

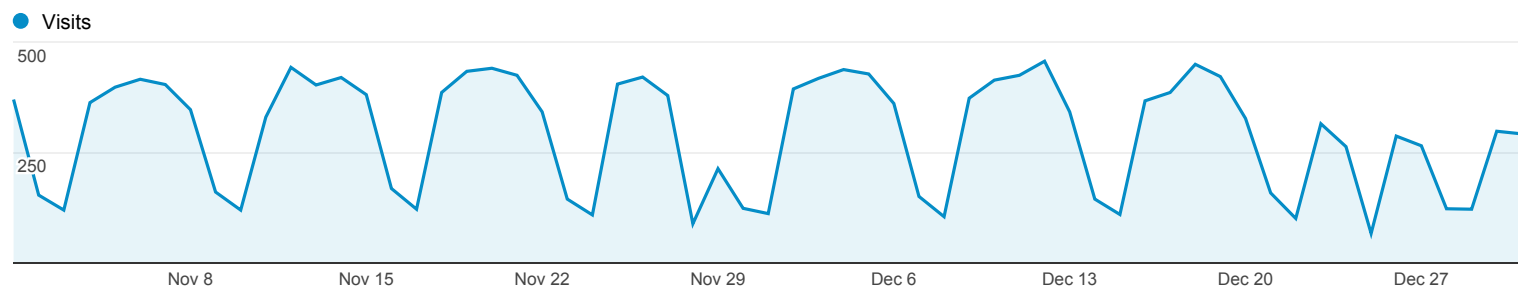
Overview

Nov 1, 2013 - Dec 31, 2013



Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	17,931 <small>% of Total: 100.00% (17,931)</small>	18.48% <small>Site Avg: 18.47% (0.09%)</small>	3,314 <small>% of Total: 100.09% (3,311)</small>	36.24% <small>Site Avg: 36.24% (0.00%)</small>	4.19 <small>Site Avg: 4.19 (0.00%)</small>	00:06:34 <small>Site Avg: 00:06:34 (0.00%)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. mobile	13,890	17.54%	2,436	39.84%	4.02	00:06:57	0.00%	0	\$0.00
2. desktop	3,112	23.14%	720	22.49%	3.86	00:04:48	0.00%	0	\$0.00
3. tablet	929	17.01%	158	28.42%	7.90	00:06:48	0.00%	0	\$0.00

Rows 1 - 3 of 3

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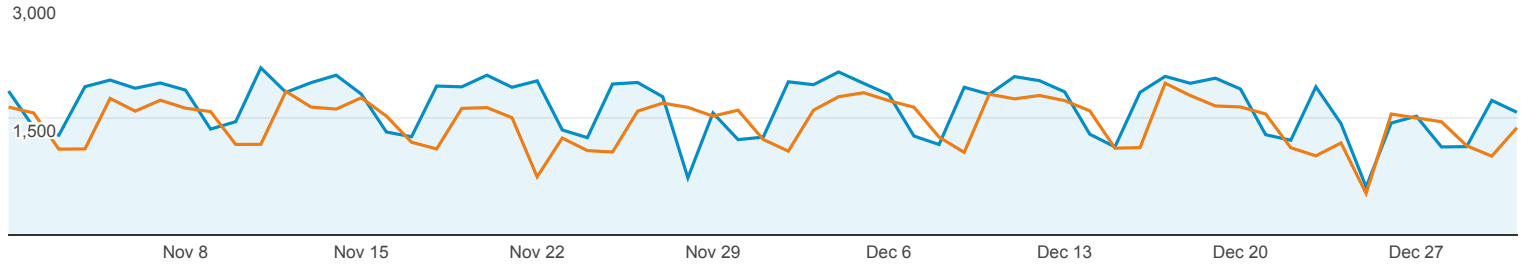
Visitor Report

