

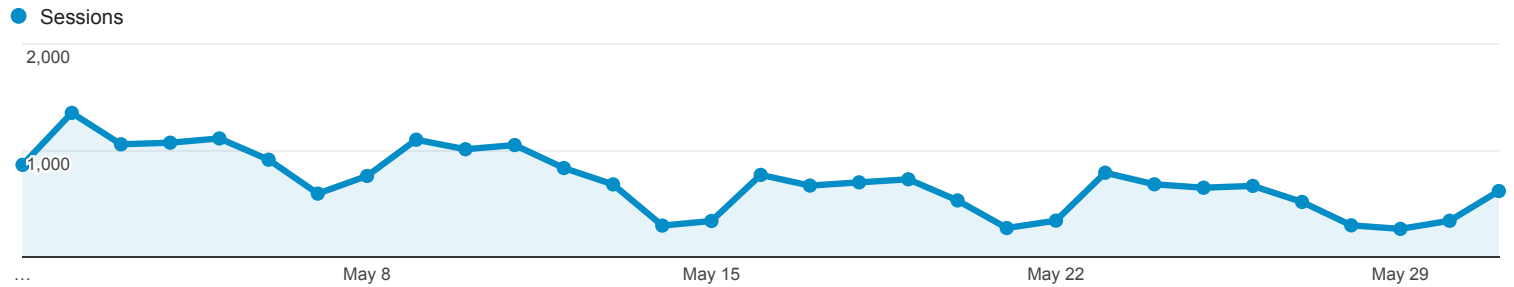
May 1, 2016 - May 31, 2016

Device Overview

All Users
100.00% Sessions

Explorer

Summary



| Device Category | 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) |
| | 21,933 % of Total: 100.00% (21,933) | 27.02% Avg for View: 27.00% (0.08%) | 5,926 % of Total: 100.08% (5,921) | 45.41% Avg for View: 45.41% (0.00%) | 2.72 Avg for View: 2.72 (0.00%) | 00:04:19 Avg for View: 00:04:19 (0.00%) | 17.07% Avg for View: 17.07% (0.00%) | 3,745 % of Total: 100.00% (3,745) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. desktop | 20,051 (91.42%) | 24.74% | 4,961 (83.72%) | 46.04% | 2.79 | 00:04:37 | 18.28% | 3,666 (97.89%) | \$0.00 (0.00%) |
| 2. mobile | 1,586 (7.23%) | 50.82% | 806 (13.60%) | 35.94% | 1.97 | 00:00:59 | 3.15% | 50 (1.34%) | \$0.00 (0.00%) |
| 3. tablet | 296 (1.35%) | 53.72% | 159 (2.68%) | 53.72% | 1.94 | 00:01:18 | 9.80% | 29 (0.77%) | \$0.00 (0.00%) |

Rows 1 - 3 of 3