

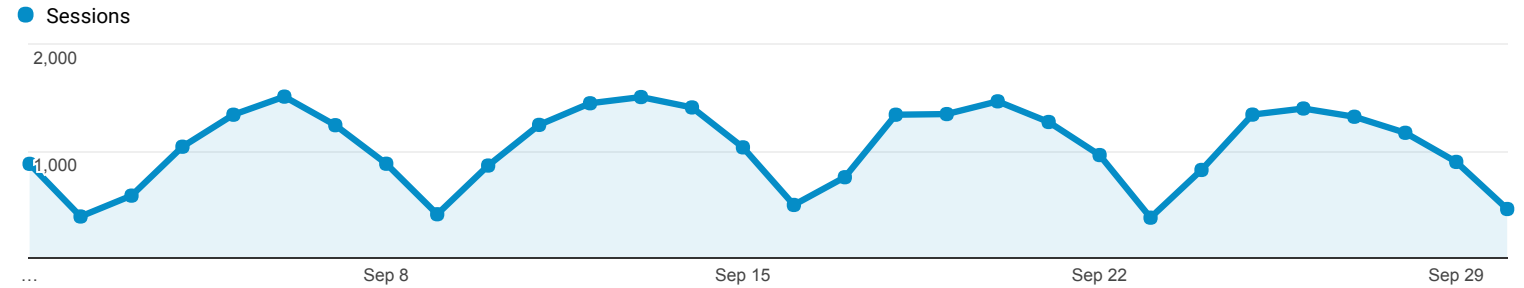
New vs Returning

All Users
100.00% Sessions

Sep 1, 2017 - Sep 30, 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)
	31,183 % of Total: 100.00% (31,183)	24.85% Avg for View: 24.83% (0.05%)	7,748 % of Total: 100.05% (7,744)	39.73% Avg for View: 39.73% (0.00%)	2.82 Avg for View: 2.82 (0.00%)	00:04:51 Avg for View: 00:04:51 (0.00%)	13.31% Avg for View: 13.31% (0.00%)	4,150 % of Total: 100.00% (4,150)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	23,435 (75.15%)	0.00%	0 (0.00%)	38.60%	2.97	00:05:41	15.01%	3,518 (84.77%)	\$0.00 (0.00%)
2. New Visitor	7,748 (24.85%)	100.00%	7,748 (100.00%)	43.15%	2.35	00:02:21	8.16%	632 (15.23%)	\$0.00 (0.00%)

Rows 1 - 2 of 2