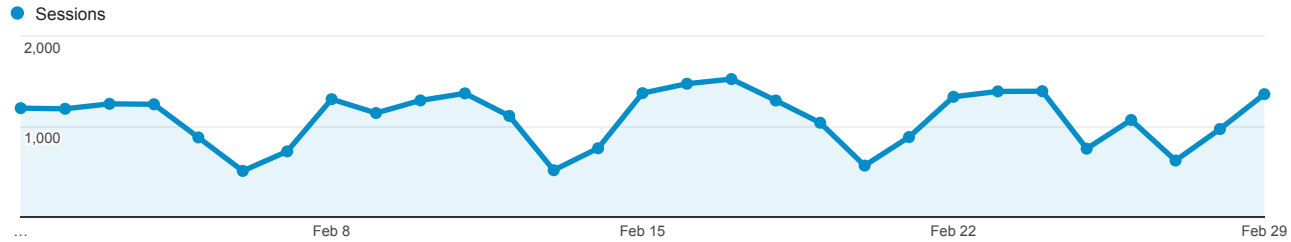


Traffic Sources

All Users
100.00% Sessions

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		Goal 1: Mobile IDB Acc
	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)	A
	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)	
1. google / organic	13,744 (43.59%)	10.52%	1,446 (21.14%)	40.08%	3.19	00:04:45	23.03%	3,165 (54.76%)	\$
2. (direct) / (none)	8,050 (25.53%)	40.29%	3,243 (47.41%)	49.18%	2.35	00:03:18	19.25%	1,550 (26.82%)	\$
3. library.umaine.edu / referral	6,265 (19.87%)	24.29%	1,522 (22.25%)	35.96%	3.18	00:05:07	4.21%	264 (4.57%)	\$
4. bing / organic	854 (2.71%)	15.93%	136 (1.99%)	43.56%	2.92	00:07:11	22.37%	191 (3.30%)	\$
5. yahoo / organic	633 (2.01%)	11.06%	70 (1.02%)	38.70%	2.74	00:03:00	32.23%	204 (3.53%)	\$
6. umaine.edu / referral	461 (1.46%)	9.98%	46 (0.67%)	30.15%	2.71	00:02:32	32.32%	149 (2.58%)	\$
7. libguides.library.umaine.edu / referral	434 (1.38%)	7.14%	31 (0.45%)	43.78%	3.10	00:05:58	18.89%	82 (1.42%)	\$
8. umaine.summon.serialssolutions.com / referral	127 (0.40%)	4.72%	6 (0.09%)	44.09%	2.50	00:03:55	22.05%	28 (0.48%)	\$
9. qq4nm4zz3u.search.serialssolutions.com / referral	123 (0.39%)	0.81%	1 (0.01%)	33.33%	2.31	00:03:20	17.07%	21 (0.36%)	\$
10. ursus.maine.edu / referral	84 (0.27%)	3.57%	3 (0.04%)	33.33%	3.31	00:13:01	5.95%	5 (0.09%)	\$
11. digitalcommons.library.umaine.edu / referral	62 (0.20%)	38.71%	24 (0.35%)	38.71%	2.55	00:03:10	9.68%	6 (0.10%)	\$
12. libraries.maine.edu / referral	55 (0.17%)	27.27%	15 (0.22%)	40.00%	2.24	00:02:20	27.27%	15 (0.26%)	\$
13. maine.gov / referral	46 (0.15%)	89.13%	41 (0.60%)	43.48%	2.54	00:04:01	0.00%	0 (0.00%)	\$
14. library.umaine.edu.prxy4.ursus.maine.edu / referral	43 (0.14%)	2.33%	1 (0.01%)	11.63%	7.70	00:21:33	53.49%	23 (0.40%)	\$
15. onlinelibrary.wiley.com / referral	39 (0.12%)	10.26%	4 (0.06%)	48.72%	2.15	00:02:39	41.03%	16 (0.28%)	\$
16. umaine.summon.serialssolutions.com.prxy4.ursus.maine.edu / referral	36 (0.11%)	0.00%	0 (0.00%)	44.44%	2.75	00:04:42	19.44%	7 (0.12%)	\$
17. mycampus.maine.edu / referral	34 (0.11%)	26.47%	9 (0.13%)	29.41%	2.71	00:00:34	44.12%	15 (0.26%)	\$
18. development.library.umaine.edu / referral	29 (0.09%)	6.90%	2 (0.03%)	44.83%	3.48	00:07:34	6.90%	2 (0.03%)	\$
19. google.com / referral	26 (0.08%)	23.08%	6 (0.09%)	42.31%	2.81	00:02:15	26.92%	7 (0.12%)	\$
20. web.b.ebscohost.com.prxy4.ursus.maine.edu / referral	23 (0.07%)	82.61%	19 (0.28%)	91.30%	1.30	00:01:03	0.00%	0 (0.00%)	\$
21. umainealumni.com / referral	21 (0.07%)	85.71%	18 (0.26%)	71.43%	1.38	00:03:04	0.00%	0 (0.00%)	\$
22. facebook.com / referral	19 (0.06%)	31.58%	6 (0.09%)	31.58%	2.84	00:03:35	21.05%	4 (0.07%)	\$
23. duckduckgo.com / referral	17 (0.05%)	29.41%	5 (0.07%)	35.29%	2.65	00:00:57	5.88%	1 (0.02%)	\$
24. 192.168.33.1 / referral	16 (0.05%)	0.00%	0 (0.00%)	56.25%	2.19	00:01:07	18.75%	3 (0.05%)	\$
25. search.tb.ask.com / referral	15 (0.05%)	26.67%	4 (0.06%)	26.67%	2.27	00:02:25	13.33%	2 (0.03%)	\$

