

Overview

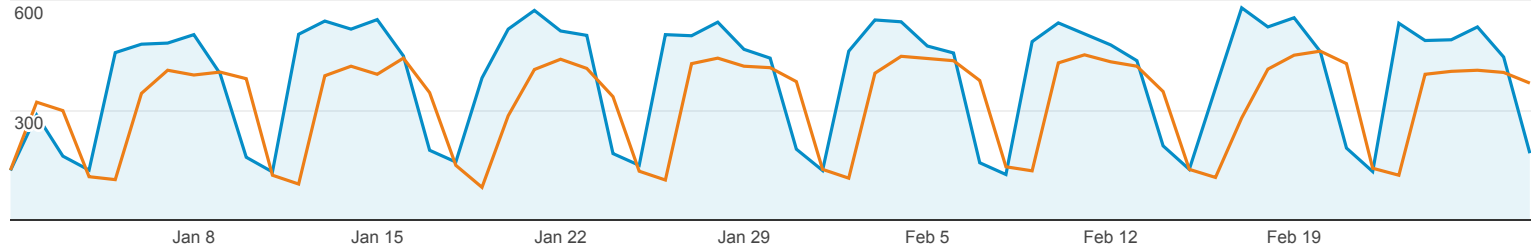
Jan 1, 2015 - Feb 28, 2015
Compare to: Jan 1, 2014 - Feb 28, 2014

All Sessions
+0.00%

Explorer

Summary

Jan 1, 2015 - Feb 28, 2015: Sessions
Jan 1, 2014 - Feb 28, 2014: Sessions



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	21.60% ▲ 22,873 vs 18,810	13.11% ▼ 21.74% vs 25.02%	5.65% ▲ 4,972 vs 4,706	9.02% ▼ 39.15% vs 35.91%	4.65% ▼ 3.79 vs 3.98	6.09% ▼ 00:05:56 vs 00:06:20	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. mobile									
Jan 1, 2015 -	18,105 (79.15%)	21.35%	3,866 (77.76%)	41.02%	3.74	00:06:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2014 -	14,322 (76.14%)	24.89%	3,565 (75.75%)	38.85%	3.85	00:06:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	26.41%	-14.22%	8.44%	5.59%	-2.75%	-6.52%	0.00%	0.00%	0.00%
2. desktop									
Jan 1, 2015 -	3,578 (15.64%)	25.77%	922 (18.54%)	28.93%	3.31	00:04:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2014 -	3,570 (18.98%)	27.70%	989 (21.02%)	25.01%	3.63	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	0.22%	-6.98%	-6.77%	15.64%	-8.84%	1.76%	0.00%	0.00%	0.00%
3. tablet									
Jan 1, 2015 -	1,190 (5.20%)	15.46%	184 (3.70%)	41.34%	5.97	00:05:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2014 -	918 (4.88%)	16.56%	152 (3.23%)	32.35%	7.30	00:07:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	29.63%	-6.62%	21.05%	27.79%	-18.24%	-32.26%	0.00%	0.00%	0.00%