Nov 1, 2013 - Dec 31, 2013
Compare to: Nov 1, 2012 - Dec 31, 2012

All Visits
+0.00%

Report Tab

Nov 1, 2013 - Dec 31, 2013: ● Visits
Nov 1, 2012 - Dec 31, 2012: ● Visits



Visitor Type	Mobile (Including Tablet)	Visits	Unique Visitors	Pageviews	Avg. Visit Duration	Pages / Visit
		14.35% ▲ 99,971 vs 87,425	12.42% ▲ 40,552 vs 36,071	8.82% ▲ 283,991 vs 260,984	0.26% ▼ 00:02:52 vs 00:02:53	4.84% ▼ 2.84 vs 2.99
1. Returning Visitor	Yes					
Nov 1, 2013 - Dec 31, 2013		51,091	9,920	130,883	00:02:47	2.56
Nov 1, 2012 - Dec 31, 2012		35,785	7,138	96,899	00:02:49	2.71
% Change		42.77%	38.97%	35.07%	-1.19%	-5.39%
2. New Visitor	No					
Nov 1, 2013 - Dec 31, 2013		16,538	16,517	55,061	00:03:04	3.33
Nov 1, 2012 - Dec 31, 2012		18,720	18,699	63,772	00:03:03	3.41
% Change		-11.66%	-11.67%	-13.66%	0.98%	-2.27%
3. New Visitor	Yes					
Nov 1, 2013 - Dec 31, 2013		16,334	16,311	46,690	00:02:41	2.86
Nov 1, 2012 - Dec 31, 2012		10,297	10,287	32,437	00:02:53	3.15
% Change		58.63%	58.56%	43.94%	-7.01%	-9.26%
4. Returning Visitor	No					
Nov 1, 2013 - Dec 31, 2013		16,008	6,195	51,357	00:03:08	3.21
Nov 1, 2012 - Dec 31, 2012		22,623	7,322	67,876	00:02:50	3.00
% Change		-29.24%	-15.39%	-24.34%	10.52%	6.93%

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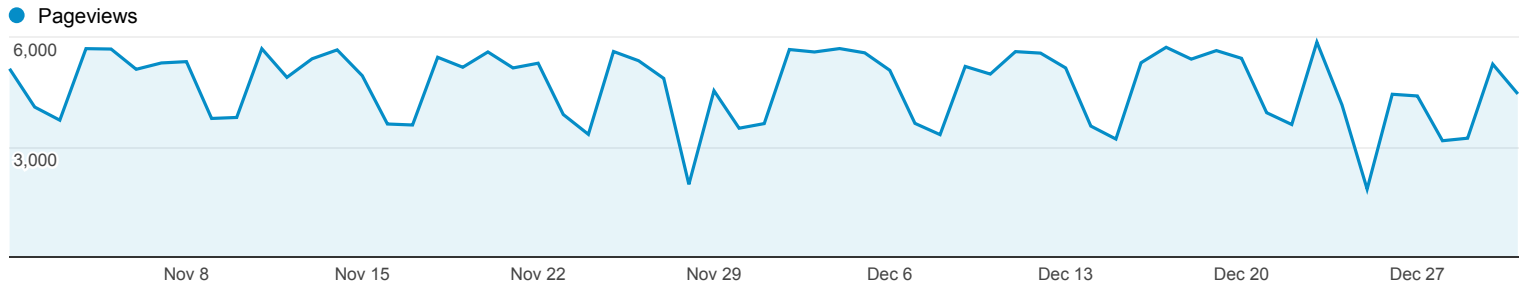
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cccta.org

