

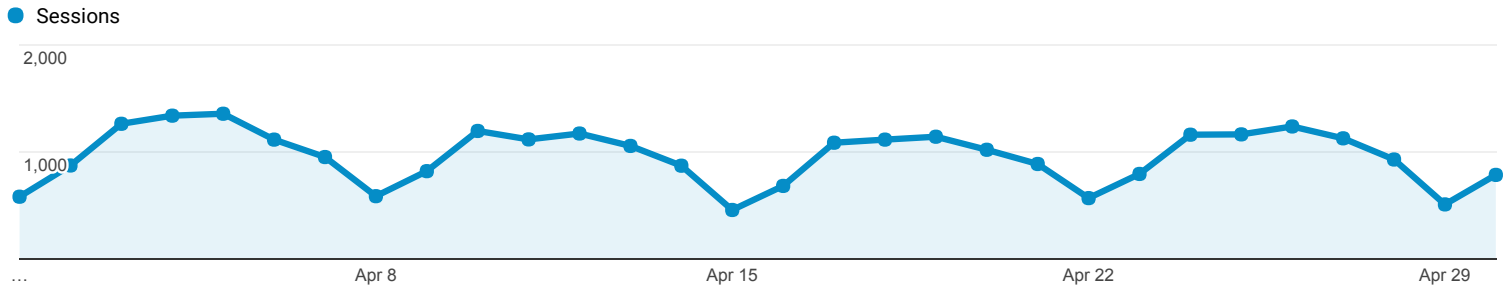
New vs Returning

Apr 1, 2017 - Apr 30, 2017

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)
	28,872 % of Total: 100.00% (28,872)	19.96% Avg for View: 19.95% (0.05%)	5,762 % of Total: 100.05% (5,759)	47.27% Avg for View: 47.27% (0.00%)	2.68 Avg for View: 2.68 (0.00%)	00:04:52 Avg for View: 00:04:52 (0.00%)	15.40% Avg for View: 15.40% (0.00%)	4,446 % of Total: 100.00% (4,446)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	23,110 (80.04%)	0.00%	0 (0.00%)	46.98%	2.81	00:05:38	17.23%	3,981 (89.54%)	\$0.00 (0.00%)
2. New Visitor	5,762 (19.96%)	100.00%	5,762 (100.00%)	48.44%	2.14	00:01:48	8.07%	465 (10.46%)	\$0.00 (0.00%)

Rows 1 - 2 of 2