

Jul 1, 2015 - Aug 31, 2015

Compare to: Jul 1, 2014 - Aug 31, 2014

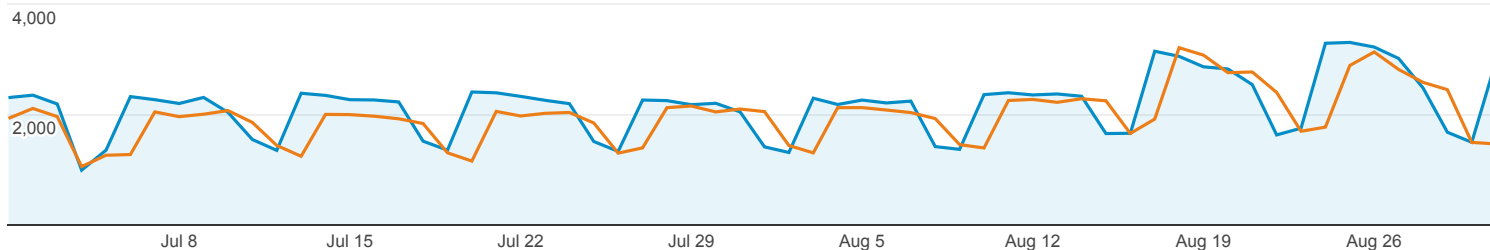
This report is based on 249,849 sessions (97.23% of sessions). [Learn more](#)

All Sessions
+0.00%

Report Tab

Jul 1, 2015 - Aug 31, 2015: ● Sessions

Jul 1, 2014 - Aug 31, 2014: ● Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session	
		9.17% ▲ 134,118 vs 122,855	6.10% ▲ 55,824 vs 52,614	6.78% ▲ 371,354 vs 347,791	1.64% ▲ 00:03:01 vs 00:02:58	2.19% ▼ 2.77 vs 2.83	
1. Returning Visitor	Yes						
		Jul 1, 2015 - Aug 31, 2015	71,778 (53.52%)	14,102 (20.91%)	182,768 (49.22%)	00:03:04	2.55
		Jul 1, 2014 - Aug 31, 2014	60,625 (49.35%)	11,798 (18.38%)	153,967 (44.27%)	00:02:53	2.54
		% Change	18.40%	19.53%	18.71%	5.93%	0.26%
2. New Visitor	Yes						
		Jul 1, 2015 - Aug 31, 2015	27,696 (20.65%)	27,678 (41.04%)	73,394 (19.76%)	00:02:34	2.65
		Jul 1, 2014 - Aug 31, 2014	24,526 (19.96%)	24,510 (38.19%)	68,458 (19.68%)	00:02:41	2.79
		% Change	12.93%	12.93%	7.21%	-4.12%	-5.06%
3. New Visitor	No						
		Jul 1, 2015 - Aug 31, 2015	19,737 (14.72%)	19,714 (29.23%)	66,656 (17.95%)	00:03:15	3.38
		Jul 1, 2014 - Aug 31, 2014	21,531 (17.53%)	21,506 (33.51%)	73,379 (21.10%)	00:03:20	3.41
		% Change	-8.33%	-8.33%	-9.16%	-2.48%	-0.91%
4. Returning Visitor	No						
		Jul 1, 2015 - Aug 31, 2015	14,907 (11.11%)	5,951 (8.82%)	48,536 (13.07%)	00:03:21	3.26
		Jul 1, 2014 - Aug 31, 2014	16,173 (13.16%)	6,358 (9.91%)	51,987 (14.95%)	00:03:14	3.21
		% Change	-7.83%	-6.40%	-6.64%	3.61%	1.29%

