

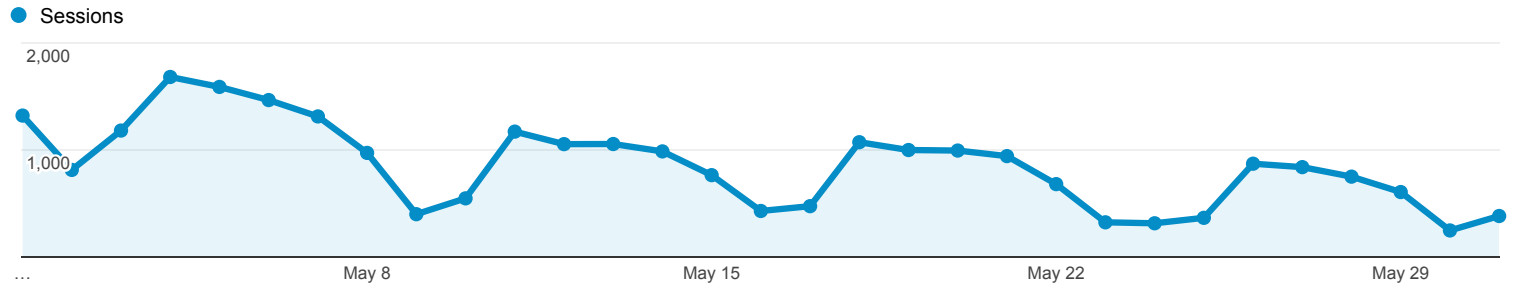
May 1, 2015 - May 31, 2015

New vs Returning

All Sessions
100.00%

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)
	26,538 % of Total: 100.00% (26,538)	34.21% Avg for View: 34.17% (0.11%)	9,079 % of Total: 100.11% (9,069)	47.46% Avg for View: 47.46% (0.00%)	2.37 Avg for View: 2.37 (0.00%)	00:03:52 Avg for View: 00:03:52 (0.00%)	13.42% Avg for View: 13.42% (0.00%)	3,561 % of Total: 100.00% (3,561)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	17,459 (65.79%)	0.00%	0 (0.00%)	40.09%	2.58	00:04:54	17.64%	3,080 (86.49%)	\$0.00 (0.00%)
2. New Visitor	9,079 (34.21%)	100.00%	9,079(100.00%)	61.64%	1.96	00:01:51	5.30%	481 (13.51%)	\$0.00 (0.00%)

Rows 1 - 2 of 2