Rows 1 - 3 of 3

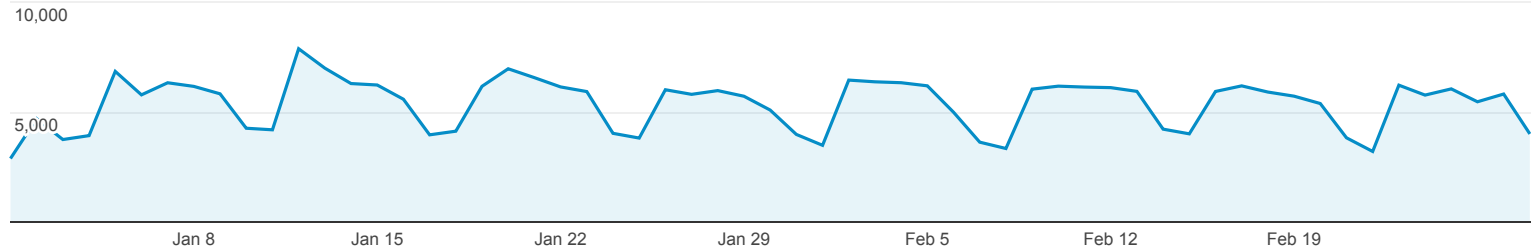
Jan 1, 2015 - Feb 28, 2015

Pages

All Sessions
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	316,496 % of Total: 100.00% (316,496)	232,084 % of Total: 100.00% (232,084)	00:01:42 Avg for View: 00:01:42 (0.00%)	119,558 % of Total: 100.00% (119,558)	48.51% Avg for View: 48.51% (0.00%)	37.78% Avg for View: 37.78% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	58,912 (18.61%)	39,143 (16.87%)	00:01:05	34,949 (29.23%)	17.56%	23.91%	\$0.00 (0.00%)
2. /mobile-schedules/	38,707 (12.23%)	22,576 (9.73%)	00:00:37	6,014 (5.03%)	21.55%	10.74%	\$0.00 (0.00%)
3. /maps-schedules/	28,013 (8.85%)	17,873 (7.70%)	00:01:04	14,569 (12.19%)	21.60%	21.66%	\$0.00 (0.00%)
4. /schedule/6/	11,253 (3.56%)	9,656 (4.16%)	00:05:44	7,132 (5.97%)	84.28%	77.83%	\$0.00 (0.00%)
5. /schedule/98X/	8,719 (2.75%)	7,517 (3.24%)	00:03:41	5,078 (4.25%)	85.09%	69.30%	\$0.00 (0.00%)
6. /schedule/20/	8,473 (2.68%)	7,040 (3.03%)	00:03:43	3,464 (2.90%)	77.95%	61.16%	\$0.00 (0.00%)
7. /schedule/18/	8,354 (2.64%)	6,778 (2.92%)	00:03:01	2,754 (2.30%)	71.65%	50.23%	\$0.00 (0.00%)
8. /schedule/9/	7,336 (2.32%)	5,986 (2.58%)	00:03:22	2,609 (2.18%)	74.19%	54.78%	\$0.00 (0.00%)
9. /schedule/16/	7,292 (2.30%)	5,937 (2.56%)	00:03:19	2,317 (1.94%)	73.05%	52.96%	\$0.00 (0.00%)
10. /schedule/10/	7,066 (2.23%)	5,820 (2.51%)	00:03:40	2,997 (2.51%)	76.11%	61.48%	\$0.00 (0.00%)
11. /fares/	6,415 (2.03%)	4,991 (2.15%)	00:01:29	1,250 (1.05%)	55.36%	30.83%	\$0.00 (0.00%)
12. /schedule/15/	5,776 (1.82%)	4,779 (2.06%)	00:03:15	1,807 (1.51%)	77.43%	56.25%	\$0.00 (0.00%)
13. /schedule/21/	5,515 (1.74%)	4,443 (1.91%)	00:02:59	1,866 (1.56%)	72.29%	53.78%	\$0.00 (0.00%)
14. /schedule/4/	5,462 (1.73%)	4,553 (1.96%)	00:04:15	3,279 (2.74%)	78.44%	70.19%	\$0.00 (0.00%)
15. /schedule/14/	4,910 (1.55%)	4,003 (1.72%)	00:02:56	1,465 (1.23%)	71.15%	50.14%	\$0.00 (0.00%)
16. /schedule/28/	4,559 (1.44%)	3,636 (1.57%)	00:03:29	1,521 (1.27%)	71.42%	52.49%	\$0.00 (0.00%)
17. /schedule/96X/	4,505 (1.42%)	3,678 (1.58%)	00:02:56	1,893 (1.58%)	74.30%	57.31%	\$0.00 (0.00%)
18. /schedule/35/	4,481 (1.42%)	3,549 (1.53%)	00:03:17	1,904 (1.59%)	73.11%	57.22%	\$0.00 (0.00%)
19. /schedule/11/	4,368 (1.38%)	3,516 (1.51%)	00:02:46	1,136 (0.95%)	72.47%	43.73%	\$0.00 (0.00%)
20. /schedule/316/	4,107 (1.30%)	3,380 (1.46%)	00:03:16	1,382 (1.16%)	76.79%	56.71%	\$0.00 (0.00%)
21. /schedule/314/	4,001 (1.26%)	3,342 (1.44%)	00:03:30	1,452 (1.21%)	78.79%	61.41%	\$0.00 (0.00%)
22. /schedule/5/	3,833 (1.21%)	3,264 (1.41%)	00:03:53	1,932 (1.62%)	82.09%	66.50%	\$0.00 (0.00%)

