

New vs Returning

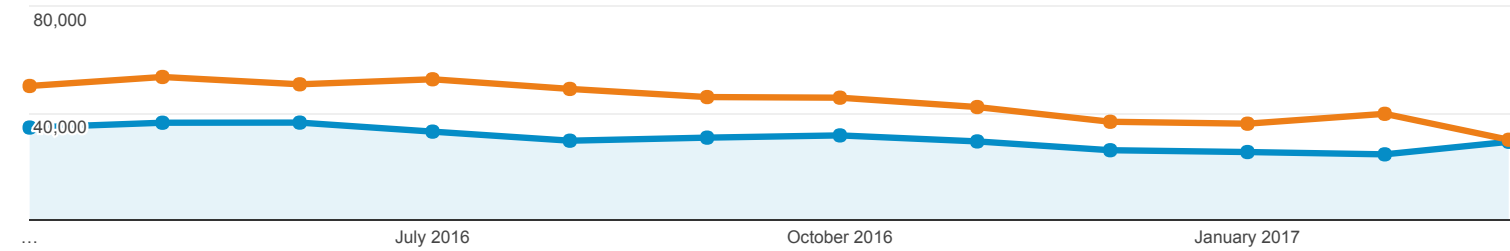
Apr 1, 2016 - Mar 31, 2017
Compare to: Apr 1, 2015 - Mar 31, 2016

All Users
+0.00% Sessions

Explorer

Summary

Apr 1, 2016 - Mar 31, 2017: Sessions
Apr 1, 2015 - Mar 31, 2016: Sessions



User Type	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. New Visitor									
Apr 1, 2016 - Mar 31, 2017	284,600 (77.27%)	100.00%	284,600 (100.00%)	87.88%	1.22	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	402,068 (75.39%)	100.00%	402,068 (100.00%)	88.52%	1.20	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-29.22%	0.00%	-29.22%	-0.73%	1.17%	3.49%	0.00%	0.00%	0.00%
2. Returning Visitor									
Apr 1, 2016 - Mar 31, 2017	83,714 (22.73%)	0.00%	0 (0.00%)	87.89%	1.27	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	131,215 (24.61%)	0.00%	0 (0.00%)	88.23%	1.29	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-36.20%	0.00%	0.00%	-0.38%	-1.25%	-22.49%	0.00%	0.00%	0.00%

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