

Sep 1, 2014 - Sep 30, 2014

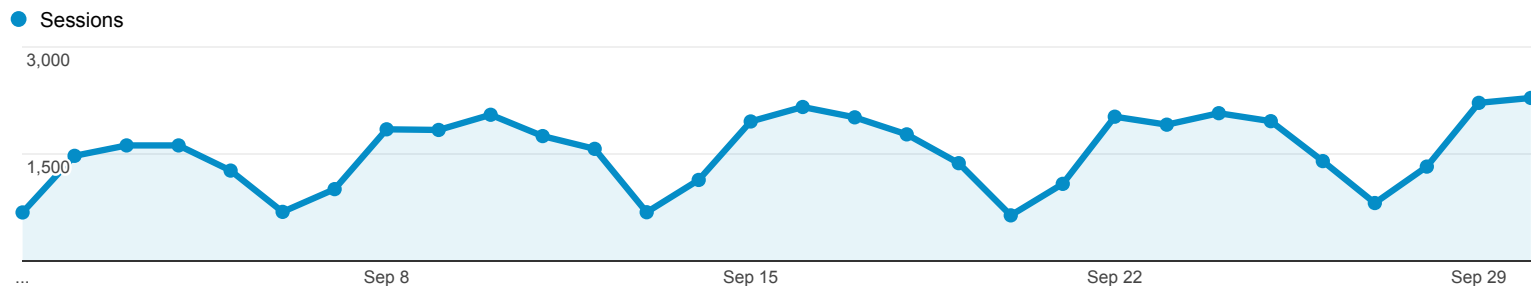
# New vs Returning

All Sessions  
100.00%

+ Add Segment

Explorer

Summary



User Type	Acquisition			Behavior			Conversions <span>Goal 1: Mobile IDB Access</span>		
	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)
	46,110 % of Total: 100.00% (46,110)	37.61% Site Avg: 37.60% (0.03%)	17,344 % of Total: 100.03% (17,339)	41.84% Site Avg: 41.84% (0.00%)	3.14 Site Avg: 3.14 (0.00%)	00:05:24 Site Avg: 00:05:24 (0.00%)	12.34% Site Avg: 12.34% (0.00%)	5,690 % of Total: 100.00% (5,690)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">Returning Visitor</a>	28,766 (62.39%)	0.00%	0 (0.00%)	37.03%	3.37	00:06:50	16.36%	4,707 (82.72%)	\$0.00 (0.00%)
2. <a href="#">New Visitor</a>	17,344 (37.61%)	100.00%	17,344 (100.00%)	49.82%	2.75	00:03:02	5.67%	983 (17.28%)	\$0.00 (0.00%)

Rows 1 - 2 of 2