

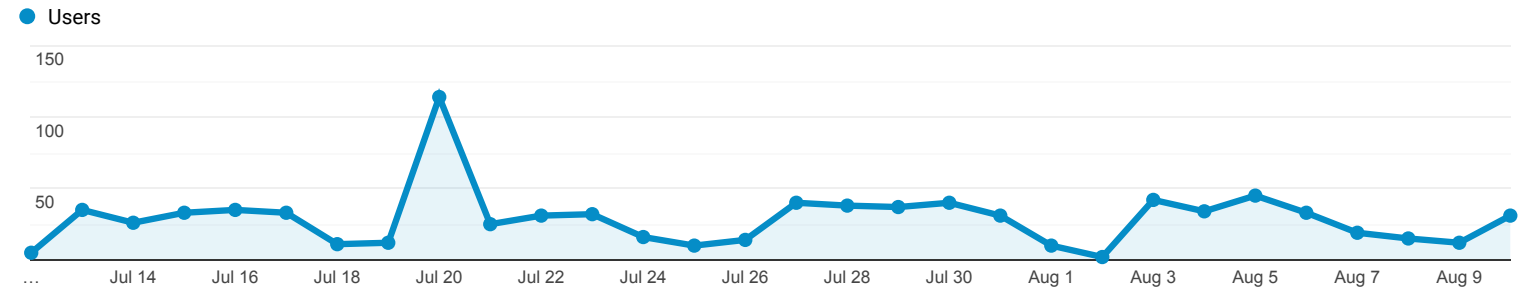
New vs Returning

Jul 12, 2020 - Aug 10, 2020

All Users  
100.00% Users

Explorer

Summary



| User Type                   | Acquisition                                   |   |   | Behavior  |   |   | Conversions                                       |   |   |
|-----------------------------|---|---|---|---|---|---|---|---|---|
|                             | Users   | New Users                                     | Sessions                                      | Bounce Rate   | Pages / Session                                 | Avg. Session Duration                                   | Goal Conversion Rate                              | Goal Completions                        | Goal Value  |
|                             | <b>814</b><br>% of Total:<br>100.00%<br>(814) | <b>788</b><br>% of Total:<br>100.00%<br>(788) | <b>912</b><br>% of Total:<br>100.00%<br>(912) | <b>62.50%</b><br>Avg for View:<br>62.50%<br>(0.00%) | <b>2.05</b><br>Avg for View:<br>2.05<br>(0.00%) | <b>00:01:11</b><br>Avg for View:<br>00:01:11<br>(0.00%) | <b>0.00%</b><br>Avg for View:<br>0.00%<br>(0.00%) | <b>0</b><br>% of Total:<br>0.00%<br>(0) | <b>\$0.00</b><br>% of Total:<br>0.00%<br>(\$0.00) |
| 1. <b>New Visitor</b>       | <b>788</b><br>(89.44%)                        | <b>788</b><br>(100.00%)                       | <b>788</b><br>(86.40%)                        | <b>62.18%</b>                                       | <b>2.06</b>                                     | <b>00:01:12</b>   | <b>0.00%</b>                                      | <b>0</b><br>(0.00%)                     | <b>\$0.00</b><br>(0.00%)                          |
| 2. <b>Returning Visitor</b> | <b>93</b><br>(10.56%)                         | <b>0</b><br>(0.00%)                           | <b>124</b><br>(13.60%)                        | <b>64.52%</b>                                       | <b>1.96</b>                                     | <b>00:01:02</b>   | <b>0.00%</b>                                      | <b>0</b><br>(0.00%)                     | <b>\$0.00</b><br>(0.00%)                          |

Rows 1 - 2 of 2