

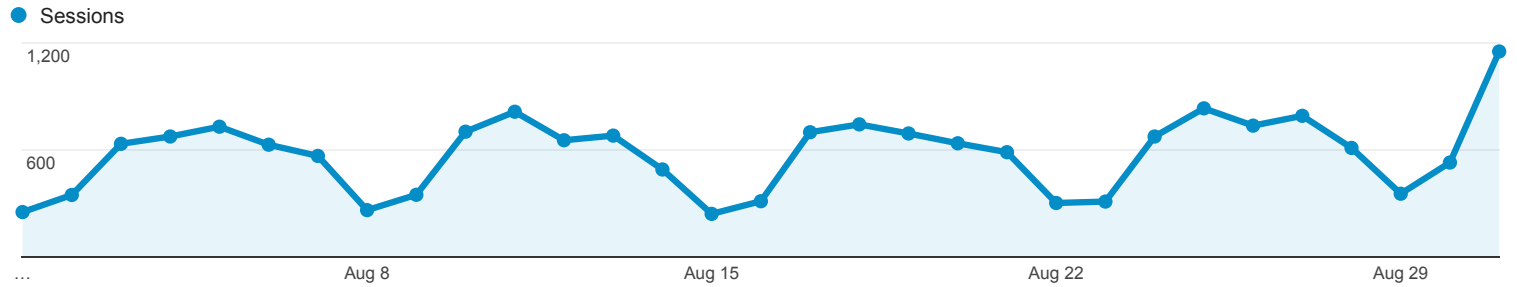
Aug 1, 2015 - Aug 31, 2015

New vs Returning

All Sessions
100.00%

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)
	17,955 % of Total: 100.00% (17,955)	33.72% Avg for View: 33.72% (0.00%)	6,055 % of Total: 100.00% (6,055)	47.21% Avg for View: 47.21% (0.00%)	2.48 Avg for View: 2.48 (0.00%)	00:03:51 Avg for View: 00:03:51 (0.00%)	15.36% Avg for View: 15.36% (0.00%)	2,757 % of Total: 100.00% (2,757)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	11,900 (66.28%)	0.00%	0 (0.00%)	41.08%	2.70	00:04:50	20.07%	2,388 (86.62%)	\$0.00 (0.00%)
2. New Visitor	6,055 (33.72%)	100.00%	6,055(100.00%)	59.26%	2.06	00:01:54	6.09%	369 (13.38%)	\$0.00 (0.00%)

Rows 1 - 2 of 2