

New vs Returning

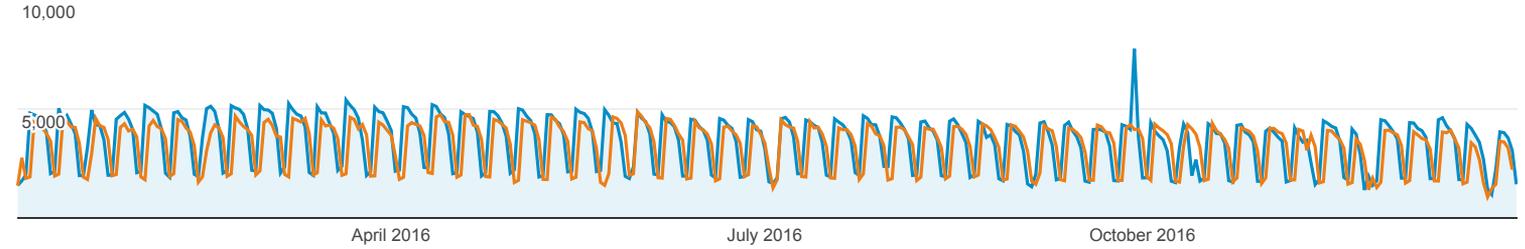
Jan 1, 2016 - Dec 31, 2016
Compare to: Jan 1, 2015 - Dec 31, 2015

All Users
+0.00% Sessions

Explorer

Summary

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



User Type	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. Returning Visitor									
Jan 1, 2016 - Dec 31, 2016	707,318 (54.99%)	0.00%	0 (0.00%)	28.53%	4.21	00:05:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2015 - Dec 31, 2015	676,478 (56.60%)	0.00%	0 (0.00%)	28.83%	4.29	00:05:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	4.56%	0.00%	0.00%	-1.05%	-1.83%	-1.82%	0.00%	0.00%	0.00%
2. New Visitor									
Jan 1, 2016 - Dec 31, 2016	578,832 (45.01%)	100.00%	578,832 (100.00%)	29.60%	4.48	00:04:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2015 - Dec 31, 2015	518,613 (43.40%)	100.00%	518,613 (100.00%)	28.46%	4.61	00:04:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	11.61%	0.00%	11.61%	4.02%	-2.81%	-0.64%	0.00%	0.00%	0.00%

Rows 1 - 2 of 2