

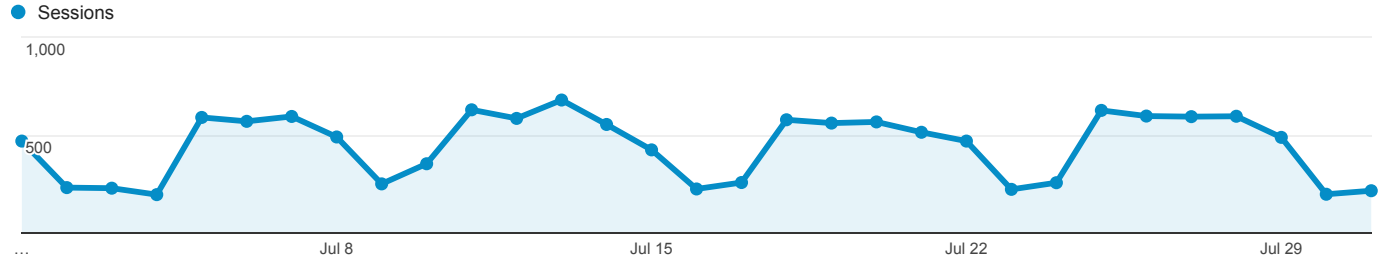
Jul 1, 2016 - Jul 31, 2016

Device Overview

All Users
100.00% Sessions

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)
	13,803 % of Total: 100.00% (13,803)	28.23% Avg for View: 28.21% (0.08%)	3,897 % of Total: 100.08% (3,894)	46.96% Avg for View: 46.96% (0.00%)	2.48 Avg for View: 2.48 (0.00%)	00:04:00 Avg for View: 00:04:00 (0.00%)	17.67% Avg for View: 17.67% (0.00%)	2,439 % of Total: 100.00% (2,439)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	12,882 (93.33%)	25.88%	3,334 (85.55%)	47.19%	2.51	00:04:12	18.55%	2,390 (97.99%)	\$0.00 (0.00%)
2. mobile	709 (5.14%)	59.10%	419 (10.75%)	40.20%	1.98	00:00:51	4.37%	31 (1.27%)	\$0.00 (0.00%)
3. tablet	212 (1.54%)	67.92%	144 (3.70%)	55.66%	2.06	00:01:47	8.49%	18 (0.74%)	\$0.00 (0.00%)

Rows 1 - 3 of 3