


Overview

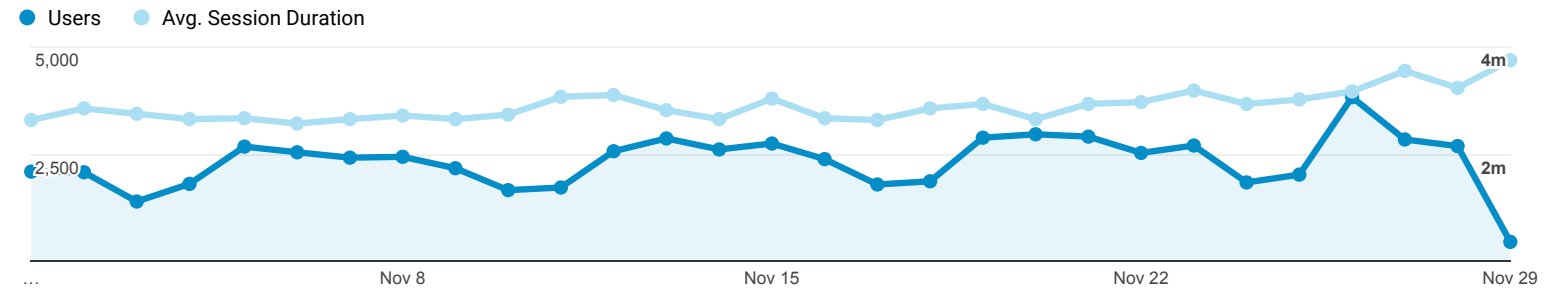


All Users  
100.00% Users

Nov 1, 2018 - Nov 29, 2018

Explorer

Summary



| Device Category | Acquisition                               |   |   | Behavior                                  |                                       |   | Conversions <div>eCommerce</div>  |   |   |
|-----------------|---|---|---|---|---------------------------------------|---|-----------------------------------|---|---|
|                 | Users                                     | New Users                                 | Sessions                                  | Bounce Rate                               | Pages / Session                       | Avg. Session Duration                         | Transactions                      | Revenue   | Ecommerce Conversion Rate               |
|                 | 56,560<br>% of Total: 100.00%<br>(56,560) | 51,123<br>% of Total: 100.10%<br>(51,073) | 76,298<br>% of Total: 100.00%<br>(76,298) | 41.77%<br>Avg for View: 41.77%<br>(0.00%) | 4.34<br>Avg for View: 4.34<br>(0.00%) | 00:02:54<br>Avg for View: 00:02:54<br>(0.00%) | 66<br>% of Total: 100.00%<br>(66) | \$3,101.57<br>% of Total: 100.00%<br>(\$3,101.57) | 0.09%<br>Avg for View: 0.09%<br>(0.00%) |
| 1. desktop      | 40,219<br>(70.93%)                        | 35,412<br>(69.27%)                        | 56,325<br>(73.82%)                        | 38.72%                                    | 4.58                                  | 00:03:16                                      | 23<br>(34.85%)                    | \$1,223.07<br>(39.43%)                            | 0.04%                                   |
| 2. mobile       | 15,122<br>(26.67%)                        | 14,427<br>(28.22%)                        | 18,366<br>(24.07%)                        | 50.38%                                    | 3.60                                  | 00:01:49                                      | 30<br>(45.45%)                    | \$947.89<br>(30.56%)                              | 0.16%                                   |
| 3. tablet       | 1,358<br>(2.40%)                          | 1,284<br>(2.51%)                          | 1,607<br>(2.11%)                          | 50.40%                                    | 4.07                                  | 00:02:14                                      | 13<br>(19.70%)                    | \$930.61<br>(30.00%)                              | 0.81%                                   |

Rows 1 - 3 of 3