

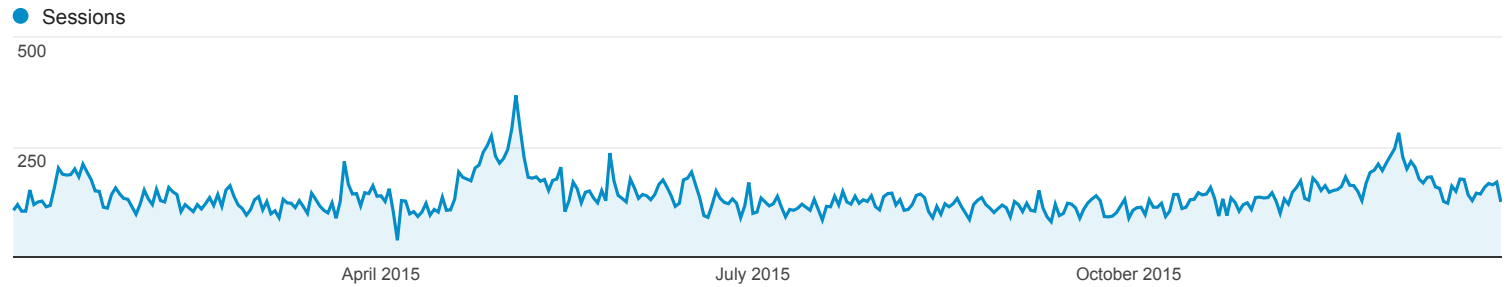
Jan 1, 2015 - Dec 31, 2015

New vs Returning

All Users
100.00% Sessions

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	50,968 % of Total: 100.00% (50,968)	78.12% Avg for View: 78.08% (0.06%)	39,818 % of Total: 100.06% (39,795)	77.40% Avg for View: 77.40% (0.00%)	1.58 Avg for View: 1.58 (0.00%)	00:01:32 Avg for View: 00:01:32 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	CA\$0.00 % of Total: 0.00% (CA\$0.00)
1. New Visitor	39,818 (78.12%)	100.00%	39,818(100.00%)	78.21%	1.55	00:01:24	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
2. Returning Visitor	11,150 (21.88%)	0.00%	0 (0.00%)	74.54%	1.67	00:02:03	0.00%	0 (0.00%)	CA\$0.00 (0.00%)

Rows 1 - 2 of 2