Rows 1 - 4 of 4

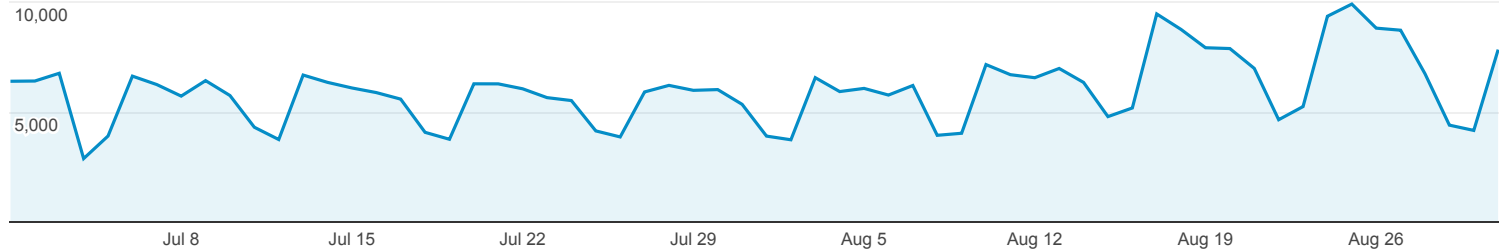
Jul 1, 2015 - Aug 31, 2015

Pages

All Sessions
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	371,203 % of Total: 100.00% (371,203)	266,462 % of Total: 100.00% (266,462)	00:01:42 Avg for View: 00:01:42 (0.00%)	134,072 % of Total: 100.00% (134,072)	47.37% Avg for View: 47.37% (0.00%)	36.12% Avg for View: 36.12% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	68,508 (18.46%)	44,242 (16.60%)	00:01:08	39,010 (29.10%)	19.41%	24.65%	\$0.00 (0.00%)
2. /mobile-schedules/	44,628 (12.02%)	25,889 (9.72%)	00:00:37	7,481 (5.58%)	18.51%	10.63%	\$0.00 (0.00%)
3. /maps-schedules/	33,641 (9.06%)	21,277 (7.99%)	00:01:09	17,160 (12.80%)	23.91%	22.91%	\$0.00 (0.00%)
4. /schedule/20/	9,274 (2.50%)	7,642 (2.87%)	00:03:39	3,946 (2.94%)	76.39%	60.37%	\$0.00 (0.00%)
5. /schedule/6/	9,253 (2.49%)	7,797 (2.93%)	00:05:08	5,504 (4.11%)	83.05%	74.54%	\$0.00 (0.00%)
6. /fares/	8,890 (2.39%)	6,750 (2.53%)	00:01:46	1,735 (1.29%)	55.04%	31.95%	\$0.00 (0.00%)
7. /schedule/18/	8,283 (2.23%)	6,591 (2.47%)	00:03:03	2,674 (1.99%)	71.71%	49.69%	\$0.00 (0.00%)
8. /schedule/98X/	8,130 (2.19%)	6,813 (2.56%)	00:03:33	4,376 (3.26%)	82.07%	64.58%	\$0.00 (0.00%)
9. /schedule/16/	8,022 (2.16%)	6,441 (2.42%)	00:03:16	2,469 (1.84%)	70.96%	51.16%	\$0.00 (0.00%)
10. /schedule/9/	7,863 (2.12%)	6,239 (2.34%)	00:03:15	2,712 (2.02%)	72.42%	52.49%	\$0.00 (0.00%)
11. /schedule/10/	7,861 (2.12%)	6,343 (2.38%)	00:03:44	2,918 (2.18%)	74.13%	58.55%	\$0.00 (0.00%)
12. /schedule/15/	6,753 (1.82%)	5,369 (2.01%)	00:03:41	2,148 (1.60%)	72.41%	52.45%	\$0.00 (0.00%)
13. /schedule/21/	6,669 (1.80%)	5,360 (2.01%)	00:03:22	2,272 (1.69%)	75.05%	55.03%	\$0.00 (0.00%)
14. /schedule/14/	6,260 (1.69%)	5,000 (1.88%)	00:03:13	1,936 (1.44%)	69.89%	48.56%	\$0.00 (0.00%)
15. /schedule/4/	5,985 (1.61%)	4,859 (1.82%)	00:04:02	3,358 (2.50%)	77.21%	67.13%	\$0.00 (0.00%)
16. /schedule/35/	5,957 (1.60%)	4,631 (1.74%)	00:03:14	2,557 (1.91%)	70.95%	56.00%	\$0.00 (0.00%)
17. /schedule/96X/	5,753 (1.55%)	4,600 (1.73%)	00:03:08	2,569 (1.92%)	72.90%	56.70%	\$0.00 (0.00%)
18. /schedule/11/	5,597 (1.51%)	4,495 (1.69%)	00:02:38	1,610 (1.20%)	69.69%	44.27%	\$0.00 (0.00%)
19. /schedule/5/	4,584 (1.23%)	3,942 (1.48%)	00:03:38	2,422 (1.81%)	82.78%	67.93%	\$0.00 (0.00%)
20. /schedule/28/	4,522 (1.22%)	3,535 (1.33%)	00:03:29	1,451 (1.08%)	70.99%	51.22%	\$0.00 (0.00%)
21. /maps-schedules/600-select-service/	4,360 (1.17%)	1,530 (0.57%)	00:01:22	209 (0.16%)	37.80%	18.65%	\$0.00 (0.00%)
22. /how-to-ride/	4,354 (1.17%)	3,120 (1.17%)	00:00:41	204 (0.15%)	26.47%	9.65%	\$0.00 (0.00%)

