

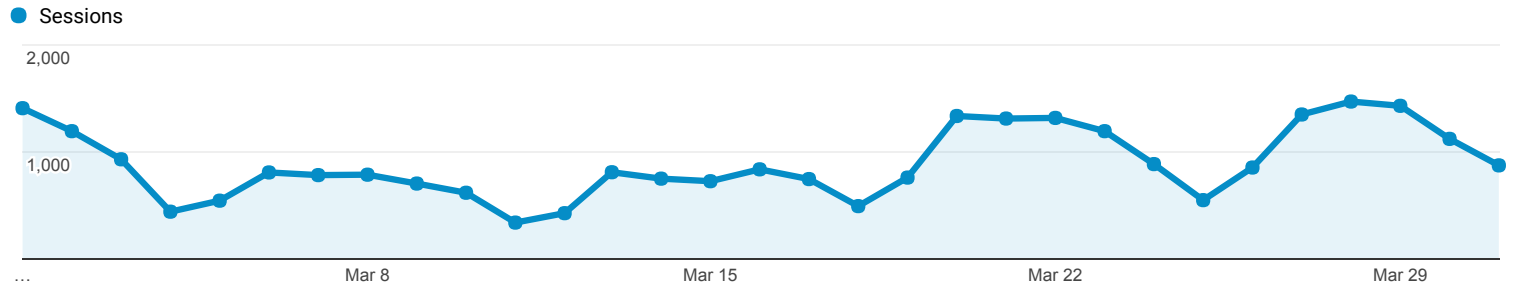
Mar 1, 2017 - Mar 31, 2017

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)
	27,711 % of Total: 100.00% (27,711)	20.65% Avg for View: 20.63% (0.07%)	5,722 % of Total: 100.07% (5,718)	45.22% Avg for View: 45.22% (0.00%)	2.65 Avg for View: 2.65 (0.00%)	00:04:34 Avg for View: 00:04:34 (0.00%)	15.55% Avg for View: 15.55% (0.00%)	4,308 % of Total: 100.00% (4,308)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	21,989 (79.35%)	0.00%	0 (0.00%)	45.28%	2.75	00:05:13	17.36%	3,818 (88.63%)	\$0.00 (0.00%)
2. New Visitor	5,722 (20.65%)	100.00%	5,722 (100.00%)	44.98%	2.25	00:02:02	8.56%	490 (11.37%)	\$0.00 (0.00%)

Rows 1 - 2 of 2