

Overview

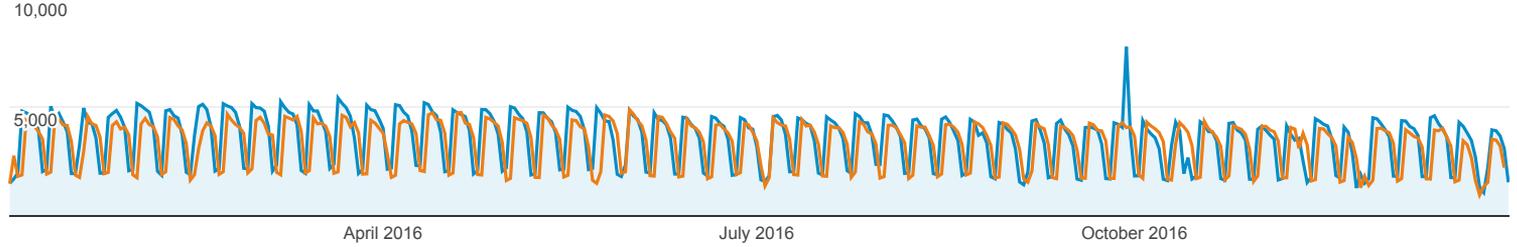
Jan 1, 2016 - Dec 31, 2016
Compare to: Jan 1, 2015 - Dec 31, 2015

All Users
+0.00% Sessions

Explorer

Summary

Jan 1, 2016 - Dec 31, 2016: ● Sessions
Jan 1, 2015 - Dec 31, 2015: ● Sessions



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	7.62% ▲ 1,286,150 vs 1,195,091	3.71% ▲ 45.01% vs 43.40%	11.61% ▲ 578,832 vs 518,613	1.20% ▼ 29.01% vs 28.67%	2.17% ▼ 4.34 vs 4.43	1.51% ▼ 00:05:04 vs 00:05:09	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. desktop									
Jan 1, 2016 - Dec 31, 2016	762,125 (59.26%)	44.94%	342,473 (59.17%)	23.21%	5.17	00:06:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2015 - Dec 31, 2015	740,048 (61.92%)	44.09%	326,252 (62.91%)	22.38%	5.17	00:06:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	2.98%	1.93%	4.97%	3.73%	-0.08%	2.92%	0.00%	0.00%	0.00%
2. mobile									
Jan 1, 2016 - Dec 31, 2016	439,114 (34.14%)	44.52%	195,477 (33.77%)	37.76%	2.97	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2015 - Dec 31, 2015	361,510 (30.25%)	41.94%	151,621 (29.24%)	39.58%	3.06	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	21.47%	6.14%	28.92%	-4.58%	-2.88%	-8.10%	0.00%	0.00%	0.00%
3. tablet									
Jan 1, 2016 - Dec 31, 2016	84,911 (6.60%)	48.15%	40,882 (7.06%)	35.79%	3.92	00:04:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2015 - Dec 31, 2015	93,533 (7.83%)	43.56%	40,740 (7.86%)	36.28%	3.88	00:04:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-9.22%	10.54%	0.35%	-1.36%	1.09%	0.36%	0.00%	0.00%	0.00%

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