Google Analytics

Pages

Mar 1, 2015 - Apr 30, 2015

All Sessions
100.00%

Explorer

● Pageviews

8,000

4,000

| | Mar 8 | Mar 15 | Mar 22 | Mar 29 | Apr 5 | Apr 12 | Apr 19 | Apr 26 |
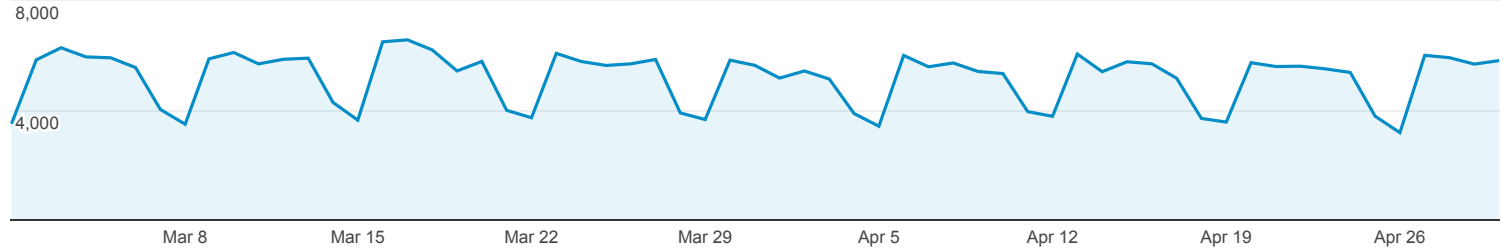
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	315,516 % of Total: 100.00% (315,516)	230,285 % of Total: 100.00% (230,285)	00:01:42 Avg for View: 00:01:42 (0.00%)	119,693 % of Total: 100.00% (119,693)	48.42% Avg for View: 48.42% (0.00%)	37.94% Avg for View: 37.94% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1. /	58,586 (18.57%)	38,547 (16.74%)	00:01:07	34,402 (28.74%)	17.89%	24.31%	$0.00 (0.00%)
2. /mobile-schedules/	37,636 (11.93%)	22,229 (9.65%)	00:00:37	5,736 (4.79%)	20.88%	10.44%	$0.00 (0.00%)
3. /maps-schedules/	28,078 (8.90%)	17,935 (7.79%)	00:01:04	14,741 (12.32%)	22.10%	21.97%	$0.00 (0.00%)
4. /schedule/6/	10,288 (3.26%)	8,968 (3.89%)	00:06:02	6,858 (5.73%)	85.87%	80.37%	$0.00 (0.00%)
5. /schedule/98X/	8,016 (2.54%)	6,849 (2.97%)	00:03:30	4,480 (3.74%)	83.11%	67.08%	$0.00 (0.00%)
6. /schedule/20/	7,914 (2.51%)	6,693 (2.91%)	00:03:59	3,397 (2.84%)	77.54%	62.77%	$0.00 (0.00%)
7. /schedule/18/	7,854 (2.49%)	6,334 (2.75%)	00:03:04	2,552 (2.13%)	70.98%	49.91%	$0.00 (0.00%)
8. /schedule/16/	7,205 (2.28%)	5,840 (2.54%)	00:03:10	2,366 (1.98%)	72.49%	52.82%	$0.00 (0.00%)
9. /schedule/10/	7,125 (2.26%)	5,853 (2.54%)	00:03:43	2,957 (2.47%)	74.83%	62.32%	$0.00 (0.00%)
10. /schedule/9/	6,532 (2.07%)	5,372 (2.33%)	00:03:20	2,270 (1.90%)	73.96%	55.65%	$0.00 (0.00%)
11. /fares/	6,059 (1.92%)	4,719 (2.05%)	00:01:26	1,086 (0.91%)	48.94%	28.34%	$0.00 (0.00%)
12. /schedule/15/	5,882 (1.86%)	4,753 (2.06%)	00:03:26	1,860 (1.55%)	73.44%	54.23%	$0.00 (0.00%)
13. /schedule/21/	5,836 (1.85%)	4,709 (2.04%)	00:03:13	2,064 (1.72%)	74.85%	55.86%	$0.00 (0.00%)
14. /schedule/4/	5,807 (1.84%)	4,809 (2.09%)	00:04:00	3,371 (2.82%)	76.92%	68.69%	$0.00 (0.00%)
15. /schedule/14/	5,164 (1.64%)	4,208 (1.83%)	00:02:58	1,713 (1.43%)	70.17%	50.99%	$0.00 (0.00%)
16. /schedule/96X/	5,106 (1.62%)	4,092 (1.78%)	00:02:52	2,204 (1.84%)	72.69%	57.07%	$0.00 (0.00%)
17. /schedule/35/	5,079 (1.61%)	4,024 (1.75%)	00:03:19	2,251 (1.88%)	73.61%	58.95%	$0.00 (0.00%)
18. /schedule/28/	4,558 (1.44%)	3,604 (1.57%)	00:03:24	1,446 (1.21%)	71.11%	51.47%	$0.00 (0.00%)
19. /schedule/11/	4,256 (1.35%)	3,473 (1.51%)	00:02:31	1,074 (0.90%)	72.93%	44.34%	$0.00 (0.00%)
20. /schedule/5/	4,179 (1.32%)	3,544 (1.54%)	00:03:51	2,152 (1.80%)	80.58%	67.24%	$0.00 (0.00%)
21. /schedule/316/	3,943 (1.25%)	3,239 (1.41%)	00:03:27	1,351 (1.13%)	78.46%	57.29%	$0.00 (0.00%)
22. /schedule/314/	3,551 (1.13%)	2,954 (1.28%)	00:03:10	1,252 (1.05%)	75.32%	59.22%	$0.00 (0.00%)
23. /driver-login/?force=de	3,175 (1.01%)	1,675 (0.73%)	00:01:51	1,097 (0.92%)	52.89%	46.49%	$0.00 (0.00%)