26.	web.a.ebsconhost.com.prxy4.ursus.maine.edu / referral	14 (0.04%)	64.29%	9 (0.13%)	92.86%	1.07	00:00:07	0.00%	0 (0.00%)	\$
27.	artikelkomputerku.blogspot.co.id / referral	11 (0.03%)	100.00%	11 (0.16%)	81.82%	1.45	00:00:43	0.00%	0 (0.00%)	\$
28.	aol / organic	9 (0.03%)	66.67%	6 (0.09%)	66.67%	1.44	00:01:55	0.00%	0 (0.00%)	\$
29.	ask / organic	9 (0.03%)	55.56%	5 (0.07%)	33.33%	3.22	00:04:37	33.33%	3 (0.05%)	\$
30.	worldcat.org / referral	9 (0.03%)	77.78%	7 (0.10%)	77.78%	1.89	00:00:13	0.00%	0 (0.00%)	\$
31.	forest.umaine.edu / referral	8 (0.03%)	75.00%	6 (0.09%)	37.50%	2.25	00:05:50	12.50%	1 (0.02%)	\$
32.	onlinelibrary.wiley.com.prxy4.ursus.maine.edu / referral	8 (0.03%)	25.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
33.	sciencedirect.com.prxy4.ursus.maine.edu / referral	8 (0.03%)	87.50%	7 (0.10%)	62.50%	1.50	00:01:35	0.00%	0 (0.00%)	\$
34.	uk.search.yahoo.com / referral	8 (0.03%)	0.00%	0 (0.00%)	0.00%	2.62	00:02:49	0.00%	0 (0.00%)	\$
35.	umit.maine.edu / referral	8 (0.03%)	50.00%	4 (0.06%)	62.50%	1.62	00:00:02	37.50%	3 (0.05%)	\$
36.	winthropmaine.org / referral	8 (0.03%)	100.00%	8 (0.12%)	50.00%	1.75	00:01:02	0.00%	0 (0.00%)	\$
37.	courses.maine.edu / referral	7 (0.02%)	57.14%	4 (0.06%)	42.86%	4.71	00:06:21	0.00%	0 (0.00%)	\$
38.	foglerlibrary.org / referral	7 (0.02%)	57.14%	4 (0.06%)	42.86%	2.43	00:00:50	0.00%	0 (0.00%)	\$
39.	10.22.220.1 / referral	6 (0.02%)	0.00%	0 (0.00%)	33.33%	2.17	00:00:52	0.00%	0 (0.00%)	\$
40.	us.yhs4.search.yahoo.com / referral	6 (0.02%)	50.00%	3 (0.04%)	83.33%	1.17	00:00:01	0.00%	0 (0.00%)	\$
41.	voyager.umeres.maine.edu / referral	6 (0.02%)	16.67%	1 (0.01%)	16.67%	5.67	00:11:27	33.33%	2 (0.03%)	\$
42.	m.facebook.com / referral	5 (0.02%)	60.00%	3 (0.04%)	40.00%	2.00	00:00:47	0.00%	0 (0.00%)	\$
43.	432spr16cchi.blogspot.com / referral	4 (0.01%)	75.00%	3 (0.04%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
44.	nsfa.umaine.edu / referral	4 (0.01%)	75.00%	3 (0.04%)	75.00%	1.75	00:00:18	0.00%	0 (0.00%)	\$
45.	qq4nm4zz3u.scholar.serialssolutions.com / referral	4 (0.01%)	50.00%	2 (0.03%)	50.00%	2.25	00:13:00	0.00%	0 (0.00%)	\$
46.	search.proquest.com.prxy4.ursus.maine.edu / referral	4 (0.01%)	50.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
47.	cams2.scholaruniverse.com / referral	3 (0.01%)	66.67%	2 (0.03%)	66.67%	5.67	00:02:58	0.00%	0 (0.00%)	\$
48.	dnsrsearch.com / referral	3 (0.01%)	0.00%	0 (0.00%)	33.33%	1.67	00:00:16	0.00%	0 (0.00%)	\$
49.	go.mail.ru / organic	3 (0.01%)	66.67%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
