

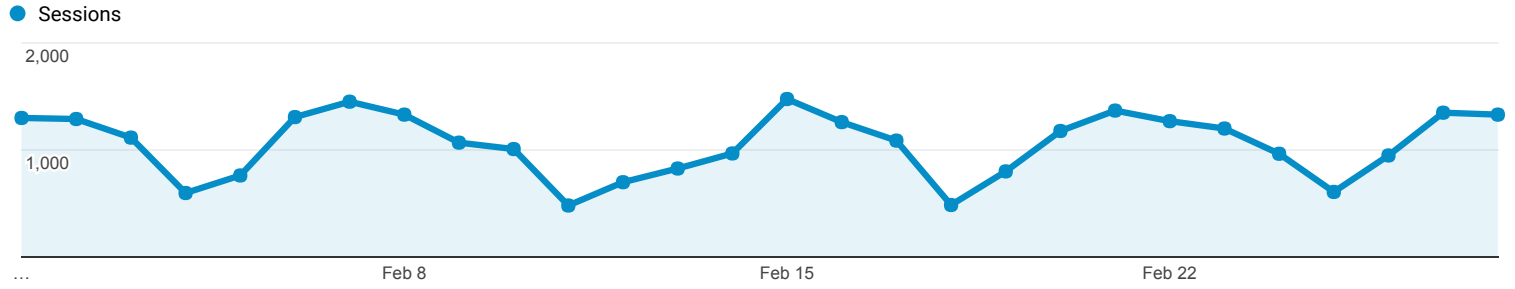
Feb 1, 2017 - Feb 28, 2017

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) |
| | 29,430 % of Total: 100.00% (29,430) | 20.85% Avg for View: 20.85% (0.02%) | 6,136 % of Total: 100.02% (6,135) | 39.93% Avg for View: 39.93% (0.00%) | 2.89 Avg for View: 2.89 (0.00%) | 00:05:05 Avg for View: 00:05:05 (0.00%) | 16.97% Avg for View: 16.97% (0.00%) | 4,993 % of Total: 100.00% (4,993) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. Returning Visitor | 23,294 (79.15%) | 0.00% | 0 (0.00%) | 40.20% | 3.00 | 00:05:48 | 18.81% | 4,381 (87.74%) | \$0.00 (0.00%) |
| 2. New Visitor | 6,136 (20.85%) | 100.00% | 6,136 (100.00%) | 38.89% | 2.47 | 00:02:21 | 9.97% | 612 (12.26%) | \$0.00 (0.00%) |

Rows 1 - 2 of 2