23.	sktop	**3,175** (1.01%)	1,675 (0.73%)	00:01:51	1,097 (0.92%)	52.89%	46.49%	$0.00 (0.00%)
24.	/schedule/17/	**2,964** (0.94%)	2,494 (1.08%)	00:03:05	1,110 (0.93%)	75.88%	55.80%	$0.00 (0.00%)
25.	/how-to-ride/	**2,921** (0.93%)	2,149 (0.93%)	00:00:40	102 (0.09%)	24.75%	10.30%	$0.00 (0.00%)
26.	/schedule/310/	**2,867** (0.91%)	2,403 (1.04%)	00:03:34	1,155 (0.96%)	76.40%	63.34%	$0.00 (0.00%)
27.	/schedule/19/	**2,490** (0.79%)	1,938 (0.84%)	00:01:48	428 (0.36%)	72.03%	32.57%	$0.00 (0.00%)
28.	/schedule/7/	**2,483** (0.79%)	1,953 (0.85%)	00:02:24	664 (0.55%)	73.23%	47.00%	$0.00 (0.00%)
29.	/schedule/1/	**2,439** (0.77%)	1,851 (0.80%)	00:02:54	571 (0.48%)	71.98%	46.00%	$0.00 (0.00%)
30.	/schedule/95X/	**2,404** (0.76%)	1,943 (0.84%)	00:01:52	674 (0.56%)	67.95%	40.06%	$0.00 (0.00%)
31.	/schedule/321/	**2,384** (0.76%)	1,959 (0.85%)	00:03:39	851 (0.71%)	73.68%	60.15%	$0.00 (0.00%)
32.	/schedule/93X/	**2,366** (0.75%)	1,830 (0.79%)	00:02:41	787 (0.66%)	70.78%	51.90%	$0.00 (0.00%)
33.	/schedule/36/	**2,260** (0.72%)	1,694 (0.74%)	00:02:41	551 (0.46%)	67.75%	42.26%	$0.00 (0.00%)
34.	/schedule/311/	**2,065** (0.65%)	1,672 (0.73%)	00:03:06	508 (0.42%)	70.53%	47.60%	$0.00 (0.00%)
35.	/schedule/320/	**1,940** (0.61%)	1,648 (0.72%)	00:02:36	592 (0.49%)	75.47%	51.60%	$0.00 (0.00%)
36.	/maps-schedules/600-select-service/	**1,918** (0.61%)	793 (0.34%)	00:01:13	117 (0.10%)	44.07%	20.86%	$0.00 (0.00%)
37.	/schedule/97X/	**1,807** (0.57%)	1,399 (0.61%)	00:02:22	684 (0.57%)	67.54%	45.93%	$0.00 (0.00%)
38.	/link/	**1,567** (0.50%)	1,203 (0.52%)	00:01:14	731 (0.61%)	54.58%	39.12%	$0.00 (0.00%)
39.	/?force=desktop	**1,399** (0.44%)	995 (0.43%)	00:00:42	62 (0.05%)	53.23%	15.44%	$0.00 (0.00%)
40.	/about/jobs/	**1,394** (0.44%)	694 (0.30%)	00:01:51	267 (0.22%)	38.60%	39.67%	$0.00 (0.00%)
41.	/schedule/92X/	**1,362** (0.43%)	809 (0.35%)	00:01:35	329 (0.27%)	37.88%	32.16%	$0.00 (0.00%)
42.	/about/	**1,354** (0.43%)	1,037 (0.45%)	00:00:37	51 (0.04%)	27.45%	15.66%	$0.00 (0.00%)
43.	/e-store/	**1,218** (0.39%)	819 (0.36%)	00:01:36	71 (0.06%)	76.06%	41.95%	$0.00 (0.00%)
44.	/fares/where-to-buy/	**1,088** (0.34%)	830 (0.36%)	00:01:50	255 (0.21%)	61.96%	36.58%	$0.00 (0.00%)
45.	/driver-login/	**995** (0.32%)	555 (0.24%)	00:01:33	298 (0.25%)	44.19%	36.58%	$0.00 (0.00%)
46.	/how-to-ride/paying-your-fare/	**937** (0.30%)	785 (0.34%)	00:01:29	68 (0.06%)	61.76%	25.72%	$0.00 (0.00%)
47.	/public-meetings/	**921** (0.29%)	698 (0.30%)	00:00:42	41 (0.03%)	36.59%	16.50%	$0.00 (0.00%)
48.	/fares/clipper-card/	**897** (0.28%)	761 (0.33%)	00:00:43	119 (0.10%)	44.54%	24.86%	$0.00 (0.00%)
49.	/schedule/315/	**809** (0.26%)	667 (0.29%)	00:01:53	183 (0.15%)	65.57%	38.32%	$0.00 (0.00%)
50.	/schedule/25/	**779** (0.25%)	629 (0.27%)	00:02:34	159 (0.13%)	71.70%	44.67%	$0.00 (0.00%)

