

Overview

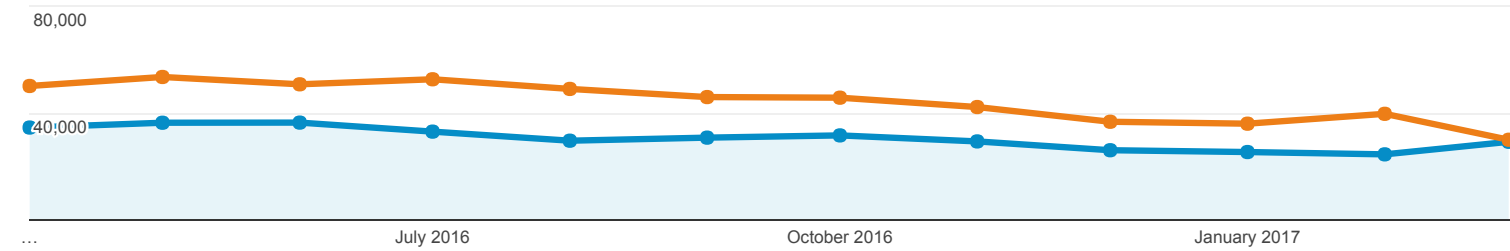
Apr 1, 2016 - Mar 31, 2017  
Compare to: Apr 1, 2015 - Mar 31, 2016

All Users  
+0.00% Sessions

Explorer

Summary

Apr 1, 2016 - Mar 31, 2017: Sessions  
Apr 1, 2015 - Mar 31, 2016: 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
	30.93%  368,314 vs 533,283	2.49%  77.27% vs 75.39%	29.22%  284,600 vs 402,068	0.65%  87.88% vs 88.45%	0.46%  1.23 vs 1.22	7.62%  00:00:42 vs 00:00:46	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. desktop									
Apr 1, 2016 - Mar 31, 2017	194,604 (52.84%)	72.86%	141,784 (49.82%)	87.41%	1.25	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	297,054 (55.70%)	71.64%	212,814 (52.93%)	88.35%	1.24	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-34.49%	1.70%	-33.38%	-1.06%	0.82%	-10.03%	0.00%	0.00%	0.00%
2. mobile									
Apr 1, 2016 - Mar 31, 2017	155,039 (42.09%)	82.22%	127,466 (44.79%)	88.47%	1.20	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	206,174 (38.66%)	80.08%	165,108 (41.06%)	88.64%	1.20	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-24.80%	2.66%	-22.80%	-0.19%	0.16%	-0.89%	0.00%	0.00%	0.00%
3. tablet									
Apr 1, 2016 - Mar 31, 2017	18,671 (5.07%)	82.21%	15,350 (5.39%)	87.85%	1.20	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	30,055 (5.64%)	80.34%	24,146 (6.01%)	88.13%	1.19	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-37.88%	2.33%	-36.43%	-0.31%	1.20%	-7.75%	0.00%	0.00%	0.00%

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