

Jul 1, 2014 - Jul 31, 2014

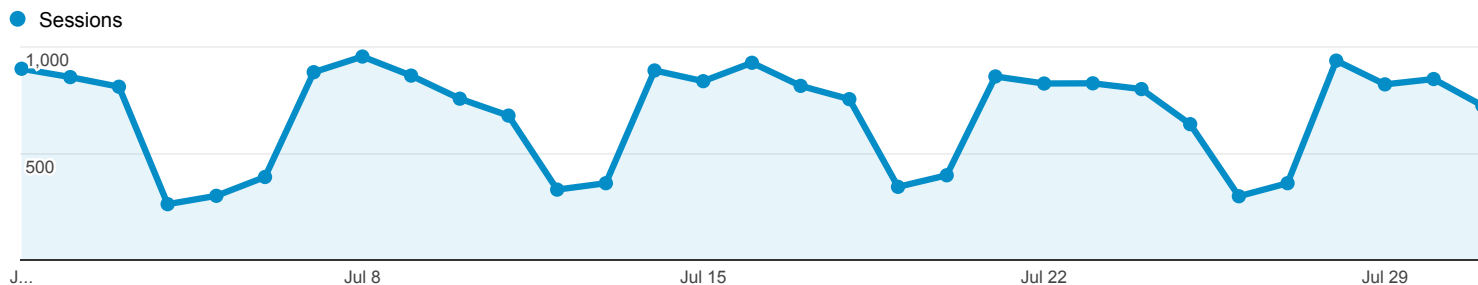
# Device Overview

All Sessions  
100.00%

+ Add Segment

Explorer

Summary



Device Category	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)
	21,247 <small>% of Total: 100.00% (21,247)</small>	36.21% <small>Site Avg: 36.20% (0.04%)</small>	7,694 <small>% of Total: 100.04% (7,691)</small>	47.87% <small>Site Avg: 47.87% (0.00%)</small>	2.74 <small>Site Avg: 2.74 (0.00%)</small>	00:04:01 <small>Site Avg: 00:04:01 (0.00%)</small>	14.35% <small>Site Avg: 14.35% (0.00%)</small>	3,050 <small>% of Total: 100.00% (3,050)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. desktop	19,985 (94.06%)	34.56%	6,906 (89.76%)	47.38%	2.78	00:04:09	14.93%	2,984 (97.84%)	\$0.00 (0.00%)
2. mobile	781 (3.68%)	62.23%	486 (6.32%)	53.52%	2.01	00:01:14	5.25%	41 (1.34%)	\$0.00 (0.00%)
3. tablet	481 (2.26%)	62.79%	302 (3.93%)	59.04%	2.45	00:02:59	5.20%	25 (0.82%)	\$0.00 (0.00%)

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