

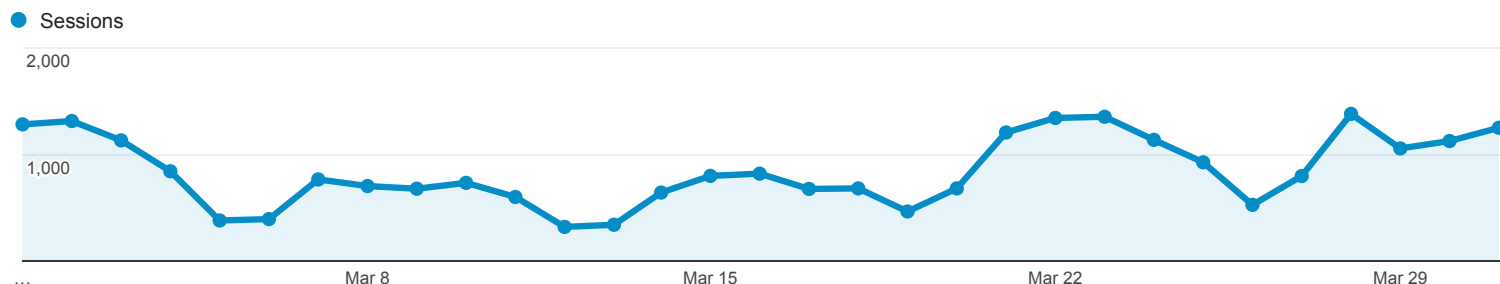
Mar 1, 2016 - Mar 31, 2016

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)
	26,387 % of Total: 100.00% (26,387)	20.57% Avg for View: 20.55% (0.07%)	5,427 % of Total: 100.07% (5,423)	42.08% Avg for View: 42.08% (0.00%)	2.79 Avg for View: 2.79 (0.00%)	00:04:18 Avg for View: 00:04:18 (0.00%)	19.21% Avg for View: 19.21% (0.00%)	5,069 % of Total: 100.00% (5,069)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	20,960 (79.43%)	0.00%	0 (0.00%)	39.49%	2.94	00:04:53	22.10%	4,633 (91.40%)	\$0.00 (0.00%)
2. New Visitor	5,427 (20.57%)	100.00%	5,427(100.00%)	52.07%	2.20	00:02:00	8.03%	436 (8.60%)	\$0.00 (0.00%)

Rows 1 - 2 of 2