

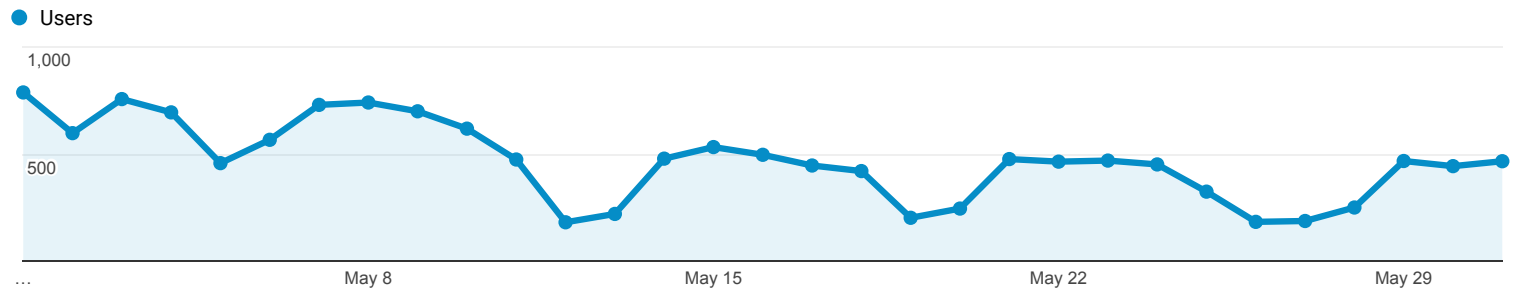
New vs Returning

All Users  
100.00% Users

May 1, 2018 - May 31, 2018

Explorer

Summary



User Type	Acquisition			Behavior			Conversions <span>Goal 1: Mobile IDB Access</span>		
	Users	New Users	Sessions	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)
	8,153 <small>% of Total: 100.00% (8,153)</small>	4,754 <small>% of Total: 100.02% (4,753)</small>	20,638 <small>% of Total: 100.00% (20,638)</small>	46.26% <small>Avg for View: 46.26% (0.00%)</small>	2.32 <small>Avg for View: 2.32 (0.00%)</small>	00:03:57 <small>Avg for View: 00:03:57 (0.00%)</small>	11.66% <small>Avg for View: 11.66% (0.00%)</small>	2,407 <small>% of Total: 100.00% (2,407)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. <a href="#">New Visitor</a>	4,753 <small>(52.11%)</small>	4,754 <small>(100.00%)</small>	4,754 <small>(23.04%)</small>	48.63%	1.88	00:01:31	4.73%	225 <small>(9.35%)</small>	\$0.00 <small>(0.00%)</small>
2. <a href="#">Returning Visitor</a>	4,368 <small>(47.89%)</small>	0 <small>(0.00%)</small>	15,884 <small>(76.96%)</small>	45.55%	2.45	00:04:41	13.74%	2,182 <small>(90.65%)</small>	\$0.00 <small>(0.00%)</small>

Rows 1 - 2 of 2