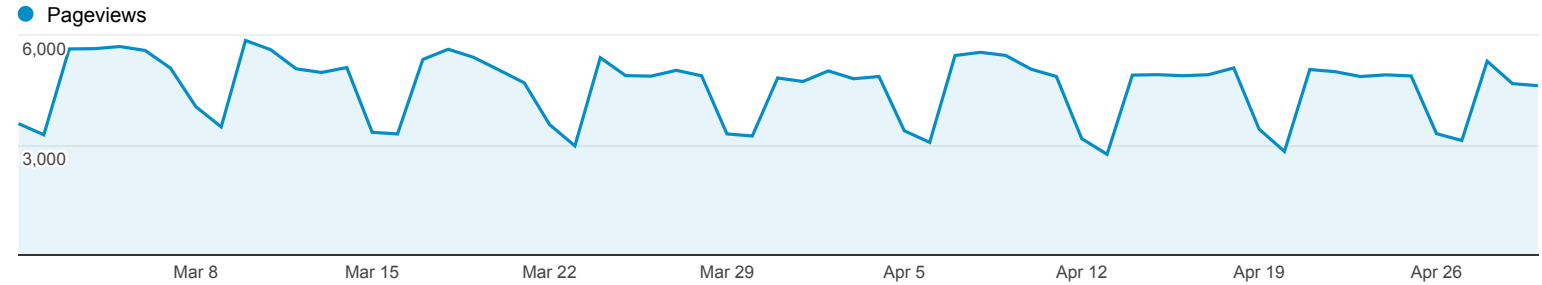


Mar 1, 2014 - Apr 30, 2014

Pages

All Sessions
100.00%

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	279,622 % of Total: 100.00% (279,622)	204,985 % of Total: 100.00% (204,985)	00:01:36 Site Avg: 00:01:36 (0.00%)	102,300 % of Total: 100.00% (102,300)	45.25% Site Avg: 45.25% (0.00%)	36.59% Site Avg: 36.59% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	58,187 (20.81%)	38,437 (18.75%)	00:01:08	34,812 (34.03%)	19.17%	24.28%	\$0.00 (0.00%)
2. /mobile-schedules/	31,740 (11.35%)	18,555 (9.05%)	00:00:36	4,559 (4.46%)	22.99%	10.82%	\$0.00 (0.00%)
3. /maps-schedules/	27,424 (9.81%)	17,624 (8.60%)	00:01:03	14,842 (14.51%)	20.75%	20.72%	\$0.00 (0.00%)
4. /schedule/6/	10,068 (3.60%)	8,934 (4.36%)	00:05:33	6,350 (6.21%)	86.63%	81.44%	\$0.00 (0.00%)
5. /schedule/18/	7,549 (2.70%)	6,110 (2.98%)	00:02:34	2,253 (2.20%)	72.13%	49.75%	\$0.00 (0.00%)
6. /schedule/98X/	6,722 (2.40%)	5,732 (2.80%)	00:03:17	3,344 (3.27%)	84.30%	65.65%	\$0.00 (0.00%)
7. /schedule/9/	6,523 (2.33%)	5,414 (2.64%)	00:03:04	2,306 (2.25%)	80.49%	57.14%	\$0.00 (0.00%)
8. /schedule/20/	6,198 (2.22%)	5,247 (2.56%)	00:03:16	2,052 (2.01%)	78.75%	59.68%	\$0.00 (0.00%)
9. /schedule/16/	6,099 (2.18%)	4,977 (2.43%)	00:02:49	1,688 (1.65%)	72.87%	50.30%	\$0.00 (0.00%)
10. /fares/	5,682 (2.03%)	4,317 (2.11%)	00:01:34	914 (0.89%)	52.52%	33.69%	\$0.00 (0.00%)
11. /schedule/15/	5,211 (1.86%)	4,239 (2.07%)	00:03:12	1,564 (1.53%)	76.21%	56.44%	\$0.00 (0.00%)
12. /schedule/10/	5,159 (1.84%)	4,280 (2.09%)	00:03:02	1,562 (1.53%)	76.82%	58.65%	\$0.00 (0.00%)
13. /schedule/21/	4,519 (1.62%)	3,711 (1.81%)	00:02:54	1,269 (1.24%)	71.95%	52.73%	\$0.00 (0.00%)
14. /schedule/96X/	4,339 (1.55%)	3,518 (1.72%)	00:03:01	1,675 (1.64%)	72.42%	56.83%	\$0.00 (0.00%)
15. /schedule/4/	4,280 (1.53%)	3,661 (1.79%)	00:03:46	2,495 (2.44%)	81.56%	72.13%	\$0.00 (0.00%)
16. /schedule/14/	3,998 (1.43%)	3,306 (1.61%)	00:02:43	1,081 (1.06%)	74.38%	51.00%	\$0.00 (0.00%)
17. /schedule/11/	3,997 (1.43%)	3,298 (1.61%)	00:02:27	950 (0.93%)	69.37%	44.58%	\$0.00 (0.00%)
18. /schedule/35/	3,935 (1.41%)	3,168 (1.55%)	00:03:00	1,725 (1.69%)	74.38%	58.75%	\$0.00 (0.00%)
19. /schedule/28/	3,620 (1.29%)	2,869 (1.40%)	00:02:48	1,014 (0.99%)	70.02%	48.76%	\$0.00 (0.00%)
20. /schedule/316/	3,495 (1.25%)	2,829 (1.38%)	00:03:15	925 (0.90%)	75.57%	54.42%	\$0.00 (0.00%)
21. /schedule/314/	3,184 (1.14%)	2,615 (1.28%)	00:03:22	872 (0.85%)	75.11%	55.18%	\$0.00 (0.00%)
22. /how-to-ride/	2,754 (0.98%)	2,050 (1.00%)	00:00:42	65 (0.06%)	44.62%	11.44%	\$0.00 (0.00%)
23. /schedule/17/	2,305 (0.82%)	1,936 (0.94%)	00:02:59	764 (0.75%)	79.97%	58.09%	\$0.00 (0.00%)

