Mobile IDB

Jul 1, 2016 - Jul 31, 2016

## **Traffic Sources**

All Users 100.00% Sessions

18. duckduckgo.com / referral

20. community.libquides.com / referral

19. google.com / referral

Explorer

Summary



500									
Jul 8		Jul	15		Jul 22		Ju	129	
	Acquisition			Behavior			Conversions	Goal 1: Mobile IDB	Access
Source / Medium	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)	Mobi Access Value

	Sessions	Sessions	New Users		Session	Duration	(Goal 1 Conversion Rate)	Completions)	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. google / organic	5,301 (38.40%)	25.26%	1,339 (34.36%)	45.56%	2.53	00:04:25	20.07%	1,064 (43.62%)	\$0.00 (0.00%)

	% of Total: 100.00% (13,803)	Avg for View: 28.21% (0.08%)	% of Total: 100.08% (3,894)	Avg for View: 46.96% (0.00%)	Avg for View: 2.48 (0.00%)	Avg for View: 00:04:00 (0.00%)	Avg for View: 17.67% (0.00%)	% of Total: 100.00% (2,439)	% of Total 0.00% (\$0.00
1. google / organic	5,301 (38.40%)	25.26%	1,339 (34.36%)	45.56%	2.53	00:04:25	20.07%	1,064 (43.62%)	\$0.00 (0.00%
2. (direct) / (none)	4,718 (34.18%)	35.59%	1,679 (43.08%)	48.77%	2.38	00:03:03	20.24%	955 (39.16%)	\$0.00 (0.00%
3. library.umaine.edu / referral	2,313 (16.76%)	21.14%	489 (12.55%)	44.83%	2.66	00:05:22	5.62%	130 (5.33%)	\$0.00 (0.00%

2. (direct) / (none)	4,718 (34.18%)	35.59%	1,679 (43.08%)	48.77%	2.38	00:03:03	20.24%	955 (39.16%)	\$0.00 (0.00%)
3. library.umaine.edu / referral	2,313 (16.76%)	21.14%	489 (12.55%)	44.83%	2.66	00:05:22	5.62%	130 (5.33%)	\$0.00 (0.00%)
4. bing / organic	215 (1.56%)	37.21%	80 (2.05%)	44.65%	2.44	00:01:24	28.84%	62 (2.54%)	\$0.00 (0.00%)

4. bing / organic	215 (1.56%)	37.21%	80 (2.05%)	44.65%	2.44	00:01:24	28.84%	62 (2.54%)	\$0.00 (0.00%)
5. yahoo / organic	200 (1.45%)	35.00%	70 (1.80%)	38.00%	2.35	00:02:23	32.00%	64 (2.62%)	\$0.00 (0.00%)
6. libguides.library.umaine.edu / referral	198 (1.43%)	4.04%	8 (0.21%)	46.46%	2.57	00:04:23	22.73%	45 (1.85%)	\$0.00 (0.00%)

6. libguides.library.umaine.edu / referral	198 (1.43%)	4.04%	8 (0.21%)	46.46%	2.57	00:04:23	22.73%	45 (1.85%)	\$0.00 (0.00%
7. qq4nm4zz3u.search.serialssolutions .com / referral	160 (1.16%)	1.88%	3 (0.08%)	36.88%	2.59	00:04:09	26.88%	43 (1.76%)	\$0.00 (0.00%

7.	qq4nm4zz3u.search.serialssolutions .com / referral	160 (1.16%)	1.88%	3 (0.08%)	36.88%	2.59	00:04:09	26.88%	43 (1.76%)	\$0.00 (0.00%)
8.	development.library.umaine.edu / referral	129 (0.93%)	0.00%	0 (0.00%)	57.36%	2.10	00:09:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	umaine.summon.serialssolutions.co m / referral	76 (0.55%)	1.32%	1 (0.03%)	65.79%	1.87	00:02:12	14.47%	11 (0.45%)	\$0.00 (0.00%)

8.	referral	129	(0.93%)	0.00%	0	(0.00%)	57.36%	2.10	00:09:28	0.00%	0	(0.00%)	\$0.00	(0.00%)
9.	umaine.summon.serialssolutions.co m / referral	76	(0.55%)	1.32%	1	(0.03%)	65.79%	1.87	00:02:12	14.47%	11	(0.45%)	\$0.00	(0.00%)
10.	digitalcommons.library.umaine.edu / referral	45	(0.33%)	46.67%	21	(0.54%)	53.33%	2.38	00:02:14	0.00%	0	(0.00%)	\$0.00	(0.00%)
11.	maine.gov / referral	35	(0.25%)	91.43%	32	(0.82%)	45.71%	2.09	00:02:07	0.00%	0	(0.00%)	\$0.00	(0.00%)
12.	ursus.maine.edu / referral	34	(0.25%)	8.82%	3	(0.08%)	67.65%	1.62	00:01:12	0.00%	0	(0.00%)	\$0.00	(0.00%)