New vs Returning

Mar 31, 2015 - Apr 30, 2015
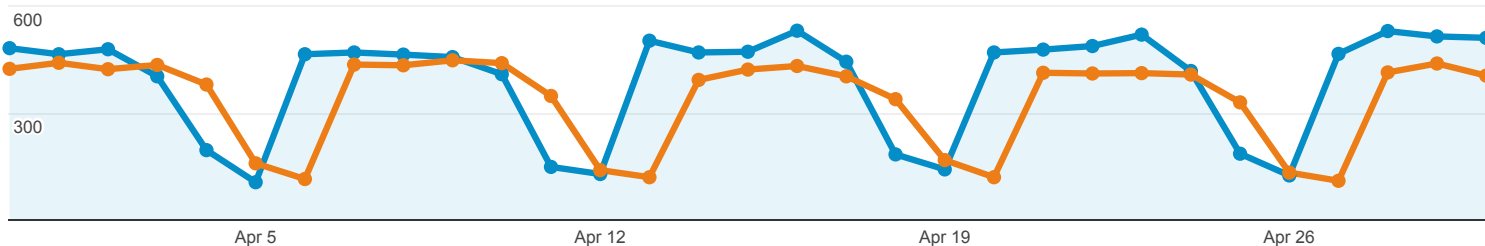Compare to: Mar 31, 2014 - Apr 30, 2014