24.	/schedule/310/	2,243 (0.80%)	1,891 (0.92%)	00:03:23	703 (0.69%)	79.94%	61.48%	\$0.00 (0.00%)
25.	/schedule/19/	2,229 (0.80%)	1,785 (0.87%)	00:02:07	404 (0.39%)	69.06%	36.56%	\$0.00 (0.00%)
26.	/schedule/321/	2,084 (0.75%)	1,777 (0.87%)	00:02:52	648 (0.63%)	78.55%	60.99%	\$0.00 (0.00%)
27.	/schedule/1/	2,029 (0.73%)	1,488 (0.73%)	00:02:40	319 (0.31%)	57.68%	37.26%	\$0.00 (0.00%)
28.	/schedule/7/	2,027 (0.72%)	1,633 (0.80%)	00:02:35	473 (0.46%)	75.48%	47.80%	\$0.00 (0.00%)
29.	/schedule/95X/	2,007 (0.72%)	1,649 (0.80%)	00:01:45	405 (0.40%)	68.40%	35.53%	\$0.00 (0.00%)
30.	/schedule/320/	1,974 (0.71%)	1,625 (0.79%)	00:02:35	427 (0.42%)	71.19%	46.35%	\$0.00 (0.00%)
31.	/schedule/311/	1,782 (0.64%)	1,460 (0.71%)	00:02:32	374 (0.37%)	74.06%	47.42%	\$0.00 (0.00%)
32.	/driver-login/?force=desktop	1,718 (0.61%)	1,168 (0.57%)	00:03:03	690 (0.67%)	55.07%	58.15%	\$0.00 (0.00%)
33.	/schedule/93X/	1,701 (0.61%)	1,337 (0.65%)	00:02:27	548 (0.54%)	73.36%	50.73%	\$0.00 (0.00%)
34.	/schedule/36/	1,649 (0.59%)	1,258 (0.61%)	00:02:31	341 (0.33%)	75.95%	42.87%	\$0.00 (0.00%)
35.	/driver-login/	1,529 (0.55%)	806 (0.39%)	00:01:26	435 (0.43%)	36.78%	34.01%	\$0.00 (0.00%)
36.	/about/	1,471 (0.53%)	1,162 (0.57%)	00:00:34	104 (0.10%)	43.27%	15.84%	\$0.00 (0.00%)
37.	/maps-schedules/600-select-service/	1,433 (0.51%)	567 (0.28%)	00:01:07	39 (0.04%)	38.46%	17.31%	\$0.00 (0.00%)
38.	/link/	1,348 (0.48%)	1,048 (0.51%)	00:01:02	544 (0.53%)	47.98%	31.97%	\$0.00 (0.00%)
39.	/schedule/97X/	1,348 (0.48%)	1,049 (0.51%)	00:02:16	419 (0.41%)	60.14%	42.28%	\$0.00 (0.00%)
40.	/gathering-comments-on-proposed-changes-in-martinez-and-walnut-creek/	1,220 (0.44%)	962 (0.47%)	00:03:26	261 (0.26%)	72.80%	43.03%	\$0.00 (0.00%)
41.	/public-meetings/	1,192 (0.43%)	918 (0.45%)	00:00:35	68 (0.07%)	33.82%	15.86%	\$0.00 (0.00%)
42.	/?force=desktop	1,151 (0.41%)	819 (0.40%)	00:00:36	50 (0.05%)	38.00%	12.95%	\$0.00 (0.00%)
43.	/schedule/5/	1,102 (0.39%)	938 (0.46%)	00:02:26	301 (0.29%)	75.75%	47.19%	\$0.00 (0.00%)
44.	/schedule/2/	1,038 (0.37%)	869 (0.42%)	00:02:08	255 (0.25%)	74.51%	50.10%	\$0.00 (0.00%)
45.	/schedule/92X/	942 (0.34%)	727 (0.35%)	00:02:21	251 (0.25%)	68.13%	42.78%	\$0.00 (0.00%)
46.	/fares/where-to-buy/	925 (0.33%)	690 (0.34%)	00:01:53	118 (0.12%)	63.56%	35.14%	\$0.00 (0.00%)
47.	/about/jobs/	868 (0.31%)	620 (0.30%)	00:01:10	222 (0.22%)	68.47%	52.53%	\$0.00 (0.00%)
48.	/how-to-ride/paying-your-fare/	859 (0.31%)	678 (0.33%)	00:01:45	41 (0.04%)	56.10%	22.58%	\$0.00 (0.00%)
49.	/fares/clipper-card/	785 (0.28%)	666 (0.32%)	00:01:01	90 (0.09%)	44.44%	28.92%	\$0.00 (0.00%)
50.	/schedule/315/	754 (0.27%)	631 (0.31%)	00:02:38	183 (0.18%)	73.22%	44.43%	\$0.00 (0.00%)

