

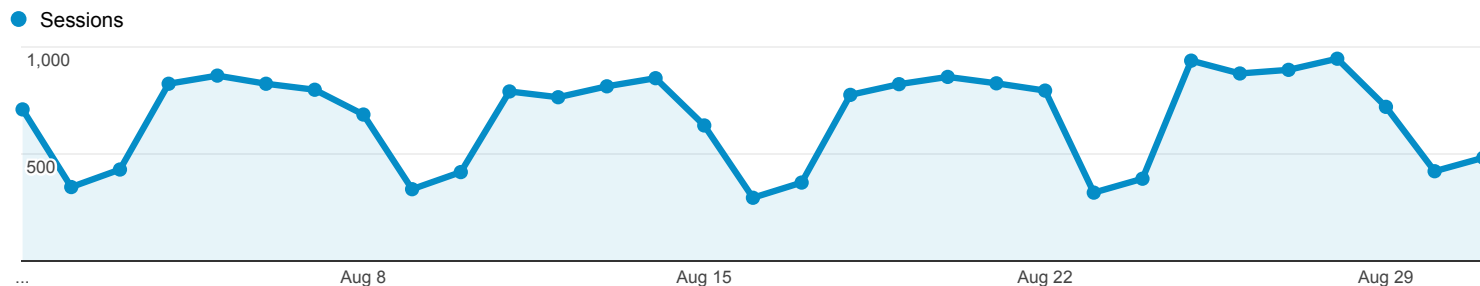
Aug 1, 2014 - Aug 31, 2014

All Sessions
100.00%

+ Add Segment

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) |
| | 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. Returning Visitor | 12,949 (62.29%) | 0.00% | 0 (0.00%) | 41.46% | 3.08 | 00:05:36 | 17.63% | 2,283 (84.81%) | \$0.00 (0.00%) |
| 2. New Visitor | 7,839 (37.71%) | 100.00% | 7,839(100.00%) | 59.32% | 2.40 | 00:02:18 | 5.22% | 409 (15.19%) | \$0.00 (0.00%) |

Rows 1 - 2 of 2