

Visitor Report

Nov 1, 2014 - Dec 31, 2014

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

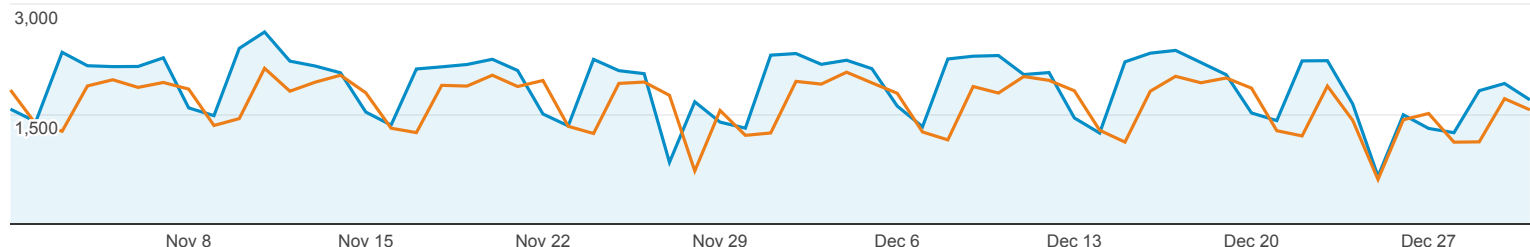
All Sessions
+0.00%

+ Add Segment

Report Tab

Nov 1, 2014 - Dec 31, 2014: ● Sessions

Nov 1, 2013 - Dec 31, 2013: ● Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		14.83% ▲ 114,793 vs 99,971	14.71% ▲ 46,518 vs 40,552	5.27% ▲ 298,964 vs 283,991	5.34% ▼ 00:02:43 vs 00:02:52	8.32% ▼ 2.60 vs 2.84
1. Returning Visitor	Yes					
		62,172 (54.16%)	11,488 (20.62%)	150,255 (50.26%)	00:02:49	2.42
		51,091 (51.11%)	9,920 (20.27%)	130,883 (46.09%)	00:02:47	2.56
		21.69%	15.81%	14.80%	0.90%	-5.66%
2. New Visitor	Yes					
		22,082 (19.24%)	22,067 (39.60%)	57,170 (19.12%)	00:02:20	2.59
		16,334 (16.34%)	16,311 (33.33%)	46,690 (16.44%)	00:02:41	2.86
		35.19%	35.29%	22.45%	-13.04%	-9.43%
3. New Visitor	No					
		16,918 (14.74%)	16,902 (30.33%)	51,414 (17.20%)	00:02:46	3.04
		16,538 (16.54%)	16,517 (33.75%)	55,061 (19.39%)	00:03:04	3.33
		2.30%	2.33%	-6.62%	-9.94%	-8.72%
4. Returning Visitor	No					
		13,621 (11.87%)	5,264 (9.45%)	40,125 (13.42%)	00:02:52	2.95
		16,008 (16.01%)	6,195 (12.66%)	51,357 (18.08%)	00:03:08	3.21
		-14.91%	-15.03%	-21.87%	-8.60%	-8.18%

