

Feb 1, 2017 - Feb 28, 2017

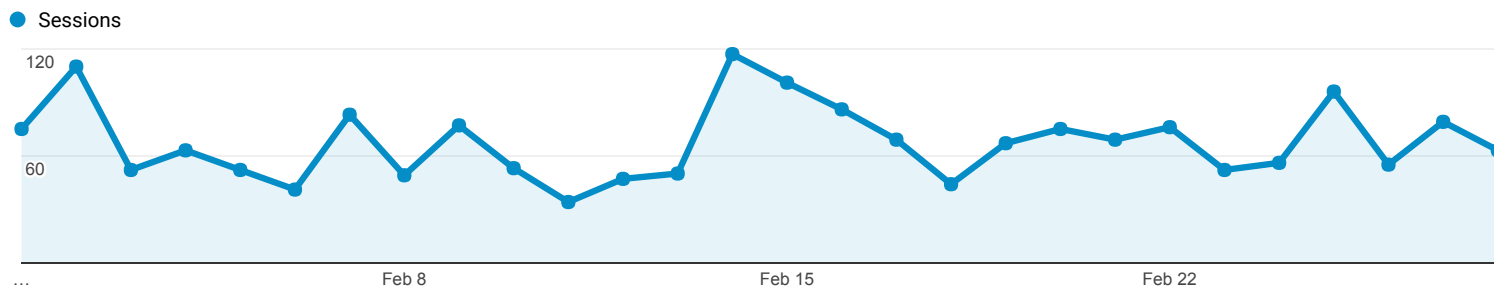
Mobile Devices Carriers

The table rows have been filtered to include only data for "Mobile Device Branding". The graph and table headers include totals for all data.

All Users
6.43% Sessions

Explorer

Summary



Mobile Device Branding	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)
	1,891 % of Total: 6.43% (29,430)	56.80% Avg for View: 20.85% (172.45%)	1,074 % of Total: 17.51% 39.93% (6,135)	45.43% Avg for View: 39.93% (13.77%)	1.84 Avg for View: 2.89 (-36.39%)	00:01:36 Avg for View: 00:05:05 (-68.64%)	4.97% Avg for View: 16.97% (-70.70%)	94 % of Total: 1.88% (4,993)	\$0.00 % of Total: 0.00% (\$0.00)
1. Apple	1,293 (68.38%)	56.77%	734 (68.34%)	45.32%	1.75	00:01:33	4.80%	62 (65.96%)	\$0.00 (0.00%)
2. Samsung	235 (12.43%)	62.98%	148 (13.78%)	45.53%	1.78	00:01:16	2.55%	6 (6.38%)	\$0.00 (0.00%)
3. (not set)	96 (5.08%)	60.42%	58 (5.40%)	52.08%	2.28	00:01:42	3.12%	3 (3.19%)	\$0.00 (0.00%)
4. Microsoft	64 (3.38%)	26.56%	17 (1.58%)	35.94%	2.56	00:02:57	28.12%	18 (19.15%)	\$0.00 (0.00%)
5. Motorola	63 (3.33%)	46.03%	29 (2.70%)	44.44%	2.16	00:01:55	3.17%	2 (2.13%)	\$0.00 (0.00%)
6. LG	45 (2.38%)	51.11%	23 (2.14%)	46.67%	2.00	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Google	39 (2.06%)	53.85%	21 (1.96%)	38.46%	2.67	00:01:25	5.13%	2 (2.13%)	\$0.00 (0.00%)
8. HTC	11 (0.58%)	72.73%	8 (0.74%)	45.45%	1.45	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Amazon	10 (0.53%)	80.00%	8 (0.74%)	30.00%	1.60	00:00:10	10.00%	1 (1.06%)	\$0.00 (0.00%)
10. Lenovo	6 (0.32%)	50.00%	3 (0.28%)	66.67%	1.67	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Huawei	5 (0.26%)	60.00%	3 (0.28%)	60.00%	1.40	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Nokia	3 (0.16%)	33.33%	1 (0.09%)	0.00%	2.00	00:01:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. ZTE	3 (0.16%)	100.00%	3 (0.28%)	33.33%	2.00	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. Acer	2 (0.11%)	100.00%	2 (0.19%)	50.00%	1.50	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Alcatel	2 (0.11%)	100.00%	2 (0.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. Asus	2 (0.11%)	100.00%	2 (0.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

17. BlackBerry	2 (0.11%)	100.00%	2 (0.19%)	50.00%	1.50	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. Kyocera	2 (0.11%)	100.00%	2 (0.19%)	0.00%	2.00	00:07:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. OnePlus	2 (0.11%)	100.00%	2 (0.19%)	50.00%	1.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. Barnes and Noble	1 (0.05%)	100.00%	1 (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
21. Gionee	1 (0.05%)	100.00%	1 (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
22. Lava	1 (0.05%)	100.00%	1 (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
23. QMobile	1 (0.05%)	100.00%	1 (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
24. Sony	1 (0.05%)	100.00%	1 (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
25. Xiaomi	1 (0.05%)	100.00%	1 (0.09%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

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