50.	pejepscothistorical.org / referral	3 (0.01%)	100.00%	3 (0.04%)	66.67%	1.67	00:02:32	0.00%	0 (0.00%)	\$
51.	psycnet.apa.org.prxy4.ursus.maine.edu / referral	3 (0.01%)	66.67%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
52.	umaine.altarama.com / referral	3 (0.01%)	33.33%	1 (0.01%)	33.33%	2.33	00:00:05	33.33%	1 (0.02%)	\$
53.	usm.maine.edu / referral	3 (0.01%)	100.00%	3 (0.04%)	66.67%	1.67	00:00:22	0.00%	0 (0.00%)	\$
54.	americanancestors.org / referral	2 (0.01%)	100.00%	2 (0.03%)	0.00%	4.00	00:00:31	0.00%	0 (0.00%)	\$
55.	baidu / organic	2 (0.01%)	50.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
56.	domain-tracker.com / referral	2 (0.01%)	100.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
57.	freepages.genealogy.rootsweb.ancestry.com / referral	2 (0.01%)	100.00%	2 (0.03%)	50.00%	1.50	00:00:04	0.00%	0 (0.00%)	\$
58.	go.galegroup.com.prxy4.ursus.maine.edu / referral	2 (0.01%)	100.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
59.	haosou.com / organic	2 (0.01%)	0.00%	0 (0.00%)	0.00%	3.00	00:00:10	100.00%	2 (0.03%)	\$
60.	l.facebook.com / referral	2 (0.01%)	100.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
61.	lib-web.org / referral	2 (0.01%)	100.00%	2 (0.03%)	50.00%	4.00	00:03:06	0.00%	0 (0.00%)	\$
62.	lib.uct.ac.za / referral	2 (0.01%)	100.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
63.	lib.ugm.ac.id / referral	2 (0.01%)	100.00%	2 (0.03%)	50.00%	1.50	00:00:17	0.00%	0 (0.00%)	\$
64.	libguides.bates.edu / referral	2 (0.01%)	50.00%	1 (0.01%)	50.00%	1.50	00:00:11	0.00%	0 (0.00%)	\$
65.	libguides.com / referral	2 (0.01%)	100.00%	2 (0.03%)	0.00%	14.00	00:08:35	0.00%	0 (0.00%)	\$
66.	lm.facebook.com / referral	2 (0.01%)	0.00%	0 (0.00%)	0.00%	3.00	00:08:49	0.00%	0 (0.00%)	\$
67.	pengen.org / referral	2 (0.01%)	100.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
68.	qq4nm4zz3u.search.serialssolutions.com.prxy4.ursus.maine.edu / referral	2 (0.01%)	100.00%	2 (0.03%)	50.00%	1.50	00:00:08	0.00%	0 (0.00%)	\$
69.	search.proquest.com / referral	2 (0.01%)	50.00%	1 (0.01%)	50.00%	4.50	00:00:30	0.00%	0 (0.00%)	\$
70.	state.me.us / referral	2 (0.01%)	100.00%	2 (0.03%)	50.00%	1.50	00:01:29	0.00%	0 (0.00%)	\$
71.	top112.com / referral	2 (0.01%)	100.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
72.	us.search.yahoo.com / referral	2 (0.01%)	0.00%	0 (0.00%)	50.00%	2.50	00:10:11	50.00%	1 (0.02%)	\$
73.	webcrawler.com / referral	2 (0.01%)	50.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$

