

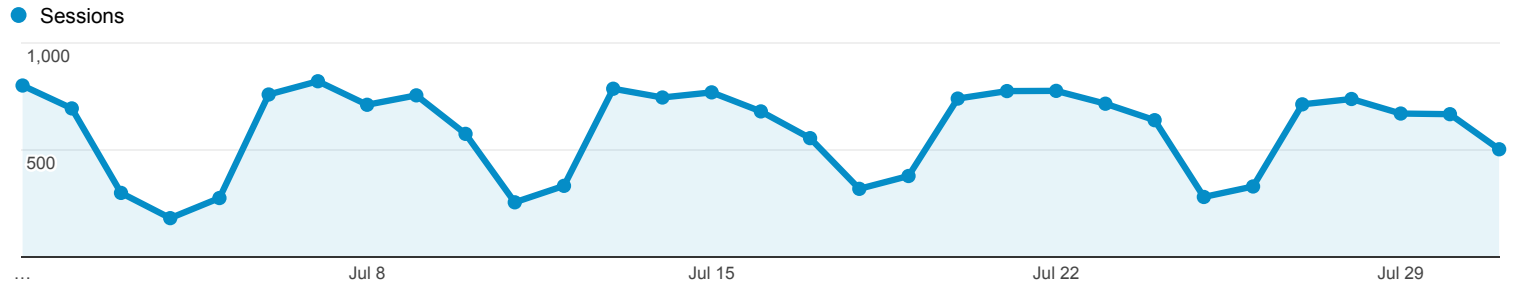
Jul 1, 2015 - Jul 31, 2015

New vs Returning

All Sessions
100.00%

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)
	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. Returning Visitor	12,515 (68.75%)	0.00%	0 (0.00%)	41.45%	2.69	00:04:46	21.65%	2,710 (87.70%)	\$0.00 (0.00%)
2. New Visitor	5,689 (31.25%)	100.00%	5,689(100.00%)	58.94%	2.15	00:02:10	6.68%	380 (12.30%)	\$0.00 (0.00%)

Rows 1 - 2 of 2