Nov 1, 2013 - Dec 31, 2013

Pages

All Visits
100.00%

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	283,991 % of Total: 100.00% (283,991)	206,278 % of Total: 100.00% (206,278)	00:01:34 Site Avg: 00:01:34 (0.00%)	99,962 % of Total: 100.00% (99,962)	44.34% Site Avg: 44.34% (0.00%)	35.20% Site Avg: 35.20% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	59,286	38,340	00:01:08	33,917	22.20%	23.74%	\$0.00
2. /maps-schedules/	31,335	19,968	00:01:00	16,984	20.11%	20.10%	\$0.00
3. /mobile-schedules/	29,753	17,773	00:00:36	4,113	25.43%	10.48%	\$0.00
4. /schedule/6/	8,858	7,690	00:05:57	5,098	85.03%	77.79%	\$0.00
5. /schedule/18/	7,177	5,796	00:02:46	1,974	70.36%	48.98%	\$0.00
6. /schedule/20/	6,753	5,658	00:03:06	2,096	76.38%	58.21%	\$0.00
7. /schedule/98X/	6,385	5,460	00:03:22	3,045	83.12%	64.40%	\$0.00
8. /schedule/9/	6,257	5,188	00:03:02	2,032	76.48%	55.67%	\$0.00
9. /fares/	5,991	4,486	00:01:22	1,031	51.79%	31.46%	\$0.00
10. /schedule/16/	5,491	4,453	00:02:55	1,223	70.81%	48.42%	\$0.00
11. /schedule/10/	4,983	4,095	00:03:01	1,379	76.58%	58.06%	\$0.00
12. /schedule/15/	4,760	3,909	00:03:06	1,363	71.09%	53.74%	\$0.00
13. /schedule/21/	4,740	3,882	00:02:35	1,284	70.09%	51.67%	\$0.00
14. /schedule/4/	4,563	3,817	00:04:41	2,415	78.05%	68.97%	\$0.00
15. /schedule/14/	4,198	3,443	00:02:44	1,113	68.46%	49.21%	\$0.00
16. /schedule/316/	4,156	3,373	00:02:55	1,077	74.37%	53.83%	\$0.00
17. /schedule/96X/	3,940	3,206	00:03:01	1,472	71.74%	54.44%	\$0.00
18. /schedule/11/	3,836	3,137	00:02:18	815	70.18%	44.29%	\$0.00
19. /schedule/314/	3,678	2,984	00:02:57	1,001	73.83%	56.06%	\$0.00
20. /schedule/35/	3,552	2,810	00:02:47	1,367	74.69%	55.10%	\$0.00
21. /schedule/28/	3,201	2,558	00:03:01	830	74.22%	49.52%	\$0.00
22. /how-to-ride/	2,748	1,995	00:00:41	67	38.81%	9.83%	\$0.00

23.	/schedule/17/	2,486	2,024	00:03:09	725	73.79%	52.41%	\$0.00
24.	/schedule/310/	2,246	1,915	00:02:55	600	77.50%	63.22%	\$0.00
25.	/schedule/320/	2,115	1,711	00:02:22	404	67.82%	43.22%	\$0.00
26.	/schedule/321/	2,103	1,792	00:02:44	655	80.00%	59.77%	\$0.00
27.	/schedule/95X/	2,072	1,638	00:01:42	419	65.16%	35.28%	\$0.00
28.	/schedule/311/	1,996	1,615	00:02:28	438	66.21%	47.24%	\$0.00
29.	/schedule/19/	1,969	1,512	00:01:54	246	61.79%	30.02%	\$0.00
30.	/driver-login/	1,965	972	00:02:44	515	39.61%	42.09%	\$0.00
31.	/schedule/1/	1,905	1,420	00:02:34	327	63.00%	40.84%	\$0.00
32.	/schedule/93X/	1,886	1,471	00:03:29	597	73.87%	51.01%	\$0.00
33.	/schedule/7/	1,767	1,405	00:02:22	341	68.62%	42.28%	\$0.00
34.	/about/	1,689	1,297	00:00:35	101	26.73%	12.79%	\$0.00
35.	/maps-schedules/600-select-service/	1,587	620	00:01:04	48	43.75%	18.08%	\$0.00
36.	/schedule/36/	1,469	1,139	00:02:16	270	70.00%	39.96%	\$0.00
37.	/link/	1,265	964	00:01:00	422	50.00%	30.43%	\$0.00
38.	/?force=desktop	1,230	882	00:00:50	175	47.43%	21.46%	\$0.00
39.	/schedule/97X/	1,208	986	00:01:54	353	65.72%	43.38%	\$0.00
40.	/schedule/5/	1,109	939	00:02:21	229	69.87%	43.82%	\$0.00
41.	/public-meetings/	1,059	823	00:00:32	49	30.61%	10.76%	\$0.00
42.	/fares/where-to-buy/	1,057	776	00:01:44	141	66.67%	35.76%	\$0.00
43.	/schedule/92X/	1,016	719	00:02:04	256	69.14%	38.48%	\$0.00
44.	/about/jobs/	1,015	655	00:00:47	185	66.49%	42.96%	\$0.00
45.	/news/	974	745	00:00:35	59	52.54%	18.89%	\$0.00
46.	/schedule/2/	961	805	00:02:08	235	76.60%	47.24%	\$0.00
47.	/driver-login/?force=desktop	959	648	00:03:29	436	52.75%	56.62%	\$0.00
48.	/fares/clipper-card/	888	733	00:00:50	96	43.75%	27.25%	\$0.00
49.	/how-to-ride/paying-your-fare/	854	682	00:01:34	62	69.35%	22.72%	\$0.00
50.	/schedule/315/	772	650	00:02:15	176	76.14%	47.67%	\$0.00

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