

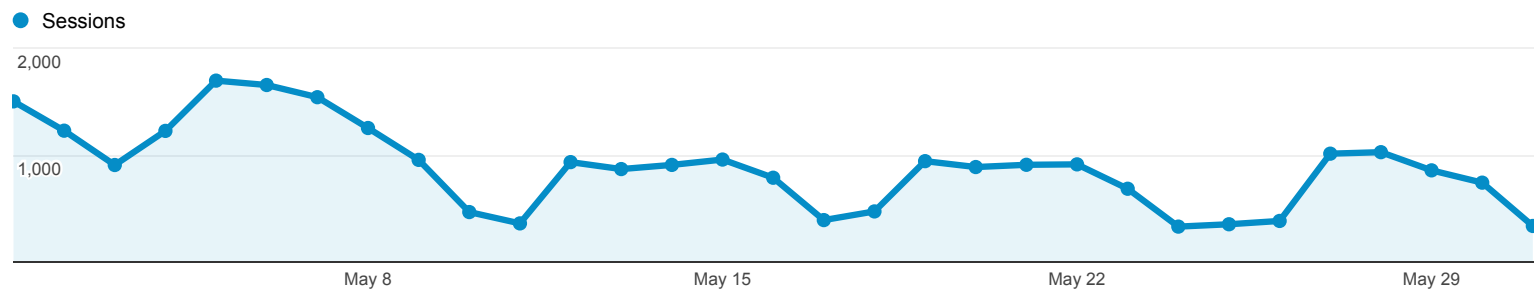
May 1, 2014 - May 31, 2014

All Sessions
100.00%

+ Add Segment

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)
	27,464 % of Total: 100.00% (27,464)	36.02% Site Avg: 36.00% (0.06%)	9,893 % of Total: 100.06% (9,887)	46.96% Site Avg: 46.96% (0.00%)	2.75 Site Avg: 2.75 (0.00%)	00:04:23 Site Avg: 00:04:23 (0.00%)	13.37% Site Avg: 13.37% (0.00%)	3,673 % of Total: 100.00% (3,673)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	17,571 (63.98%)	0.00%	0 (0.00%)	40.03%	3.00	00:05:39	17.76%	3,121 (84.97%)	\$0.00 (0.00%)
2. New Visitor	9,893 (36.02%)	100.00%	9,893(100.00%)	59.26%	2.28	00:02:08	5.58%	552 (15.03%)	\$0.00 (0.00%)

Rows 1 - 2 of 2