

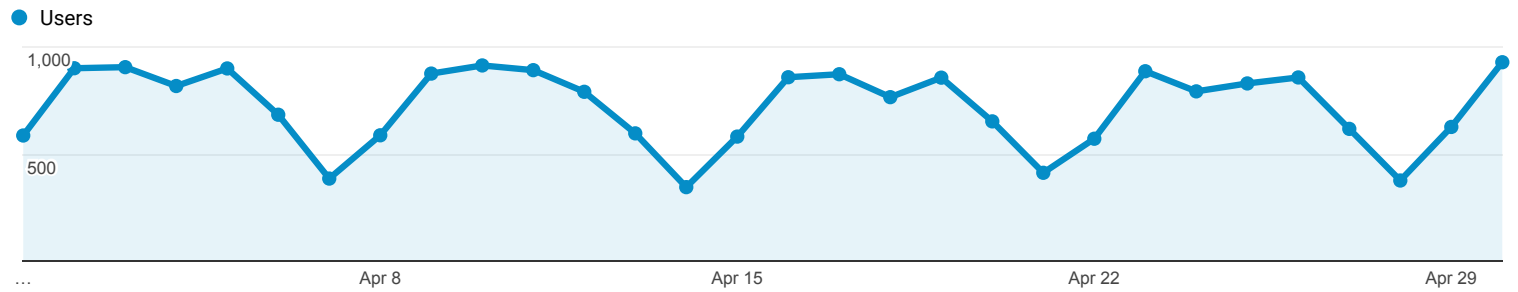
## New vs Returning

All Users  
100.00% Users

Apr 1, 2018 - Apr 30, 2018

### Explorer

#### Summary



| User Type                            | Acquisition                                      |  |  | Behavior   |  |  | Conversions <span>Goal 1: Mobile IDB Access</span> |  |  |
|--------------------------------------|--|--|--|--|--|--|--|--|--|
|                                      | Users  | New Users                                      | Sessions   | 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>10,646</b><br>% of Total: 100.00%<br>(10,646) | <b>5,930</b><br>% of Total: 100.07%<br>(5,926) | <b>31,014</b><br>% of Total: 100.00%<br>(31,014) | <b>43.53%</b><br>Avg for View: 43.53%<br>(0.00%) | <b>2.66</b><br>Avg for View: 2.66<br>(0.00%) | <b>00:04:25</b><br>Avg for View: 00:04:25<br>(0.00%) | <b>14.37%</b><br>Avg for View: 14.37%<br>(0.00%)   | <b>4,457</b><br>% of Total: 100.00%<br>(4,457) | <b>\$0.00</b><br>% of Total: 0.00%<br>(\$0.00) |
| 1. <a href="#">Returning Visitor</a> | <b>6,037</b><br>(50.46%)                         | <b>0</b><br>(0.00%)                            | <b>25,084</b><br>(80.88%)                        | <b>42.13%</b>                                    | <b>2.83</b>                                  | <b>00:05:05</b>                                      | <b>16.18%</b>                                      | <b>4,058</b><br>(91.05%)                       | <b>\$0.00</b><br>(0.00%)                       |
| 2. <a href="#">New Visitor</a>       | <b>5,926</b><br>(49.54%)                         | <b>5,930</b><br>(100.00%)                      | <b>5,930</b><br>(19.12%)                         | <b>49.46%</b>                                    | <b>1.96</b>                                  | <b>00:01:36</b>                                      | <b>6.73%</b>                                       | <b>399</b><br>(8.95%)                          | <b>\$0.00</b><br>(0.00%)                       |

Rows 1 - 2 of 2