Rows 1 - 4 of 4

Nov 1, 2014 - Dec 31, 2014

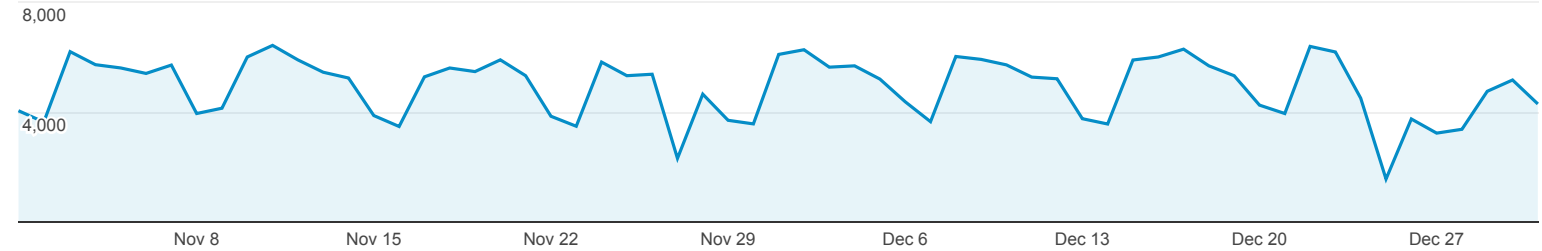
Pages

All Sessions
100.00%

+ Add Segment

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	298,964 % of Total: 100.00% (298,964)	220,790 % of Total: 100.00% (220,790)	00:01:42 Site Avg: 00:01:42 (0.00%)	114,750 % of Total: 100.00% (114,750)	49.14% Site Avg: 49.14% (0.00%)	38.38% Site Avg: 38.38% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	55,014 (18.40%)	36,928 (16.73%)	00:01:05	32,551 (28.37%)	19.16%	24.98%	\$0.00 (0.00%)
2. /mobile-schedules/	35,349 (11.82%)	20,858 (9.45%)	00:00:36	5,476 (4.77%)	20.64%	10.65%	\$0.00 (0.00%)
3. /maps-schedules/	27,688 (9.26%)	17,868 (8.09%)	00:01:02	14,904 (12.99%)	21.82%	21.93%	\$0.00 (0.00%)
4. /schedule/6/	10,231 (3.42%)	8,881 (4.02%)	00:05:38	6,699 (5.84%)	85.51%	79.34%	\$0.00 (0.00%)
5. /schedule/98X/	8,249 (2.76%)	7,068 (3.20%)	00:03:36	4,828 (4.21%)	85.32%	69.20%	\$0.00 (0.00%)
6. /schedule/20/	7,890 (2.64%)	6,580 (2.98%)	00:03:46	3,231 (2.82%)	77.07%	61.76%	\$0.00 (0.00%)
7. /schedule/18/	7,356 (2.46%)	5,938 (2.69%)	00:02:50	2,504 (2.18%)	69.67%	50.22%	\$0.00 (0.00%)
8. /schedule/9/	6,783 (2.27%)	5,526 (2.50%)	00:03:31	2,489 (2.17%)	73.61%	55.52%	\$0.00 (0.00%)
9. /schedule/4/	6,371 (2.13%)	5,350 (2.42%)	00:04:12	3,827 (3.34%)	80.61%	72.01%	\$0.00 (0.00%)
10. /schedule/16/	6,289 (2.10%)	5,173 (2.34%)	00:03:18	1,878 (1.64%)	75.05%	54.06%	\$0.00 (0.00%)
11. /schedule/10/	6,182 (2.07%)	5,196 (2.35%)	00:03:35	2,585 (2.25%)	75.79%	62.16%	\$0.00 (0.00%)
12. /fares/	5,738 (1.92%)	4,440 (2.01%)	00:01:26	1,101 (0.96%)	50.32%	29.82%	\$0.00 (0.00%)
13. /schedule/15/	5,392 (1.80%)	4,425 (2.00%)	00:03:27	1,807 (1.57%)	73.71%	56.53%	\$0.00 (0.00%)
14. /schedule/21/	5,220 (1.75%)	4,289 (1.94%)	00:03:02	1,769 (1.54%)	74.82%	55.57%	\$0.00 (0.00%)
15. /schedule/14/	4,573 (1.53%)	3,785 (1.71%)	00:03:00	1,459 (1.27%)	70.12%	51.24%	\$0.00 (0.00%)
16. /schedule/316/	4,281 (1.43%)	3,384 (1.53%)	00:03:30	1,375 (1.20%)	71.68%	53.12%	\$0.00 (0.00%)
17. /schedule/314/	4,280 (1.43%)	3,511 (1.59%)	00:03:48	1,504 (1.31%)	76.33%	59.44%	\$0.00 (0.00%)
18. /schedule/96X/	4,128 (1.38%)	3,376 (1.53%)	00:03:12	1,738 (1.51%)	73.23%	56.93%	\$0.00 (0.00%)
19. /schedule/11/	4,096 (1.37%)	3,371 (1.53%)	00:02:49	1,046 (0.91%)	72.11%	45.53%	\$0.00 (0.00%)
20. /schedule/35/	4,030 (1.35%)	3,202 (1.45%)	00:02:56	1,685 (1.47%)	72.62%	55.68%	\$0.00 (0.00%)
21. /schedule/28/	3,715 (1.24%)	2,992 (1.36%)	00:03:12	1,208 (1.05%)	73.70%	52.38%	\$0.00 (0.00%)
22. /schedule/5/	3,581 (1.20%)	2,980 (1.35%)	00:03:45	1,737 (1.51%)	80.89%	65.37%	\$0.00 (0.00%)

