

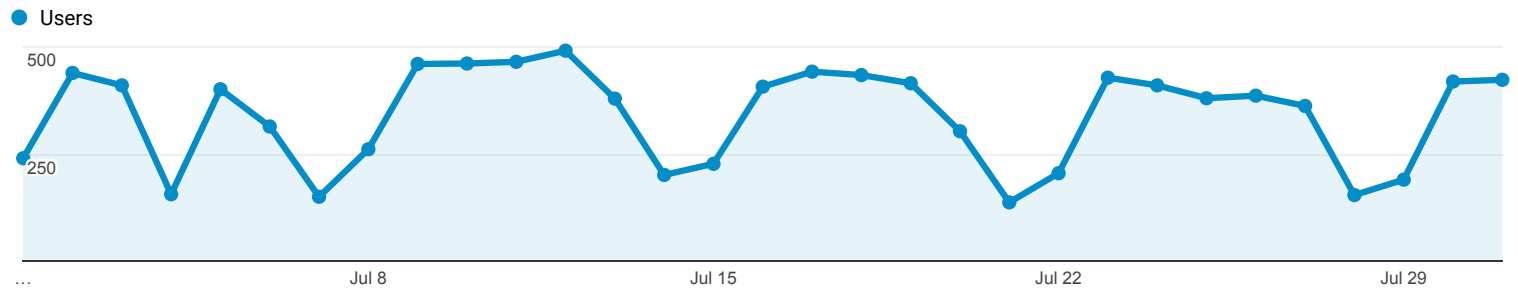
Device Overview

All Users
100.00% Users

Jul 1, 2018 - Jul 31, 2018

Explorer

Summary



| Device Category | Acquisition | | | Behavior | | | Conversions Goal 1: Mobile IDB Access | | |
|-----------------|---|---|---|---|---|---|--|---|---|
| | Users | New Users | Sessions | 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) |
| | 5,504 % of Total: 100.00% (5,504) | 3,576 % of Total: 100.00% (3,576) | 15,027 % of Total: 100.00% (15,027) | 46.15% Avg for View: 46.15% (0.00%) | 2.28 Avg for View: 2.28 (0.00%) | 00:03:35 Avg for View: 00:03:35 (0.00%) | 13.78% Avg for View: 13.78% (0.00%) | 2,070 % of Total: 100.00% (2,070) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. desktop | 4,690 (85.09%) | 2,919 (81.63%) | 13,884 (92.39%) | 45.59% | 2.33 | 00:03:45 | 14.51% | 2,014 (97.29%) | \$0.00 (0.00%) |
| 2. mobile | 643 (11.67%) | 518 (14.49%) | 892 (5.94%) | 53.70% | 1.61 | 00:01:14 | 2.58% | 23 (1.11%) | \$0.00 (0.00%) |
| 3. tablet | 179 (3.25%) | 139 (3.89%) | 251 (1.67%) | 50.20% | 1.90 | 00:02:08 | 13.15% | 33 (1.59%) | \$0.00 (0.00%) |

Rows 1 - 3 of 3