

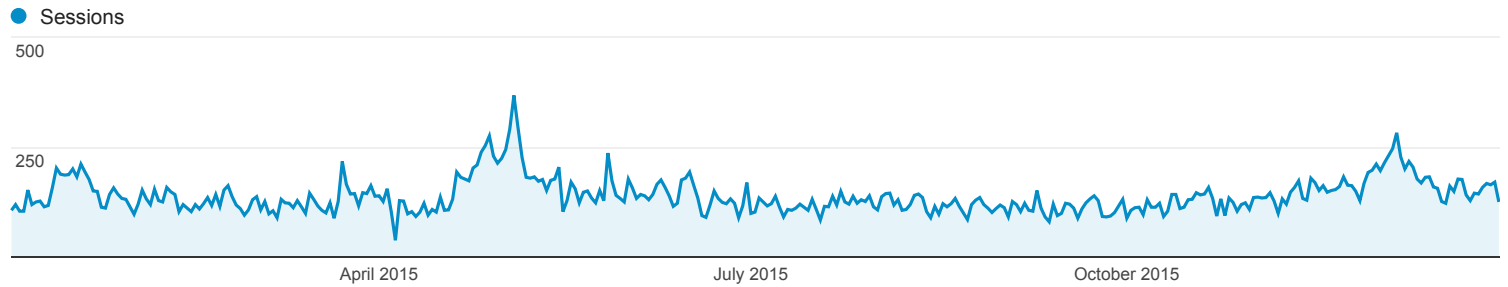
Jan 1, 2015 - Dec 31, 2015

# Channels

**All Users**  
100.00% Sessions

**Explorer**

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>50,968</b> % of Total: 100.00% (50,968)	<b>78.12%</b> Avg for View: 78.08% (0.06%)	<b>39,818</b> % of Total: 100.06% (39,795)	<b>77.40%</b> Avg for View: 77.40% (0.00%)	<b>1.58</b> Avg for View: 1.58 (0.00%)	<b>00:01:32</b> Avg for View: 00:01:32 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>CA\$0.00</b> % of Total: 0.00% (CA\$0.00)
1. <a href="#">Organic Search</a>	<b>40,867 (80.18%)</b>	77.40%	31,632 (79.44%)	76.14%	1.60	00:01:38	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
2. <a href="#">Direct</a>	<b>6,440 (12.64%)</b>	77.31%	4,979 (12.50%)	79.95%	1.50	00:01:23	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
3. <a href="#">Referral</a>	<b>3,543 (6.95%)</b>	88.15%	3,123 (7.84%)	88.15%	1.38	00:00:35	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
4. <a href="#">Social</a>	<b>116 (0.23%)</b>	72.41%	84 (0.21%)	52.59%	2.07	00:02:09	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
5. <a href="#">(Other)</a>	<b>2 (0.00%)</b>	0.00%	0 (0.00%)	50.00%	3.50	00:04:35	0.00%	0 (0.00%)	CA\$0.00 (0.00%)

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