



New vs Returning

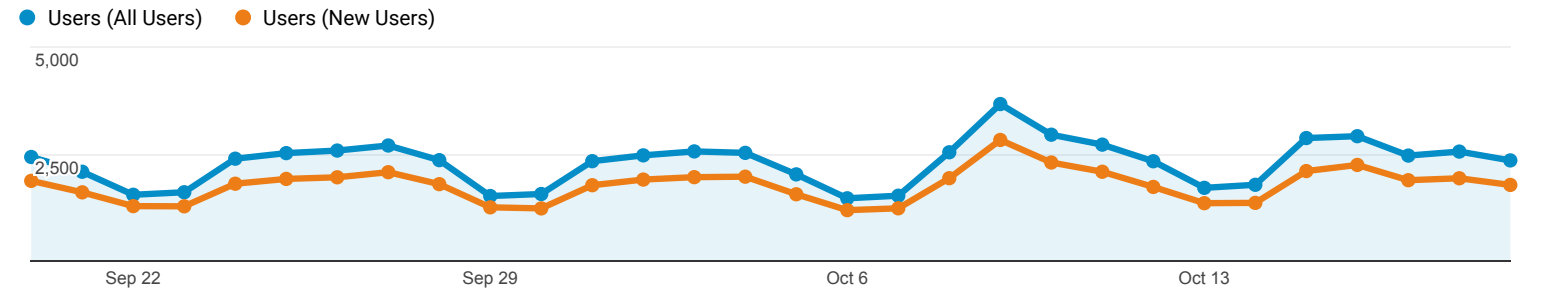
All Users
100.00% Users

New Users
90.50% Users

Sep 20, 2018 - Oct 19, 2018

Explorer

Summary



User Type	Acquisition			Behavior			Conversions	eCommerce	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
All Users	58,856 % of Total: 100.00% (58,856)	53,164 % of Total: 100.00% (53,164)	78,904 % of Total: 100.00% (78,904)	42.08% Avg for View: 42.08% (0.00%)	4.57 Avg for View: 4.57 (0.00%)	00:02:52 Avg for View: 00:02:52 (0.00%)	1,026 % of Total: 100.00% (1,026)	\$173,260.84 % of Total: 100.00% (\$173,260.84)	1.30% Avg for View: 1.30% (0.00%)
New Users	53,263 % of Total: 90.50% (58,856)	53,164 % of Total: 100.00% (53,164)	53,164 % of Total: 67.38% (78,904)	45.37% Avg for View: 42.08% (7.81%)	4.17 Avg for View: 4.57 (-8.91%)	00:02:25 Avg for View: 00:02:52 (-15.93%)	376 % of Total: 36.65% (1,026)	\$40,718.69 % of Total: 23.50% (\$173,260.84)	0.71% Avg for View: 1.30% (-45.61%)
1. New Visitor									
All Users	53,263 (78.51%)	53,164 (100.00%)	53,164 (67.38%)	45.37%	4.17	00:02:25	376 (36.65%)	\$40,718.69 (23.50%)	0.71%
New Users	53,263 (100.00%)	53,164 (100.00%)	53,164 (100.00%)	45.37%	4.17	00:02:25	376 (100.00%)	\$40,718.69 (100.00%)	0.71%
2. Returning Visitor									
All Users	14,578 (21.49%)	0 (0.00%)	25,740 (32.62%)	35.30%	5.41	00:03:49	650 (63.35%)	\$132,542.15 (76.50%)	2.53%
New Users	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0 (0.00%)	\$0.00 (0.00%)	0.00%