

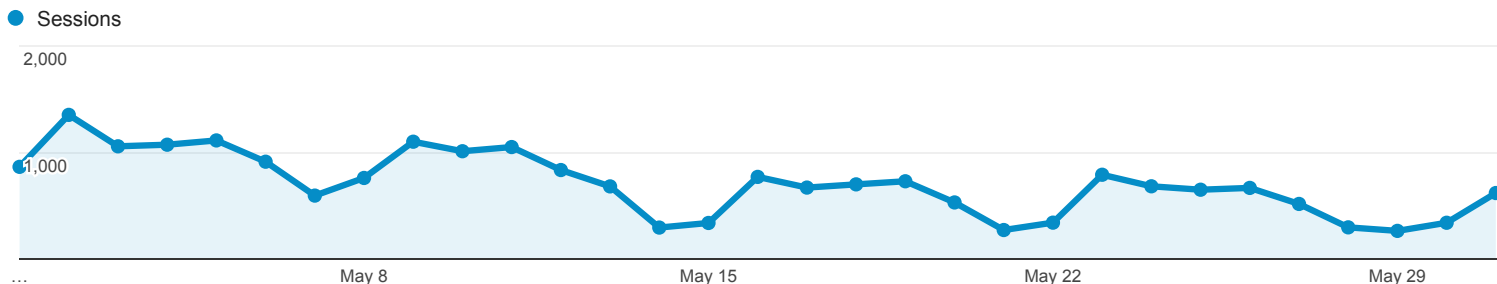
May 1, 2016 - May 31, 2016

New vs Returning

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)
	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. Returning Visitor	16,007 (72.98%)	0.00%	0 (0.00%)	42.28%	2.90	00:05:11	20.30%	3,249 (86.76%)	\$0.00 (0.00%)
2. New Visitor	5,926 (27.02%)	100.00%	5,926(100.00%)	53.88%	2.23	00:01:56	8.37%	496 (13.24%)	\$0.00 (0.00%)

Rows 1 - 2 of 2