

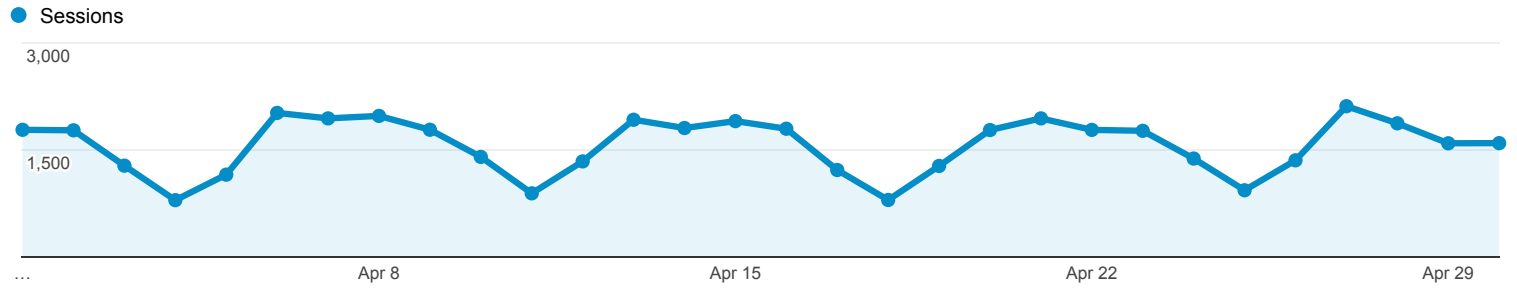
Apr 1, 2015 - Apr 30, 2015

# 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)
	46,880 % of Total: 100.00% (46,880)	30.13% Avg for View: 30.11% (0.05%)	14,124 % of Total: 100.05% (14,117)	44.04% Avg for View: 44.04% (0.00%)	2.52 Avg for View: 2.52 (0.00%)	00:04:37 Avg for View: 00:04:37 (0.00%)	14.89% Avg for View: 14.89% (0.00%)	6,982 % of Total: 100.00% (6,982)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">Returning Visitor</a>	32,756 (69.87%)	0.00%	0 (0.00%)	37.91%	2.73	00:05:36	18.78%	6,153 (88.13%)	\$0.00 (0.00%)
2. <a href="#">New Visitor</a>	14,124 (30.13%)	100.00%	14,124(100.00%)	58.25%	2.04	00:02:20	5.87%	829 (11.87%)	\$0.00 (0.00%)

Rows 1 - 2 of 2