

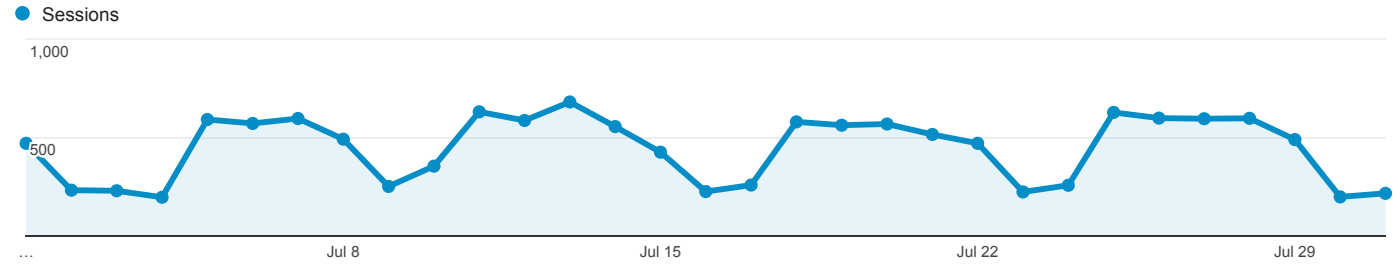
Jul 1, 2016 - Jul 31, 2016

# New vs Returning

All Users  
100.00% Sessions

Explorer

Summary



User Type	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)
	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. Returning Visitor	9,906 (71.77%)	0.00%	0 (0.00%)	44.53%	2.58	00:04:50	21.21%	2,101 (86.14%)	\$0.00 (0.00%)
2. New Visitor	3,897 (28.23%)	100.00%	3,897 (100.00%)	53.14%	2.22	00:01:51	8.67%	338 (13.86%)	\$0.00 (0.00%)

Rows 1 - 2 of 2