

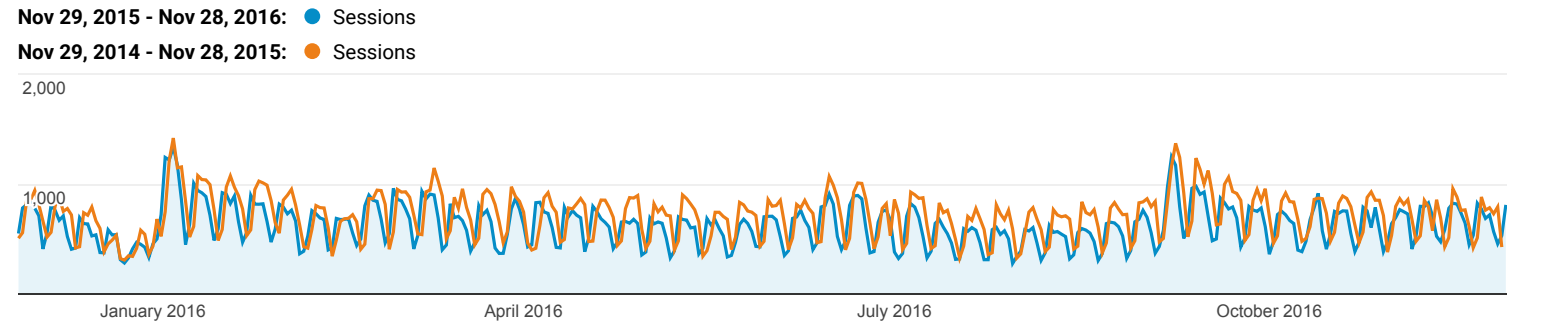
Overview

Nov 29, 2015 - Nov 28, 2016  
Compare to: Nov 29, 2014 - Nov 28, 2015

All Users  
+0.00% Sessions

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions	Goal 1: Advising request form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Advising request form (Goal 1 Conversion Rate)	Advising request form (Goal 1 Completions)	Advising request form (Goal 1 Value)	
	11.83% <span>📉</span> 229,912 vs 260,757	3.50% <span>📈</span> 54.85% vs 52.99%	8.74% <span>📉</span> 126,107 vs 138,188	6.32% <span>📉</span> 58.95% vs 55.45%	7.95% <span>📉</span> 2.43 vs 2.64	7.71% <span>📉</span> 00:02:38 vs 00:02:51	31.33% <span>📈</span> 1.69% vs 1.29%	15.80% <span>📈</span> 3,885 vs 3,355	0.00% \$0.00 vs \$0.00	
1. desktop										
Nov 29, 2015 - Nov 28, 2016	177,503 (77.20%)	51.98%	92,269 (73.17%)	56.99%	2.55	00:02:50	1.50%	2,654 (68.31%)	\$0.00 (0.00%)	
Nov 29, 2014 - Nov 28, 2015	203,741 (78.13%)	51.49%	104,903 (75.91%)	53.35%	2.77	00:03:03	1.24%	2,525 (75.26%)	\$0.00 (0.00%)	
% Change	-12.88%	0.96%	-12.04%	6.83%	-8.10%	-7.40%	20.65%	5.11%	0.00%	
2. mobile										
Nov 29, 2015 - Nov 28, 2016	42,813 (18.62%)	64.42%	27,581 (21.87%)	66.50%	1.98	00:01:51	2.69%	1,151 (29.63%)	\$0.00 (0.00%)	
Nov 29, 2014 - Nov 28, 2015	44,223 (16.96%)	57.82%	25,569 (18.50%)	64.13%	2.09	00:01:55	1.63%	721 (21.49%)	\$0.00 (0.00%)	
% Change	-3.19%	11.42%	7.87%	3.68%	-5.59%	-3.69%	64.90%	59.64%	0.00%	
3. tablet										
Nov 29, 2015 - Nov 28, 2016	9,596 (4.17%)	65.20%	6,257 (4.96%)	61.71%	2.27	00:02:31	0.83%	80 (2.06%)	\$0.00 (0.00%)	
Nov 29, 2014 - Nov 28, 2015	12,793 (4.91%)	60.31%	7,716 (5.58%)	58.99%	2.41	00:02:52	0.85%	109 (3.25%)	\$0.00 (0.00%)	
% Change	-24.99%	8.11%	-18.91%	4.61%	-5.91%	-12.34%	-2.15%	-26.61%	0.00%	

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