

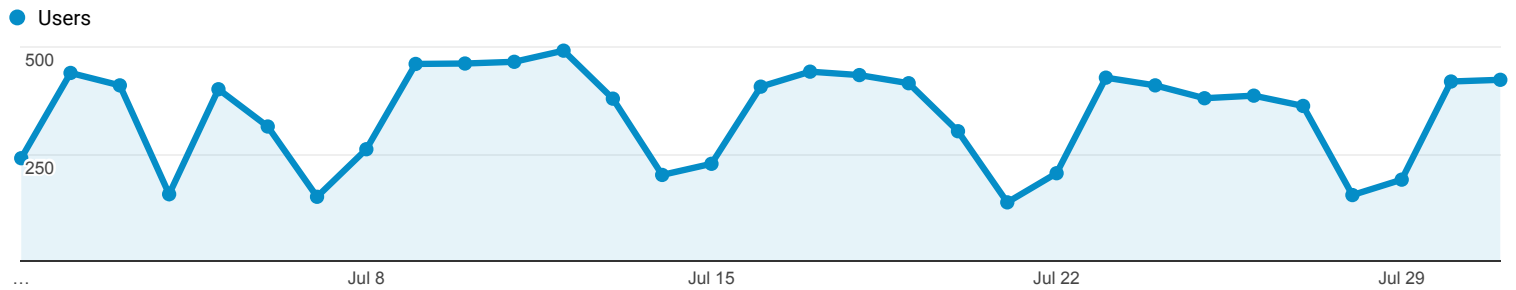
Traffic Sources

All Users
100.00% Users

Jul 1, 2018 - Jul 31, 2018

Explorer

Summary



Source / Medium	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. google / organic	2,795 (46.57%)	1,728 (48.32%)	6,850 (45.58%)	46.69%	2.21	00:03:50	11.05%	757 (36.57%)	\$0.00 (0.00%)
2. (direct) / (none)	1,881 (31.34%)	1,363 (38.12%)	3,988 (26.54%)	49.67%	2.08	00:02:40	17.90%	714 (34.49%)	\$0.00 (0.00%)
3. libguides.library.umaine.edu / referral	190 (3.17%)	18 (0.50%)	788 (5.24%)	39.85%	2.88	00:05:20	15.61%	123 (5.94%)	\$0.00 (0.00%)
4. umaine.edu / referral	181 (3.02%)	71 (1.99%)	386 (2.57%)	31.61%	2.73	00:03:52	15.80%	61 (2.95%)	\$0.00 (0.00%)
5. umaine.summon.serialssolutions.com / referral	172 (2.87%)	1 (0.03%)	949 (6.32%)	52.69%	2.38	00:03:50	13.80%	131 (6.33%)	\$0.00 (0.00%)
6. bb.courses.maine.edu / referral	169 (2.82%)	62 (1.73%)	351 (2.34%)	50.71%	2.43	00:02:56	8.26%	29 (1.40%)	\$0.00 (0.00%)
7. bing / organic	106 (1.77%)	64 (1.79%)	356 (2.37%)	31.46%	2.63	00:02:40	36.52%	130 (6.28%)	\$0.00 (0.00%)
8. yahoo / organic	52 (0.87%)	30 (0.84%)	69 (0.46%)	40.58%	2.22	00:01:32	10.14%	7 (0.34%)	\$0.00 (0.00%)
9. maine-csm.symplicity.com / referral	44 (0.73%)	27 (0.76%)	62 (0.41%)	4.84%	1.79	00:12:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. digitalcommons.library.umaine.edu / referral	22 (0.37%)	10 (0.28%)	51 (0.34%)	33.33%	1.63	00:01:53	11.76%	6 (0.29%)	\$0.00 (0.00%)
11. libraries.maine.edu / referral	22 (0.37%)	6 (0.17%)	55 (0.37%)	20.00%	2.65	00:03:44	14.55%	8 (0.39%)	\$0.00 (0.00%)
12. com.google.android.googlequicksearchbox /	21	21	21	85.71%	1.28	00:00:27	0.00%	0	\$0.00