

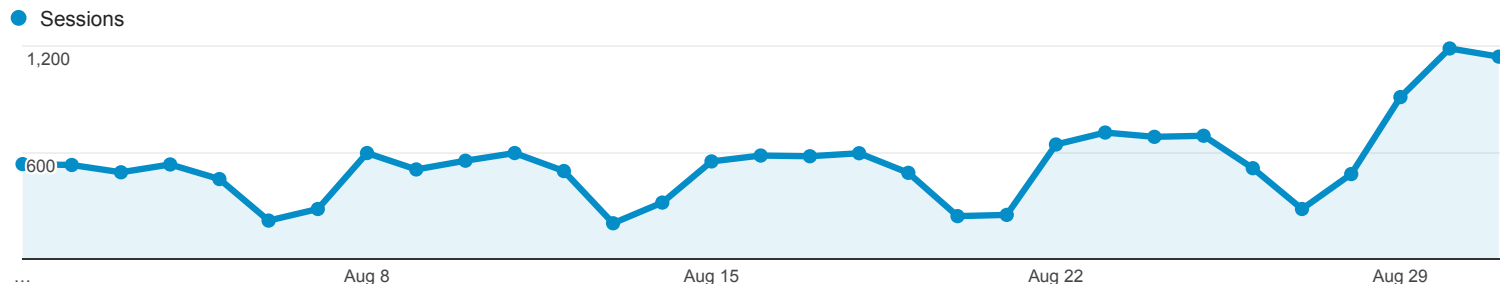
Aug 1, 2016 - Aug 31, 2016

New vs Returning

All Users
100.00% Sessions

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)
	16,843 % of Total: 100.00% (16,843)	31.64% Avg for View: 31.64% (0.00%)	5,329 % of Total: 100.00% (5,329)	48.09% Avg for View: 48.09% (0.00%)	2.59 Avg for View: 2.59 (0.00%)	00:04:25 Avg for View: 00:04:25 (0.00%)	14.68% Avg for View: 14.68% (0.00%)	2,472 % of Total: 100.00% (2,472)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	11,514 (68.36%)	0.00%	0 (0.00%)	45.22%	2.77	00:05:34	18.53%	2,134 (86.33%)	\$0.00 (0.00%)
2. New Visitor	5,329 (31.64%)	100.00%	5,329 (100.00%)	54.29%	2.22	00:01:56	6.34%	338 (13.67%)	\$0.00 (0.00%)

Rows 1 - 2 of 2