



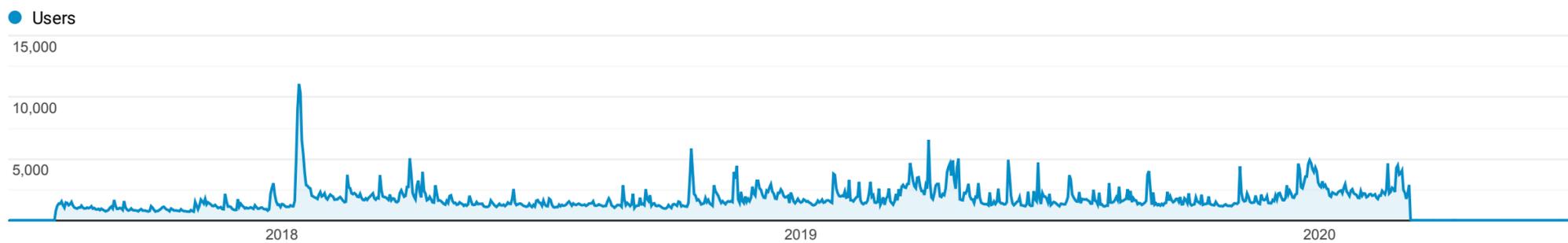
New vs Returning

Jun 23, 2017 - Jun 29, 2020

All Users
100.00% Users

Explorer

Summary



| User Type | Acquisition | | | Behavior | | | Conversions eCommerce ▾ | | |
|--------------------------------------|--|--|--|--|--|--|--|--|--|
| | Users ↓ | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Transactions | Revenue | Ecommerce Conversion Rate |
| | 1,360,358 <small>% of Total: 100.00% (1,360,358)</small> | 1,381,296 <small>% of Total: 100.26% (1,377,763)</small> | 1,910,166 <small>% of Total: 100.00% (1,910,166)</small> | 24.05% <small>Avg for View: 24.05% (0.00%)</small> | 5.87 <small>Avg for View: 5.87 (0.00%)</small> | 00:03:50 <small>Avg for View: 00:03:50 (0.00%)</small> | 3,823 <small>% of Total: 100.00% (3,823)</small> | \$1,463,296.69 <small>% of Total: 100.00% (\$1,463,296.69)</small> | 0.20% <small>Avg for View: 0.20% (0.00%)</small> |
| 1. New Visitor | 1,360,358 <small>(85.49%)</small> | 1,381,296 <small>(100.00%)</small> | 1,368,121 <small>(71.62%)</small> | 18.65% | 6.28 | 00:03:56 | 1,868 <small>(48.86%)</small> | \$595,234.26 <small>(40.68%)</small> | 0.14% |
| 2. Returning Visitor | 230,934 <small>(14.51%)</small> | 0 <small>(0.00%)</small> | 542,045 <small>(28.38%)</small> | 37.67% | 4.84 | 00:03:35 | 1,955 <small>(51.14%)</small> | \$868,062.43 <small>(59.32%)</small> | 0.36% |

Rows 1 - 2 of 2