Rows 1 - 50 of 1768

Visitor Report

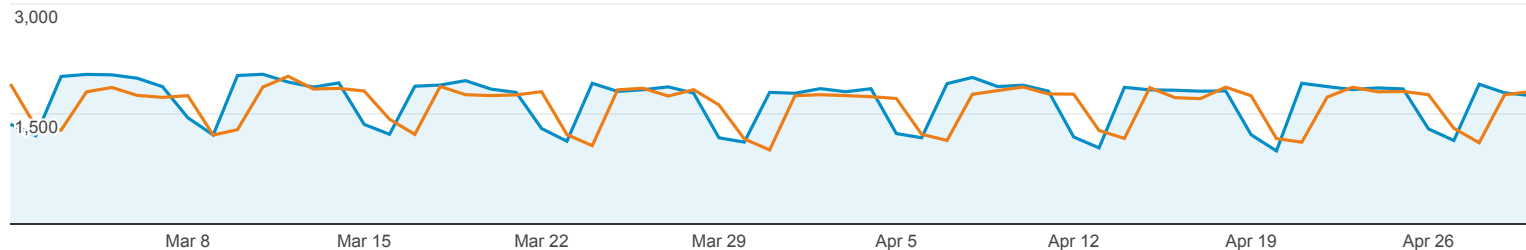
Mar 1, 2014 - Apr 30, 2014
Compare to: Mar 1, 2013 - Apr 30, 2013

All Sessi...
+0.00%

Report Tab

Mar 1, 2014 - Apr 30, 2014: ● Sessions

Mar 1, 2013 - Apr 30, 2013: ● Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session	
		3.77% ▲ 102,322 vs 98,602	8.00% ▲ 43,315 vs 40,107	2.69% ▲ 279,622 vs 272,302	6.14% ▼ 00:02:46 vs 00:02:57	1.05% ▼ 2.73 vs 2.76	
1. Returning Visitor	Yes						
		Mar 1, 2014 - Apr 30, 2014	47,903 (46.82%)	9,594 (17.05%)	117,369 (41.97%)	00:02:43	2.45
		Mar 1, 2013 - Apr 30, 2013	44,136 (44.76%)	8,365 (17.42%)	109,802 (40.32%)	00:02:48	2.49
		% Change	8.53%	14.69%	6.89%	-3.42%	-1.51%
2. New Visitor	Yes						
		Mar 1, 2014 - Apr 30, 2014	22,013 (21.51%)	21,988 (39.09%)	61,321 (21.93%)	00:02:31	2.79
		Mar 1, 2013 - Apr 30, 2013	12,264 (12.44%)	12,201 (25.40%)	36,210 (13.30%)	00:03:37	2.95
		% Change	79.49%	80.21%	69.35%	-30.45%	-5.65%
3. New Visitor	No						
		Mar 1, 2014 - Apr 30, 2014	19,848 (19.40%)	19,825 (35.24%)	63,831 (22.83%)	00:03:05	3.22
		Mar 1, 2013 - Apr 30, 2013	20,166 (20.45%)	20,134 (41.92%)	64,103 (23.54%)	00:02:58	3.18
		% Change	-1.58%	-1.53%	-0.42%	3.50%	1.17%
4. Returning Visitor	No						
		Mar 1, 2014 - Apr 30, 2014	12,558 (12.27%)	4,849 (8.62%)	37,101 (13.27%)	00:02:53	2.95
		Mar 1, 2013 - Apr 30, 2013	22,036 (22.35%)	7,327 (15.26%)	62,187 (22.84%)	00:02:49	2.82
		% Change	-43.01%	-33.82%	-40.34%	2.79%	4.69%

Rows 1 - 4 of 4