All Sessions
+0.00%

Explorer

Summary

Mar 31, 2015 - Apr 30, 2015: ● Sessions
Mar 31, 2014 - Apr 30, 2014: ● Sessions

User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	15.55% ⬆ 12,127 vs 10,495	3.88% ⬇ 23.00% vs 23.93%	11.07% ⬆ 2,789 vs 2,511	9.78% ⬇ 39.08% vs 35.60%	5.23% ⬇ 3.78 vs 3.99	3.21% ⬇ 00:06:16 vs 00:06:29	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. Returning Visitor									
Mar 31, 2015 -	9,338 (77.00%)	0.00%	0 (0.00%)	38.83%	3.87	00:06:58	0.00%	0 (0.00%)	$0.00 (0.00%)
Mar 31, 2014 -	7,984 (76.07%)	0.00%	0 (0.00%)	35.51%	4.09	00:07:17	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	16.96%	0.00%	0.00%	9.36%	-5.32%	-4.33%	0.00%	0.00%	0.00%
2. New Visitor									
Mar 31, 2015 -	2,789 (23.00%)	100.00%	2,789 (100.00%)	39.91%	3.48	00:03:56	0.00%	0 (0.00%)	$0.00 (0.00%)
Mar 31, 2014 -	2,511 (23.93%)	100.00%	2,511 (100.00%)	35.88%	3.68	00:03:55	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	11.07%	0.00%	11.07%	11.22%	-5.33%	0.38%	0.00%	0.00%	0.00%

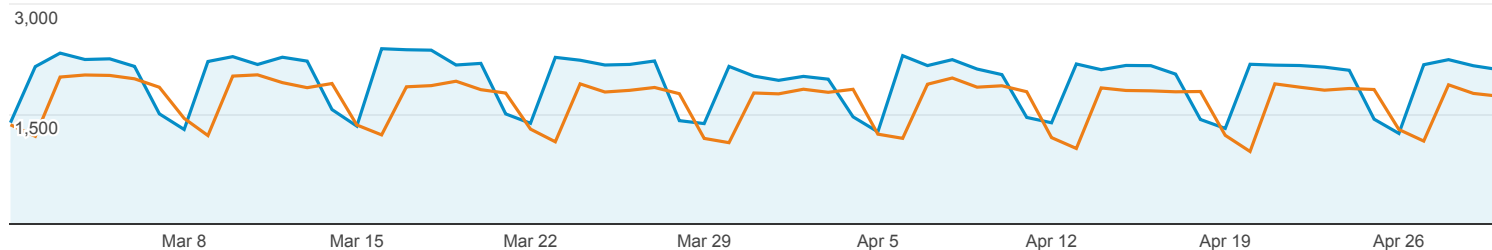Rows 1 - 2 of 2

Google Analytics

Visitor Report

Mar 1, 2015 - Apr 30, 2015
Compare to: Mar 1, 2014 - Apr 30, 2014

All Sessions
+0.00%

Report Tab

Mar 1, 2015 - Apr 30, 2015: ● Sessions
Mar 1, 2014 - Apr 30, 2014: ● Sessions

User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		17.03% ▲ 119,744 vs 102,322	9.53% ▲ 47,442 vs 43,315	12.84% ▲ 315,516 vs 279,622	0.38% ▲ 00:02:46 vs 00:02:46	3.58% ▼ 2.63 vs 2.73
1. Returning Visitor	Yes					
Mar 1, 2015 - Apr 30, 2015		66,302 (55.37%)	12,117 (21.19%)	161,473 (51.18%)	00:02:50	2.44
Mar 1, 2014 - Apr 30, 2014		47,903 (46.82%)	9,594 (17.05%)	117,369 (41.97%)	00:02:43	2.45
% Change		38.41%	26.30%	37.58%	4.55%	-0.60%
2. New Visitor	Yes					
Mar 1, 2015 - Apr 30, 2015		22,562 (18.84%)	22,537 (39.41%)	58,656 (18.59%)	00:02:21	2.60
Mar 1, 2014 - Apr 30, 2014		22,013 (21.51%)	21,988 (39.09%)	61,321 (21.93%)	00:02:31	2.79
% Change		2.49%	2.50%	-4.35%	-7.08%	-6.67%
3. New Visitor	No					
Mar 1, 2015 - Apr 30, 2015		17,296 (14.44%)	17,284 (30.22%)	54,707 (17.34%)	00:02:58	3.16
Mar 1, 2014 - Apr 30, 2014		19,848 (19.40%)	19,825 (35.24%)	63,831 (22.83%)	00:03:05	3.22
% Change		-12.86%	-12.82%	-14.29%	-3.62%	-1.65%
4. Returning Visitor	No					
Mar 1, 2015 - Apr 30, 2015		13,584 (11.34%)	5,248 (9.18%)	40,680 (12.89%)	00:02:57	2.99
Mar 1, 2014 - Apr 30, 2014		12,558 (12.27%)	4,849 (8.62%)	37,101 (13.27%)	00:02:53	2.95
% Change		8.17%	8.23%	9.65%	2.02%	1.37%

Rows 1 - 4 of 4