23.	/schedule/310/	2,822 (0.94%)	2,376 (1.08%)	00:03:58	1,082 (0.94%)	76.43%	63.75%	\$0.00 (0.00%)
24.	/how-to-ride/	2,782 (0.93%)	2,035 (0.92%)	00:00:39	114 (0.10%)	22.81%	10.78%	\$0.00 (0.00%)
25.	/schedule/17/	2,678 (0.90%)	2,223 (1.01%)	00:03:39	921 (0.80%)	76.03%	56.95%	\$0.00 (0.00%)
26.	/schedule/321/	2,516 (0.84%)	2,110 (0.96%)	00:03:20	927 (0.81%)	75.73%	61.01%	\$0.00 (0.00%)
27.	/schedule/311/	2,211 (0.74%)	1,809 (0.82%)	00:02:32	539 (0.47%)	70.69%	47.22%	\$0.00 (0.00%)
28.	/schedule/1/	2,197 (0.73%)	1,672 (0.76%)	00:02:34	524 (0.46%)	64.69%	43.83%	\$0.00 (0.00%)
29.	/schedule/320/	2,186 (0.73%)	1,825 (0.83%)	00:02:18	588 (0.51%)	71.94%	47.71%	\$0.00 (0.00%)
30.	/schedule/93X/	2,160 (0.72%)	1,746 (0.79%)	00:03:17	792 (0.69%)	73.99%	54.86%	\$0.00 (0.00%)
31.	/driver-login/?force=desktop	2,103 (0.70%)	1,326 (0.60%)	00:02:54	710 (0.62%)	54.13%	48.88%	\$0.00 (0.00%)
32.	/schedule/95X/	2,030 (0.68%)	1,612 (0.73%)	00:01:57	510 (0.44%)	69.61%	38.72%	\$0.00 (0.00%)
33.	/schedule/36/	1,858 (0.62%)	1,434 (0.65%)	00:02:40	464 (0.40%)	66.60%	42.36%	\$0.00 (0.00%)
34.	/schedule/19/	1,811 (0.61%)	1,472 (0.67%)	00:01:43	342 (0.30%)	64.62%	35.01%	\$0.00 (0.00%)
35.	/?force=desktop	1,627 (0.54%)	1,090 (0.49%)	00:00:41	64 (0.06%)	52.38%	15.06%	\$0.00 (0.00%)
36.	/maps-schedules/600-select-service/	1,619 (0.54%)	638 (0.29%)	00:01:07	83 (0.07%)	44.71%	19.39%	\$0.00 (0.00%)
37.	/schedule/7/	1,595 (0.53%)	1,226 (0.56%)	00:02:03	321 (0.28%)	68.54%	39.50%	\$0.00 (0.00%)
38.	/schedule/97X/	1,462 (0.49%)	1,176 (0.53%)	00:02:36	493 (0.43%)	59.43%	42.48%	\$0.00 (0.00%)
39.	/driver-login/	1,341 (0.45%)	719 (0.33%)	00:02:15	458 (0.40%)	42.67%	40.79%	\$0.00 (0.00%)
40.	/about/	1,289 (0.43%)	963 (0.44%)	00:00:36	54 (0.05%)	53.70%	13.73%	\$0.00 (0.00%)
41.	/about/jobs/	1,236 (0.41%)	657 (0.30%)	00:01:50	276 (0.24%)	53.62%	42.48%	\$0.00 (0.00%)
42.	/link/	1,234 (0.41%)	957 (0.43%)	00:00:57	524 (0.46%)	48.09%	32.74%	\$0.00 (0.00%)
43.	/e-store/	1,113 (0.37%)	724 (0.33%)	00:01:47	64 (0.06%)	73.44%	40.16%	\$0.00 (0.00%)
44.	/schedule/92X/	1,057 (0.35%)	841 (0.38%)	00:02:41	387 (0.34%)	69.25%	44.75%	\$0.00 (0.00%)
45.	/news/	1,053 (0.35%)	789 (0.36%)	00:00:35	57 (0.05%)	61.40%	15.67%	\$0.00 (0.00%)
46.	/fares/where-to-buy/	961 (0.32%)	743 (0.34%)	00:01:41	201 (0.18%)	61.39%	35.80%	\$0.00 (0.00%)
47.	/buses-run-on-regular-weekday-schedule-on-veterans-day/	859 (0.29%)	811 (0.37%)	00:03:23	792 (0.69%)	93.06%	92.20%	\$0.00 (0.00%)
48.	/how-to-ride/paying-your-fare/	859 (0.29%)	708 (0.32%)	00:01:46	68 (0.06%)	70.59%	27.36%	\$0.00 (0.00%)
49.	/fares/clipper-card/	842 (0.28%)	686 (0.31%)	00:00:55	115 (0.10%)	44.35%	21.73%	\$0.00 (0.00%)
50.	/public-meetings/	810 (0.27%)	643 (0.29%)	00:00:32	47 (0.04%)	29.79%	14.69%	\$0.00 (0.00%)

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