

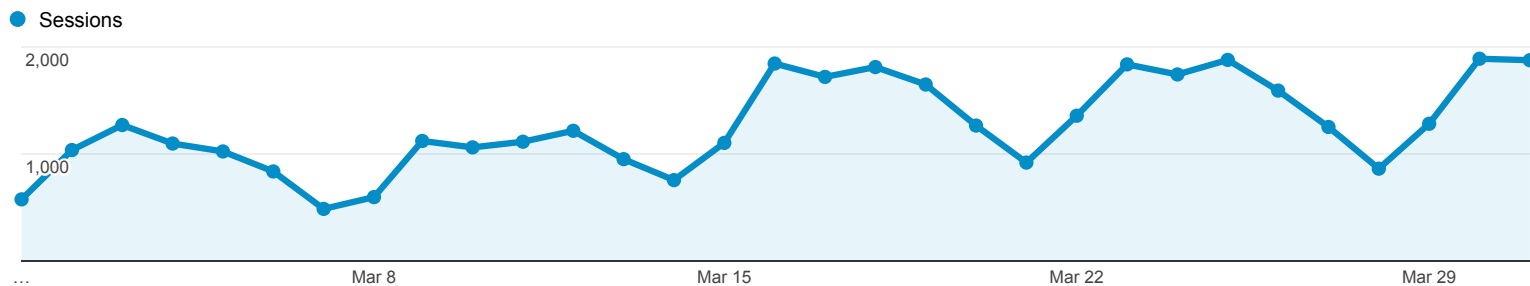
Mar 1, 2015 - Mar 31, 2015

Device Overview

All Sessions
100.00%

Explorer

Summary



Device Category	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)
	38,958 % of Total: 100.00% (38,958)	32.74% Avg for View: 32.74% (0.02%)	12,755 % of Total: 100.02% (12,753)	44.20% Avg for View: 44.20% (0.00%)	2.48 Avg for View: 2.48 (0.00%)	00:04:11 Avg for View: 00:04:11 (0.00%)	14.52% Avg for View: 14.52% (0.00%)	5,657 % of Total: 100.00% (5,657)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	35,946 (92.27%)	31.63%	11,370 (89.14%)	44.09%	2.52	00:04:24	15.28%	5,491 (97.07%)	\$0.00 (0.00%)
2. mobile	2,094 (5.38%)	45.85%	960 (7.53%)	40.26%	2.05	00:01:19	5.25%	110 (1.94%)	\$0.00 (0.00%)
3. tablet	918 (2.36%)	46.30%	425 (3.33%)	57.63%	1.86	00:02:09	6.10%	56 (0.99%)	\$0.00 (0.00%)

Rows 1 - 3 of 3