

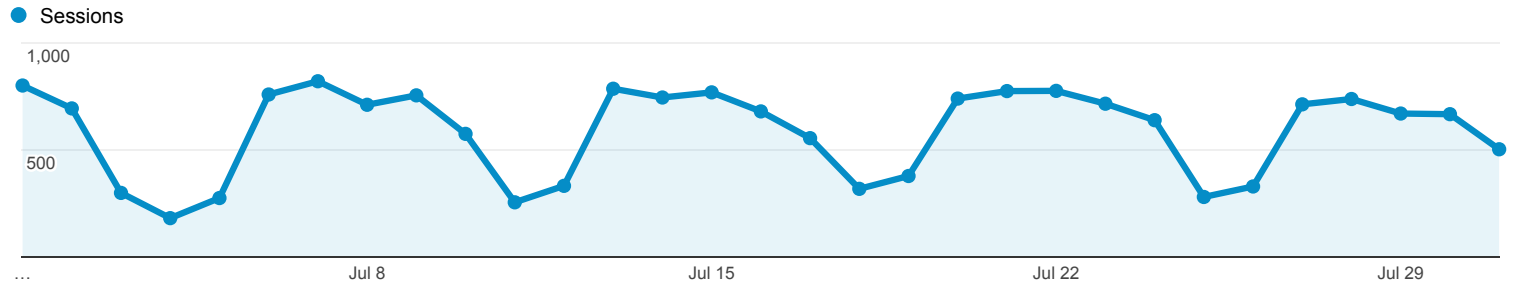
Jul 1, 2015 - Jul 31, 2015

Device Overview

All Sessions
100.00%

Explorer

Summary



| Device Category | 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) |
| | 18,204 % of Total: 100.00% (18,204) | 31.25% Avg for View: 31.25% (0.02%) | 5,689 % of Total: 100.02% (5,688) | 46.91% Avg for View: 46.91% (0.00%) | 2.52 Avg for View: 2.52 (0.00%) | 00:03:57 Avg for View: 00:03:57 (0.00%) | 16.97% Avg for View: 16.97% (0.00%) | 3,090 % of Total: 100.00% (3,090) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. desktop | 16,937 (93.04%) | 29.48% | 4,993 (87.77%) | 46.71% | 2.56 | 00:04:09 | 17.77% | 3,010 (97.41%) | \$0.00 (0.00%) |
| 2. mobile | 931 (5.11%) | 53.06% | 494 (8.68%) | 46.40% | 1.99 | 00:01:13 | 5.80% | 54 (1.75%) | \$0.00 (0.00%) |
| 3. tablet | 336 (1.85%) | 60.12% | 202 (3.55%) | 58.33% | 2.08 | 00:01:45 | 7.74% | 26 (0.84%) | \$0.00 (0.00%) |

Rows 1 - 3 of 3