

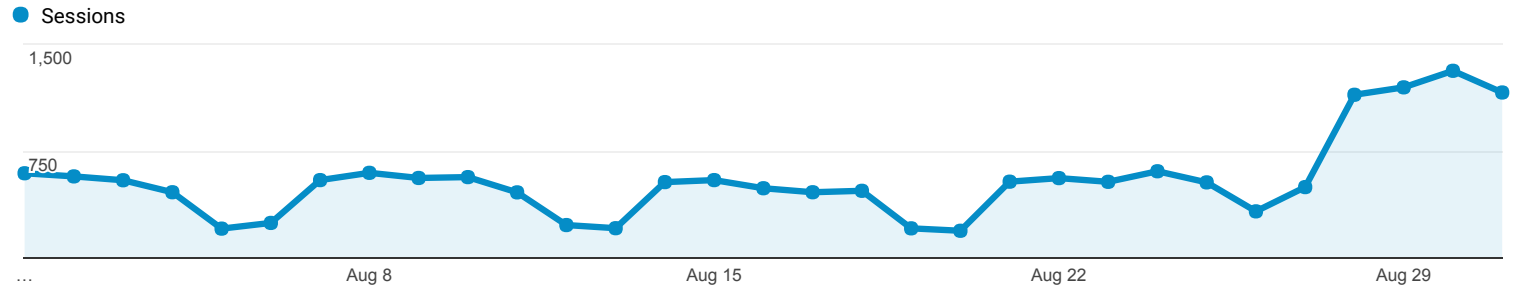
New vs Returning

All Users
100.00% Sessions

Aug 1, 2017 - Aug 31, 2017

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)
	17,096 % of Total: 100.00% (17,096)	29.29% Avg for View: 29.28% (0.04%)	5,008 % of Total: 100.04% (5,006)	46.47% Avg for View: 46.47% (0.00%)	2.27 Avg for View: 2.27 (0.00%)	00:03:55 Avg for View: 00:03:55 (0.00%)	10.47% Avg for View: 10.47% (0.00%)	1,790 % of Total: 100.00% (1,790)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	12,088 (70.71%)	0.00%	0 (0.00%)	46.09%	2.42	00:04:45	12.60%	1,523 (85.08%)	\$0.00 (0.00%)
2. New Visitor	5,008 (29.29%)	100.00%	5,008 (100.00%)	47.38%	1.93	00:01:53	5.33%	267 (14.92%)	\$0.00 (0.00%)

Rows 1 - 2 of 2