

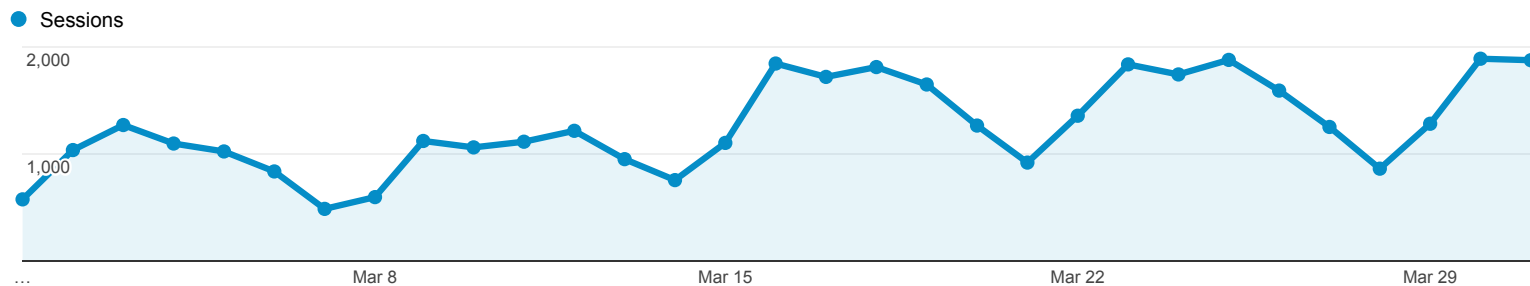
Mar 1, 2015 - Mar 31, 2015

# New vs Returning

All Sessions  
100.00%

Explorer

Summary



| User Type                            | Acquisition                                      |   |  | Behavior  |   |   | Conversions <span>Goal 1: Mobile IDB Access</span> |  |  |
|--------------------------------------|--|---|--|---|---|---|--|--|--|
|                                      | 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)               |
|                                      | <b>38,958</b><br>% of Total:<br>100.00% (38,958) | <b>32.74%</b><br>Avg for View:<br>32.74%<br>(0.02%) | <b>12,755</b><br>% of Total:<br>100.02% (12,753) | <b>44.20%</b><br>Avg for View:<br>44.20%<br>(0.00%) | <b>2.48</b><br>Avg for View:<br>2.48<br>(0.00%) | <b>00:04:11</b><br>Avg for View:<br>00:04:11<br>(0.00%) | <b>14.52%</b><br>Avg for View:<br>14.52% (0.00%)   | <b>5,657</b><br>% of Total:<br>100.00% (5,657) | <b>\$0.00</b><br>% of Total:<br>0.00% (\$0.00) |
| 1. <a href="#">Returning Visitor</a> | <b>26,203</b> (67.26%)                           | 0.00%   | 0 (0.00%)  | 37.81%  | 2.71  | 00:05:07  | 18.98%   | 4,974 (87.93%)                                 | \$0.00 (0.00%)                                 |
| 2. <a href="#">New Visitor</a>       | <b>12,755</b> (32.74%)                           | 100.00%   | 12,755(100.00%)                                  | 57.33%  | 2.01  | 00:02:17  | 5.35%  | 683 (12.07%)                                   | \$0.00 (0.00%)                                 |

Rows 1 - 2 of 2