

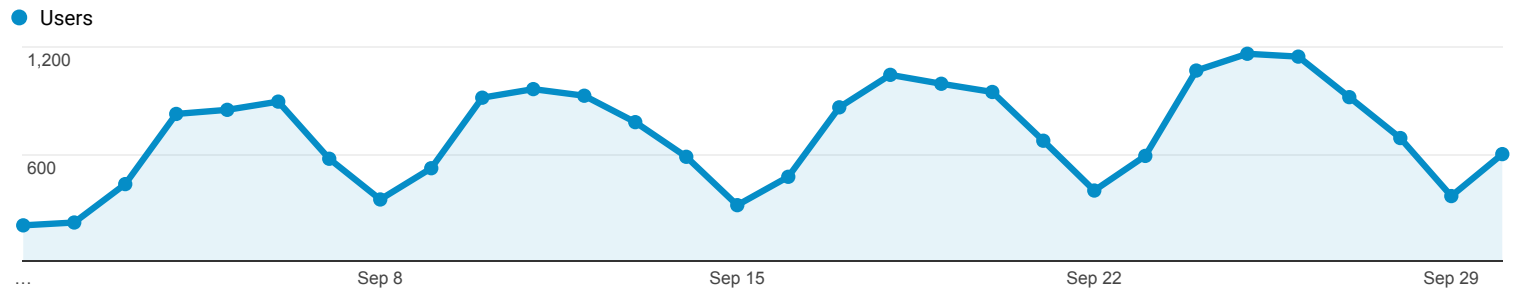
## New vs Returning

All Users  
100.00% Users

Sep 1, 2018 - Sep 30, 2018

### Explorer

#### Summary



User Type	Acquisition			Behavior			Conversions <span>Goal 1: Mobile IDB Access</span>		
	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)
	<b>11,415</b> % of Total: 100.00% (11,415)	<b>8,388</b> % of Total: 100.10% (8,380)	<b>29,043</b> % of Total: 100.00% (29,043)	<b>41.00%</b> Avg for View: 41.00% (0.00%)	<b>3.14</b> Avg for View: 3.14 (0.00%)	<b>00:04:54</b> Avg for View: 00:04:54 (0.00%)	<b>11.28%</b> Avg for View: 11.28% (0.00%)	<b>3,275</b> % of Total: 100.00% (3,275)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. <a href="#">New Visitor</a>	<b>8,385</b> (59.78%)	<b>8,388</b> (100.00%)	<b>8,388</b> (28.88%)	<b>46.02%</b>	<b>2.45</b>	<b>00:02:37</b>	<b>5.71%</b>	<b>479</b> (14.63%)	<b>\$0.00</b> (0.00%)
2. <a href="#">Returning Visitor</a>	<b>5,641</b> (40.22%)	<b>0</b> (0.00%)	<b>20,655</b> (71.12%)	<b>38.96%</b>	<b>3.42</b>	<b>00:05:50</b>	<b>13.54%</b>	<b>2,796</b> (85.37%)	<b>\$0.00</b> (0.00%)

Rows 1 - 2 of 2