

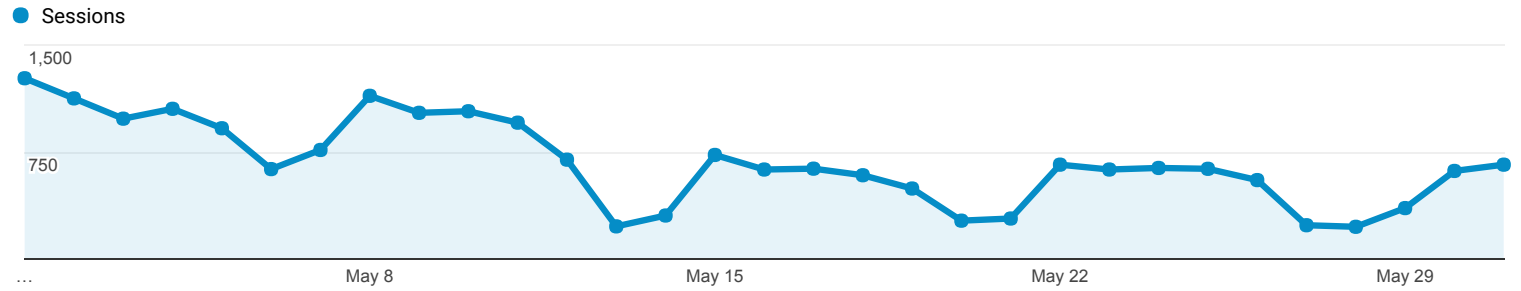
May 1, 2017 - May 31, 2017

# New vs Returning

All Users  
100.00% Sessions

Explorer

Summary



| User Type                            | Acquisition                                  |   |   | Behavior  |   |   | Conversions <span>Goal 1: Mobile IDB Access</span> |  |  |
|--------------------------------------|--|---|---|---|---|---|--|--|--|
|                                      | 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)           |
|                                      | 20,924<br>% of Total:<br>100.00%<br>(20,924) | 24.85%<br>Avg for<br>View:<br>24.84%<br>(0.04%) | 5,199<br>% of<br>Total:<br>100.04%<br>(5,197) | 47.94%<br>Avg for<br>View:<br>47.94%<br>(0.00%) | 2.31<br>Avg for<br>View:<br>2.31<br>(0.00%) | 00:03:51<br>Avg for<br>View:<br>00:03:51<br>(0.00%) | 12.24%<br>Avg for View:<br>12.24%<br>(0.00%)       | 2,561<br>% of Total:<br>100.00%<br>(2,561) | \$0.00<br>% of Total:<br>0.00%<br>(\$0.00) |
| 1. <a href="#">Returning Visitor</a> | 15,725<br>(75.15%)                           | 0.00%   | 0<br>(0.00%)                                  | 46.51%  | 2.44  | 00:04:38  | 14.28%   | 2,246<br>(87.70%)                          | \$0.00<br>(0.00%)                          |
| 2. <a href="#">New Visitor</a>       | 5,199<br>(24.85%)                            | 100.00%   | 5,199<br>(100.00%)                            | 52.26%  | 1.91  | 00:01:27  | 6.06%  | 315<br>(12.30%)                            | \$0.00<br>(0.00%)                          |

Rows 1 - 2 of 2