

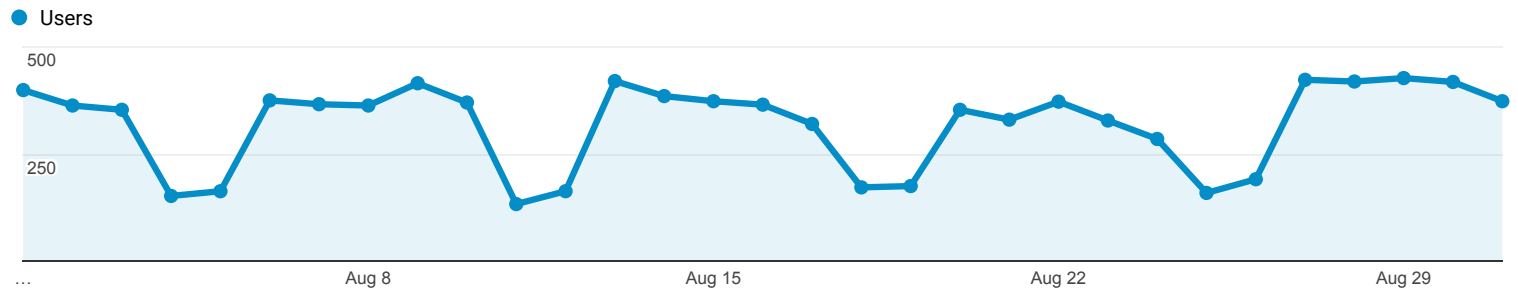
New vs Returning

All Users
100.00% Users

Aug 1, 2018 - Aug 31, 2018

Explorer

Summary



User Type	Acquisition			Behavior			Conversions Goal 1: Mobile IDB Access		
	Users	New Users	Sessions	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)
	5,405 % of Total: 100.00% (5,405)	3,604 % of Total: 100.00% (3,604)	14,191 % of Total: 100.00% (14,191)	43.94% Avg for View: 43.94% (0.00%)	2.22 Avg for View: 2.22 (0.00%)	00:03:34 Avg for View: 00:03:34 (0.00%)	12.19% Avg for View: 12.19% (0.00%)	1,730 % of Total: 100.00% (1,730)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	3,603 (58.57%)	3,604 (100.00%)	3,604 (25.40%)	44.09%	1.94	00:01:51	5.13%	185 (10.69%)	\$0.00 (0.00%)
2. Returning Visitor	2,549 (41.43%)	0 (0.00%)	10,587 (74.60%)	43.88%	2.32	00:04:09	14.59%	1,545 (89.31%)	\$0.00 (0.00%)

Rows 1 - 2 of 2