

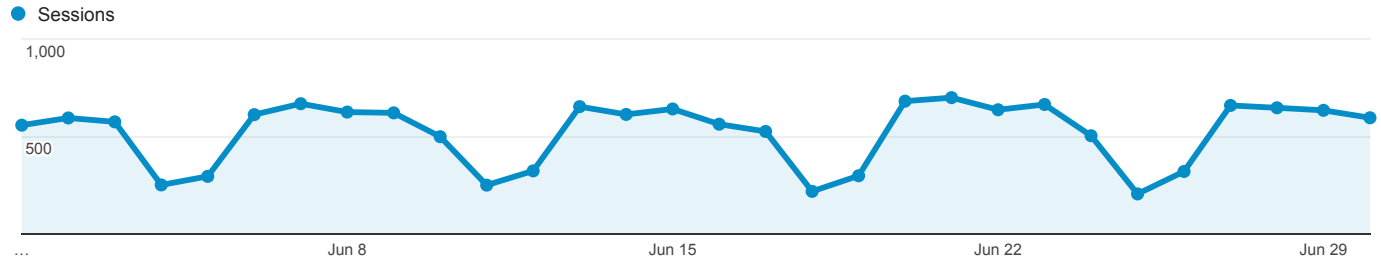
Jun 1, 2016 - Jun 30, 2016

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) |
| | 15,638 % of Total: 100.00% (15,638) | 28.27% Avg for View: 28.26% (0.02%) | 4,421 % of Total: 100.02% (4,420) | 45.80% Avg for View: 45.80% (0.00%) | 2.52 Avg for View: 2.52 (0.00%) | 00:04:03 Avg for View: 00:04:03 (0.00%) | 18.66% Avg for View: 18.66% (0.00%) | 2,918 % of Total: 100.00% (2,918) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. Returning Visitor | 11,217 (71.73%) | 0.00% | 0 (0.00%) | 42.98% | 2.64 | 00:04:54 | 22.73% | 2,550 (87.39%) | \$0.00 (0.00%) |
| 2. New Visitor | 4,421 (28.27%) | 100.00% | 4,421 (100.00%) | 52.95% | 2.20 | 00:01:51 | 8.32% | 368 (12.61%) | \$0.00 (0.00%) |

Rows 1 - 2 of 2