23.	/how-to-ride/	2,957 (0.93%)	2,139 (0.92%)	00:00:39	77 (0.06%)	32.89%	10.82%	\$0.00 (0.00%)
24.	/schedule/17/	2,938 (0.93%)	2,459 (1.06%)	00:03:07	1,081 (0.90%)	76.78%	56.74%	\$0.00 (0.00%)
25.	/schedule/310/	2,461 (0.78%)	2,124 (0.92%)	00:03:18	904 (0.76%)	77.32%	63.23%	\$0.00 (0.00%)
26.	/schedule/321/	2,419 (0.76%)	2,035 (0.88%)	00:03:19	846 (0.71%)	75.91%	60.15%	\$0.00 (0.00%)
27.	/schedule/19/	2,369 (0.75%)	1,833 (0.79%)	00:01:56	403 (0.34%)	65.26%	31.03%	\$0.00 (0.00%)
28.	/schedule/1/	2,360 (0.75%)	1,800 (0.78%)	00:02:58	522 (0.44%)	69.52%	44.07%	\$0.00 (0.00%)
29.	/schedule/95X/	2,273 (0.72%)	1,837 (0.79%)	00:01:46	647 (0.54%)	68.32%	39.55%	\$0.00 (0.00%)
30.	/schedule/311/	2,143 (0.68%)	1,730 (0.75%)	00:03:03	517 (0.43%)	71.57%	49.09%	\$0.00 (0.00%)
31.	/schedule/93X/	2,127 (0.67%)	1,666 (0.72%)	00:03:12	713 (0.60%)	71.09%	50.31%	\$0.00 (0.00%)
32.	/driver-login/?force=desktop	2,126 (0.67%)	1,354 (0.58%)	00:02:16	793 (0.66%)	49.19%	50.38%	\$0.00 (0.00%)
33.	/maps-schedules/600-select-service/	2,073 (0.65%)	847 (0.36%)	00:01:14	112 (0.09%)	46.43%	22.19%	\$0.00 (0.00%)
34.	/schedule/320/	2,055 (0.65%)	1,696 (0.73%)	00:02:24	508 (0.42%)	68.50%	46.33%	\$0.00 (0.00%)
35.	/schedule/7/	1,990 (0.63%)	1,545 (0.67%)	00:02:10	432 (0.36%)	72.52%	42.41%	\$0.00 (0.00%)
36.	/schedule/36/	1,838 (0.58%)	1,405 (0.61%)	00:02:34	428 (0.36%)	72.73%	44.02%	\$0.00 (0.00%)
37.	/?force=desktop	1,578 (0.50%)	1,099 (0.47%)	00:00:43	105 (0.09%)	51.43%	17.81%	\$0.00 (0.00%)
38.	/schedule/97X/	1,457 (0.46%)	1,135 (0.49%)	00:02:00	509 (0.43%)	62.16%	42.42%	\$0.00 (0.00%)
39.	/about/jobs/	1,402 (0.44%)	676 (0.29%)	00:01:44	270 (0.23%)	42.55%	39.80%	\$0.00 (0.00%)
40.	/about/	1,325 (0.42%)	1,066 (0.46%)	00:00:34	46 (0.04%)	58.70%	14.87%	\$0.00 (0.00%)
41.	/e-store/	1,301 (0.41%)	865 (0.37%)	00:01:49	76 (0.06%)	75.00%	41.20%	\$0.00 (0.00%)
42.	/schedule/92X/	1,277 (0.40%)	918 (0.40%)	00:02:15	363 (0.30%)	61.98%	39.31%	\$0.00 (0.00%)
43.	/link/	1,273 (0.40%)	960 (0.41%)	00:01:13	527 (0.44%)	45.54%	33.86%	\$0.00 (0.00%)
44.	/fares/where-to-buy/	1,166 (0.37%)	898 (0.39%)	00:01:23	275 (0.23%)	61.31%	36.45%	\$0.00 (0.00%)
45.	/driver-login/	1,162 (0.37%)	645 (0.28%)	00:02:39	379 (0.32%)	51.96%	43.03%	\$0.00 (0.00%)
46.	/fares/clipper-card/	956 (0.30%)	826 (0.36%)	00:00:47	146 (0.12%)	50.00%	25.63%	\$0.00 (0.00%)
47.	/how-to-ride/paying-your-fare/	897 (0.28%)	731 (0.31%)	00:01:43	66 (0.06%)	62.12%	21.85%	\$0.00 (0.00%)
48.	/public-meetings/	891 (0.28%)	698 (0.30%)	00:00:33	29 (0.02%)	41.38%	11.67%	\$0.00 (0.00%)
49.	/maps-schedules/route-250-st-marys-college-gael-rail-shuttle-schedule/	843 (0.27%)	700 (0.30%)	00:03:27	423 (0.35%)	65.96%	58.72%	\$0.00 (0.00%)
50.	/schedule/25/	818 (0.26%)	662 (0.29%)	00:02:16	191 (0.16%)	73.30%	43.15%	\$0.00 (0.00%)

