

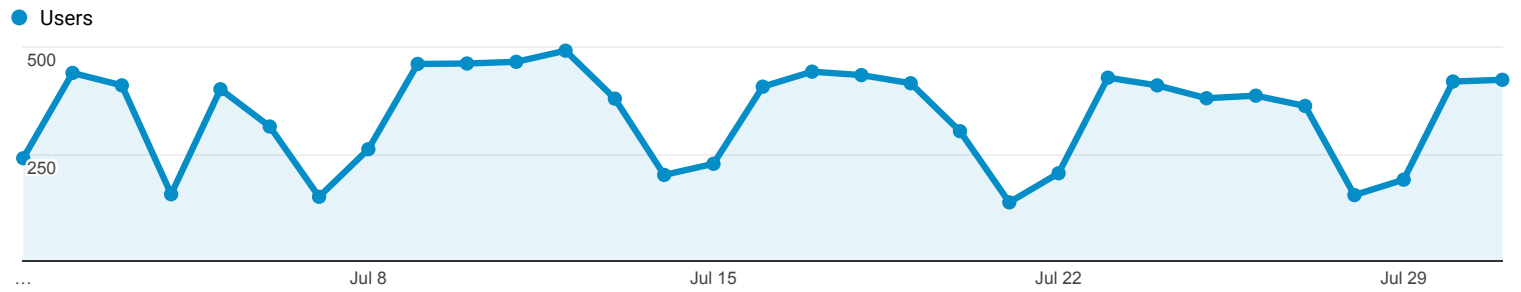
## New vs Returning

All Users  
100.00% Users

Jul 1, 2018 - Jul 31, 2018

### Explorer

Summary



User Type	Acquisition			Behavior			Conversions <span>Goal 1: Mobile IDB Access</span>		
	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)
	<b>5,504</b> % of Total: 100.00% (5,504)	<b>3,576</b> % of Total: 100.00% (3,576)	<b>15,027</b> % of Total: 100.00% (15,027)	<b>46.15%</b> Avg for View: 46.15% (0.00%)	<b>2.28</b> Avg for View: 2.28 (0.00%)	<b>00:03:35</b> Avg for View: 00:03:35 (0.00%)	<b>13.78%</b> Avg for View: 13.78% (0.00%)	<b>2,070</b> % of Total: 100.00% (2,070)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. <a href="#">New Visitor</a>	<b>3,575</b> (57.78%)	<b>3,576</b> (100.00%)	<b>3,576</b> (23.80%)	<b>47.82%</b>	<b>2.00</b>	<b>00:01:42</b>	<b>6.04%</b>	<b>216</b> (10.43%)	<b>\$0.00</b> (0.00%)
2. <a href="#">Returning Visitor</a>	<b>2,612</b> (42.22%)	<b>0</b> (0.00%)	<b>11,451</b> (76.20%)	<b>45.63%</b>	<b>2.36</b>	<b>00:04:10</b>	<b>16.19%</b>	<b>1,854</b> (89.57%)	<b>\$0.00</b> (0.00%)

Rows 1 - 2 of 2