

Aug 1, 2014 - Aug 31, 2014

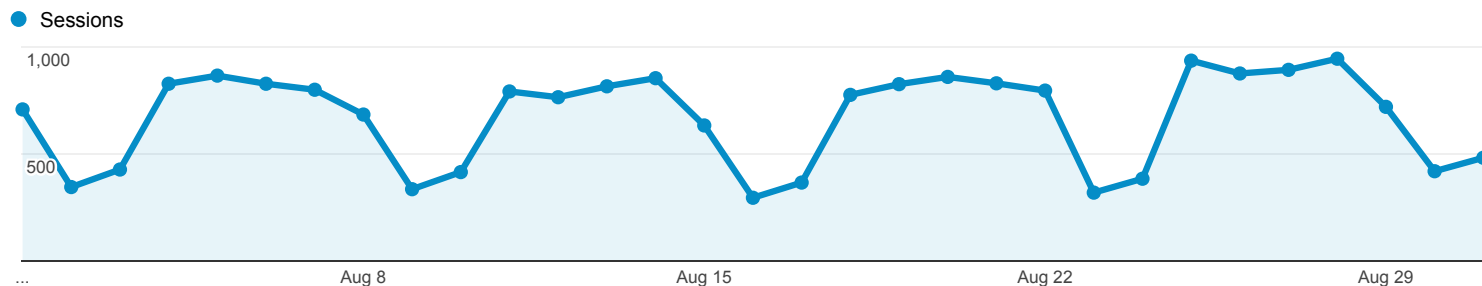
Device Overview

All Sessions
100.00%

+ Add Segment

Explorer

Summary



Device Category	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)
	20,788 % of Total: 100.00% (20,788)	37.71% Site Avg: 37.69% (0.05%)	7,839 % of Total: 100.05% (7,835)	48.20% Site Avg: 48.20% (0.00%)	2.83 Site Avg: 2.83 (0.00%)	00:04:21 Site Avg: 00:04:21 (0.00%)	12.95% Site Avg: 12.95% (0.00%)	2,692 % of Total: 100.00% (2,692)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	19,422 (93.43%)	35.96%	6,984 (89.09%)	47.65%	2.87	00:04:32	13.58%	2,638 (97.99%)	\$0.00 (0.00%)
2. mobile	890 (4.28%)	61.69%	549 (7.00%)	56.07%	1.93	00:01:26	2.13%	19 (0.71%)	\$0.00 (0.00%)
3. tablet	476 (2.29%)	64.29%	306 (3.90%)	55.88%	2.76	00:02:43	7.35%	35 (1.30%)	\$0.00 (0.00%)

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