Rows 1 - 50 of 1932

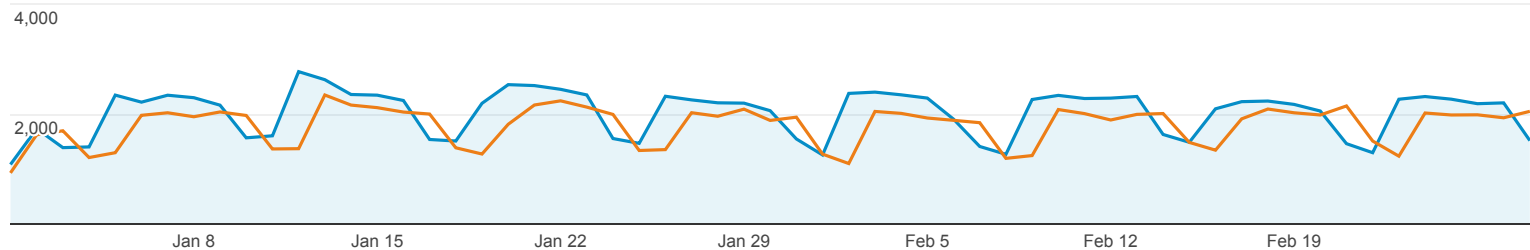
Visitor Report

Jan 1, 2015 - Feb 28, 2015
Compare to: Jan 1, 2014 - Feb 28, 2014

All Sessions
+0.00%

Report Tab

Jan 1, 2015 - Feb 28, 2015: ● Sessions
Jan 1, 2014 - Feb 28, 2014: ● Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		12.66% ▲ 119,598 vs 106,161	10.25% ▲ 47,769 vs 43,328	6.24% ▲ 316,496 vs 297,906	1.48% ▼ 00:02:47 vs 00:02:50	5.70% ▼ 2.65 vs 2.81
1. Returning Visitor	Yes					
Jan 1, 2015 - Feb 28, 2015		65,837 (55.05%)	11,913 (20.74%)	160,006 (50.56%)	00:02:50	2.43
Jan 1, 2014 - Feb 28, 2014		54,158 (51.01%)	10,353 (19.71%)	136,485 (45.81%)	00:02:48	2.52
% Change		21.56%	15.07%	17.23%	1.22%	-3.56%
2. New Visitor	Yes					
Jan 1, 2015 - Feb 28, 2015		22,813 (19.07%)	22,800 (39.70%)	60,705 (19.18%)	00:02:28	2.66
Jan 1, 2014 - Feb 28, 2014		18,023 (16.98%)	17,992 (34.26%)	51,493 (17.28%)	00:02:35	2.86
% Change		26.58%	26.72%	17.89%	-4.71%	-6.86%
3. New Visitor	No					
Jan 1, 2015 - Feb 28, 2015		17,457 (14.60%)	17,437 (30.36%)	54,506 (17.22%)	00:02:55	3.12
Jan 1, 2014 - Feb 28, 2014		17,892 (16.85%)	17,865 (34.01%)	59,534 (19.98%)	00:03:05	3.33
% Change		-2.43%	-2.40%	-8.45%	-5.28%	-6.16%
4. Returning Visitor	No					
Jan 1, 2015 - Feb 28, 2015		13,491 (11.28%)	5,280 (9.19%)	41,279 (13.04%)	00:02:59	3.06
Jan 1, 2014 - Feb 28, 2014		16,088 (15.15%)	6,311 (12.02%)	50,394 (16.92%)	00:02:57	3.13
% Change		-16.14%	-16.34%	-18.09%	1.00%	-2.32%

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