11.	maine.gov / referral	35	(0.25%)	91.43%	32	(0.82%)	45.71%	2.09	00:02:07	0.00%	0	(0.00%)	\$0.00	(0.00%)
12.	ursus.maine.edu / referral	34	(0.25%)	8.82%	3	(0.08%)	67.65%	1.62	00:01:12	0.00%	0	(0.00%)	\$0.00	(0.00%)
13.	library.umaine.edu.prxy4.ursus.main e.edu / referral	33	(0.24%)	0.00%	0	(0.00%)	3.03%	3.76	00:04:20	93.94%	31	(1.27%)	\$0.00	(0.00%)
14.	psycnet.apa.org.prxy4.ursus.maine. edu / referral	27	(0.20%)	0.00%	0	(0.00%)	48.15%	3.07	00:15:39	0.00%	0	(0.00%)	\$0.00	(0.00%)
15.	libraries.maine.edu / referral	26	(0.19%)	42.31%	11	(0.28%)	30.77%	2.62	00:00:50	26.92%	7	(0.29%)	\$0.00	(0.00%)
16.	social-buttons-eee.xyz / referral	21	(0.15%)	100.00%	21	(0.54%)	100.00%	1.00	00:00:00	0.00%	0	(0.00%)	\$0.00	(0.00%)
17.	umaine.edu / referral	21	(0.15%)	23.81%	5	(0.13%)	57.14%	2.24	00:01:37	14.29%	3	(0.12%)	\$0.00	(0.00%)

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21.	facebook.com / referral	12	(0.09%)	50.00%	6 (0.15%)	83.33%	1.67	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	umaine.summon.serialssolutions.co m.prxy4.ursus.maine.edu / referral	11	(0.08%)	0.00%	0 (0.00%)	54.55%	2.36	00:02:51	18.18%	2 (0.08%)	\$0.00 (0.00%)
23.	web.a.ebscohost.com.prxy4.ursus. maine.edu / referral	9	(0.07%)	100.00%	9 (0.23%)	66.67%	1.44	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	172.31.79.254:8002 / referral	7	(0.05%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	aol / organic	7	(0.05%)	57.14%	4 (0.10%)	71.43%	1.57	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
26.	com.google.android.googlequicksea rchbox / referral	7	(0.05%)	28.57%	2 (0.05%)	57.14%	1.57	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
27.	192.168.33.1 / referral	6	(0.04%)	16.67%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
28.	baharestan.ir / referral	6	(0.04%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
29.	search.tb.ask.com / referral	6	(0.04%)	0.00%	0 (0.00%)	16.67%	2.33	00:00:18	16.67%	1 (0.04%)	\$0.00 (0.00%)
30.	yandex / organic	6	(0.04%)	0.00%	0 (0.00%)	50.00%	4.00	00:13:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
31.	so.com / organic	5	(0.04%)	20.00%	1 (0.03%)	80.00%	1.40	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
32.	uspto.gov / referral	5	(0.04%)	100.00%	5 (0.13%)	60.00%	3.00	00:03:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
33.	foglerlibrary.org / referral	4	(0.03%)	25.00%	1 (0.03%)	25.00%	5.00	00:07:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
34.	forest.umaine.edu / referral	4	(0.03%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
35.	itrevolution.cf / referral	4	(0.03%)	100.00%	4 (0.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
36.	openallurls.com / referral	4	(0.03%)	75.00%	3 (0.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
37.	r.duckduckgo.com / referral	4	(0.03%)	75.00%	3 (0.08%)	25.00%	2.50	00:00:53	25.00%	1 (0.04%)	\$0.00 (0.00%)
38.	thisoldyearbook.com / referral	4	(0.03%)	100.00%	4 (0.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
39.	us.wow.com / referral	4	(0.03%)	100.00%	4 (0.10%)	50.00%	2.75	00:05:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
40.	web.b.ebscohost.com.prxy4.ursus. maine.edu / referral	4	(0.03%)	25.00%	1 (0.03%)	75.00%	1.25	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
41.	asacopaco.tk / referral	3	(0.02%)	100.00%	3 (0.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
42.	earlymaine.org / referral	3	(0.02%)	33.33%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
43.	fix-website-errors.com / referral	3	(0.02%)	100.00%	3 (0.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
44.	int.search.tb.ask.com / referral	3	(0.02%)	100.00%	3 (0.08%)	66.67%	2.00	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
45.	m.ursus.maine.edu / referral	3	(0.02%)	33.33%	1 (0.03%)	33.33%	2.00	00:00:06	33.33%	1 (0.04%)	\$0.00 (0.00%)
46.	mycampus.maine.edu / referral	3	(0.02%)	0.00%	0 (0.00%)	0.00%	2.67	00:00:05	100.00%	3 (0.12%)	\$0.00 (0.00%)
47.	worldcat.org / referral	3	(0.02%)	66.67%	2 (0.05%)	66.67%	3.00	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
48.	artikelkomputerku.blogspot.co.id / referral	2	(0.01%)	50.00%	1 (0.03%)	50.00%	2.00	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
49.	baidu / organic	2	(0.01%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
50.	free-video-tool.com / referral	2	(0.01%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
51.	gpl.lib.me.us / referral	2	(0.01%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
52.	I.facebook.com / referral	2	(0.01%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
53.	lib.ugm.ac.id / referral	2	(0.01%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
54.	libguides.stthomas.edu / referral	2	(0.01%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
55.	onlinelibrary.wiley.com / referral	2	(0.01%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
56.	onlinelibrary.wiley.com.prxy4.ursus. maine.edu / referral	2	(0.01%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
57.	penobscotbay.blogspot.com / referral	2	(0.01%)	0.00%	0 (0.00%)	50.00%	4.50	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
58.	pogodnyyeavarii.gq / referral	2	(0.01%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
59.	qq4nm4zz3u.scholar.serialssolution s.com / referral	2	(0.01%)	50.00%	1 (0.03%)	50.00%	3.00	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
60.	umit.maine.edu / referral	2	(0.01%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
61.	voglerfoundation.org / referral	2	(0.01%)	50.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