Rank	Source	Visits	Conversion Rate	Revenue	Avg. Order Value	Time on Site	Engagement Rate	Repeat Purchase Rate	Customer Lifetime Value
74.	windowssearch.com / referral	2 (0.01%)	50.00%	1 (0.01%)	50.00%	1.50	00:00:42	0.00%	0 (0.00%)
75.	www2.umaine.edu / referral	2 (0.01%)	50.00%	1 (0.01%)	50.00%	6.50	00:04:13	50.00%	1 (0.02%)
76.	10.22.100.1 / referral	1 (0.00%)	0.00%	0 (0.00%)	0.00%	2.00	00:07:49	0.00%	0 (0.00%)
77.	127.0.0.1:2372 / referral	1 (0.00%)	0.00%	0 (0.00%)	0.00%	2.00	00:03:34	0.00%	0 (0.00%)
78.	45.79.64.15 / referral	1 (0.00%)	100.00%	1 (0.01%)	0.00%	8.00	00:04:56	0.00%	0 (0.00%)
79.	ams.infobaselearning.com / referral	1 (0.00%)	100.00%	1 (0.01%)	0.00%	8.00	00:01:46	100.00%	1 (0.02%)
80.	archive.constantcontact.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
81.	aresum.foglerlibrary.org / referral	1 (0.00%)	0.00%	0 (0.00%)	0.00%	6.00	00:18:22	0.00%	0 (0.00%)
82.	artikelkomputerku.blogspot.jp / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
83.	bi.galegroup.com.prxy4.ursus.maine.edu / referral	1 (0.00%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
84.	catalog.gpo.gov / referral	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:52	0.00%	0 (0.00%)
85.	crln.acrl.org / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
86.	easybib.com / referral	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:01:19	0.00%	0 (0.00%)
87.	francolib.francoamerican.org / referral	1 (0.00%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
88.	freshmanchecklist.com / referral	1 (0.00%)	0.00%	0 (0.00%)	0.00%	5.00	00:01:24	0.00%	0 (0.00%)
89.	gardinermaine.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
90.	google.co.uk / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
91.	gpl.lib.me.us / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
92.	inet.state.me.us / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
93.	ingentaconnect.com.prxy4.ursus.maine.edu / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
94.	jec.sagepub.com.prxy4.ursus.maine.edu / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
95.	lawsonresearch.net / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
96.	lib.uct.ac.za.ezproxy.uct.ac.za / referral	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:01:29	0.00%	0 (0.00%)
97.	libguides.stthomas.edu / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
98.	library.uml.edu / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
99.	linkfang.de / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
100.	luk.staff.ugm.ac.id / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
101.	m.baidu.com / referral	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:12	0.00%	0 (0.00%)
102.	mail.twc.com / referral	1 (0.00%)	0.00%	0 (0.00%)	0.00%	3.00	00:00:53	0.00%	0 (0.00%)
103.	msn / organic	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)
104.	nativeweb.mail.everyone.net / referral	1 (0.00%)	100.00%	1 (0.01%)	0.00%	3.00	00:00:34	100.00%	1 (0.02%)
105.	openmultipleurl.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
106.	openurl.ebscohost.com.prxy4.ursus.maine.edu / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
107.	oxfordcounty.blogspot.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
108.	penobscot-maine.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
109.	portlandlibrary.worldcat.org / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
110.	quarriesandbeyond.org / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
111.	research.frick.org / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
112.	rhetapress.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
113.	scifans.net / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	100.00%	1 (0.02%)
114.	search / organic	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
115.	search.pch.com / referral	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:15	100.00%	1 (0.02%)
116.	search.twcc.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
117.	searchincognito.com / referral	1 (0.00%)	0.00%	0 (0.00%)	0.00%	2.00	00:13:07	0.00%	0 (0.00%)
118.	searchlock.com / referral	1 (0.00%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
119.	siteground.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
120.	socialwork.oxfordre.com.prxy4.ursus.maine.edu / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
121.	t.co / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)

122.	thisoldyearbook.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
123.	umfk.edu / referral	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:22	0.00%	0 (0.00%)	\$
124.	unipassword.ir / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	100.00%	1 (0.02%)	\$
125.	urlopener.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
126.	ursus-proxy-11.ursus.maine.edu / referral	1 (0.00%)	100.00%	1 (0.01%)	0.00%	2.00	00:00:12	0.00%	0 (0.00%)	\$
127.	ursus-proxy-9.ursus.maine.edu / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
128.	us12.campaign-archive1.com / referral	1 (0.00%)	0.00%	0 (0.00%)	0.00%	17.00	00:36:05	100.00%	1 (0.02%)	\$
129.	uspto.gov / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
130.	web2.bobbasement.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
131.	www1.looksmart.com / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$
132.	www2.umf.maine.edu / referral	1 (0.00%)	100.00%	1 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$

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