

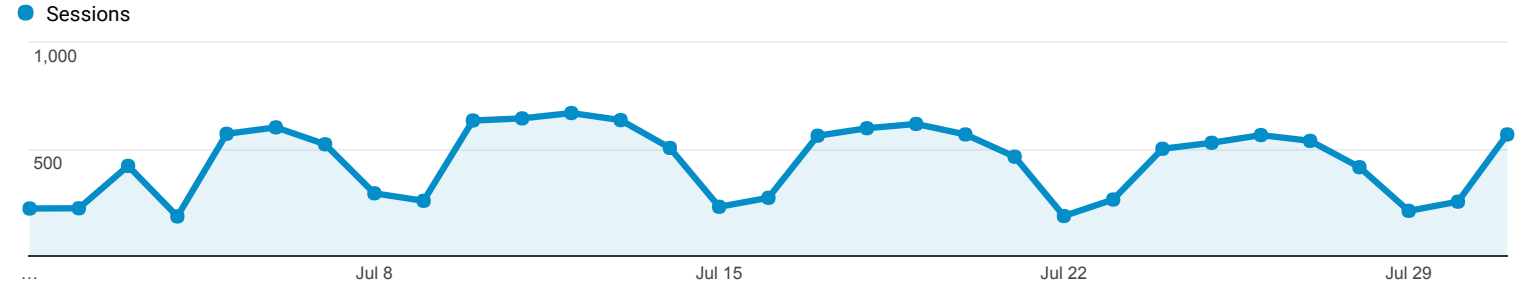
New vs Returning

All Users
100.00% Sessions

Jul 1, 2017 - Jul 31, 2017

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)
	13,722 % of Total: 100.00% (13,722)	25.97% Avg for View: 25.95% (0.06%)	3,563 % of Total: 100.06% (3,561)	48.25% Avg for View: 48.25% (0.00%)	2.04 Avg for View: 2.04 (0.00%)	00:03:06 Avg for View: 00:03:06 (0.00%)	11.92% Avg for View: 11.92% (0.00%)	1,635 % of Total: 100.00% (1,635)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	10,159 (74.03%)	0.00%	0 (0.00%)	48.71%	2.07	00:03:35	13.88%	1,410 (86.24%)	\$0.00 (0.00%)
2. New Visitor	3,563 (25.97%)	100.00%	3,563 (100.00%)	46.95%	1.95	00:01:43	6.31%	225 (13.76%)	\$0.00 (0.00%)

Rows 1 - 2 of 2