75.	libguides.bates.edu / reierrai	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00.00.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
76.	libguides.bowdoin.edu / referral	1 (0.01%)	100.00%	1 (0.03%)	0.00%	2.00	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
77.	librarytechnology.org / referral	1 (0.01%)	100.00%	1 (0.03%)	0.00%	4.00	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
78.	nativemaps.org / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
79.	nsfa.umaine.edu / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
80.	onlinelibrary.wiley.com.ursus-proxy- 11.ursus.maine.edu / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
81.	outlook.live.com / referral	1 (0.01%)	0.00%	0 (0.00%)	0.00%	5.00	00:01:57	100.00%	1 (0.04%)	\$0.00 (0.00%)
82.	penobscot-maine.com / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
83.	polpred.com / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
84.	qq4nm4zz3u.search.serialssolutions .com.prxy4.ursus.maine.edu / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
85.	ranking2017.ga / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
86.	search / organic	1 (0.01%)	100.00%	1 (0.03%)	0.00%	3.00	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
87.	search.proquest.com / referral	1 (0.01%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
88.	search.proquest.com.prxy4.ursus.m aine.edu / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
89.	search.twcc.com / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
90.	searchlock.com / referral	1 (0.01%)	100.00%	1 (0.03%)	0.00%	5.00	00:06:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
91.	soudoc.com / referral	1 (0.01%)	100.00%	1 (0.03%)	0.00%	2.00	00:00:08	100.00%	1 (0.04%)	\$0.00 (0.00%)
92.	umalibguides.uma.edu / referral	1 (0.01%)	100.00%	1 (0.03%)	0.00%	2.00	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
93.	unb.worldcat.org / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
94.	uopx.summon.serialssolutions.com. contentproxy.phoenix.edu / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
95.	url-opener.com / referral	1 (0.01%)	100.00%	1 (0.03%)	0.00%	4.00	00:29:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
96.	urlopener.com / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	100.00%	1 (0.04%)	\$0.00 (0.00%)
97.	us.yhs4.search.yahoo.com / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
98.	wikihow.com / referral	1 (0.01%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

americanancestors.org / referral

bestofferswalkmydogouteveryday.g

bi.galegroup.com.prxy4.ursus.maine

contentpromotion.pitchbox.com /

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.edu / referral

biketank.ga / referral

bpl.lib.me.us / referral

crln.acrl.org / referral

dll.lll.umaine.edu / referral

en.mail.qq.com / referral

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