23.	/schedule/314/	4,097 (1.10%)	3,325 (1.25%)	00:03:26	1,362 (1.02%)	72.76%	56.24%	\$0.00 (0.00%)
24.	/schedule/316/	4,025 (1.08%)	3,188 (1.20%)	00:03:31	1,168 (0.87%)	73.86%	51.38%	\$0.00 (0.00%)
25.	/schedule/7/	3,311 (0.89%)	2,598 (0.97%)	00:02:42	1,051 (0.78%)	77.85%	49.50%	\$0.00 (0.00%)
26.	/schedule/17/	3,201 (0.86%)	2,696 (1.01%)	00:02:58	1,136 (0.85%)	80.04%	55.39%	\$0.00 (0.00%)
27.	/schedule/310/	3,152 (0.85%)	2,572 (0.97%)	00:03:56	1,088 (0.81%)	74.54%	61.36%	\$0.00 (0.00%)
28.	/schedule/95X/	2,904 (0.78%)	2,306 (0.87%)	00:02:04	814 (0.61%)	64.55%	40.32%	\$0.00 (0.00%)
29.	/driver-login/?force=desktop	2,881 (0.78%)	1,779 (0.67%)	00:02:53	1,098 (0.82%)	44.27%	54.29%	\$0.00 (0.00%)
30.	/schedule/321/	2,753 (0.74%)	2,291 (0.86%)	00:03:12	1,007 (0.75%)	75.97%	58.95%	\$0.00 (0.00%)
31.	/schedule/19/	2,732 (0.74%)	2,140 (0.80%)	00:02:04	497 (0.37%)	66.20%	34.41%	\$0.00 (0.00%)
32.	/schedule/93X/	2,686 (0.72%)	2,089 (0.78%)	00:02:54	1,009 (0.75%)	71.16%	52.23%	\$0.00 (0.00%)
33.	/schedule/311/	2,672 (0.72%)	2,118 (0.79%)	00:02:48	705 (0.53%)	68.51%	47.94%	\$0.00 (0.00%)
34.	/schedule/36/	2,552 (0.69%)	1,936 (0.73%)	00:02:48	667 (0.50%)	67.17%	43.03%	\$0.00 (0.00%)
35.	/schedule/1/	2,465 (0.66%)	1,865 (0.70%)	00:02:23	541 (0.40%)	69.19%	43.08%	\$0.00 (0.00%)
36.	/fares/where-to-buy/	2,111 (0.57%)	1,531 (0.57%)	00:01:54	516 (0.38%)	67.12%	41.07%	\$0.00 (0.00%)
37.	/schedule/320/	2,099 (0.57%)	1,699 (0.64%)	00:02:40	567 (0.42%)	67.90%	44.93%	\$0.00 (0.00%)
38.	/about/jobs/	2,053 (0.55%)	989 (0.37%)	00:01:55	377 (0.28%)	31.15%	37.17%	\$0.00 (0.00%)
39.	/?force=desktop	1,979 (0.53%)	1,399 (0.53%)	00:00:38	101 (0.08%)	48.48%	13.44%	\$0.00 (0.00%)
40.	/schedule/97X/	1,959 (0.53%)	1,561 (0.59%)	00:02:27	763 (0.57%)	62.52%	46.50%	\$0.00 (0.00%)
41.	/about/	1,799 (0.48%)	1,404 (0.53%)	00:00:36	115 (0.09%)	41.23%	17.29%	\$0.00 (0.00%)
42.	/fares/clipper-card/	1,552 (0.42%)	1,253 (0.47%)	00:01:26	287 (0.21%)	55.71%	31.96%	\$0.00 (0.00%)
43.	/link/	1,535 (0.41%)	1,204 (0.45%)	00:01:03	623 (0.46%)	47.35%	33.62%	\$0.00 (0.00%)
44.	/how-to-ride/paying-your-fare/	1,454 (0.39%)	1,200 (0.45%)	00:01:43	105 (0.08%)	63.81%	22.76%	\$0.00 (0.00%)
45.	/schedule/92X/	1,430 (0.39%)	1,109 (0.42%)	00:02:36	491 (0.37%)	66.19%	43.99%	\$0.00 (0.00%)
46.	/public-meetings/	1,192 (0.32%)	931 (0.35%)	00:00:30	42 (0.03%)	52.38%	13.26%	\$0.00 (0.00%)
47.	/several-changes-take-place-effective-81615/	1,139 (0.31%)	704 (0.26%)	00:01:21	76 (0.06%)	49.35%	18.96%	\$0.00 (0.00%)
48.	/news/	1,104 (0.30%)	780 (0.29%)	00:00:30	58 (0.04%)	31.03%	11.23%	\$0.00 (0.00%)
49.	/schedule/315/	976 (0.26%)	795 (0.30%)	00:02:06	250 (0.19%)	72.00%	41.39%	\$0.00 (0.00%)
50.	/closed-on-labor-day/	951 (0.26%)	774 (0.29%)	00:01:40	773 (0.58%)	83.05%	80.97%	\$0.00 (0.00%)

Rows 1 - 50 of 2347

Jul 1, 2015 - Aug 31, 2015
Compare to: Jul 1, 2014 - Aug 31, 2014

Overview

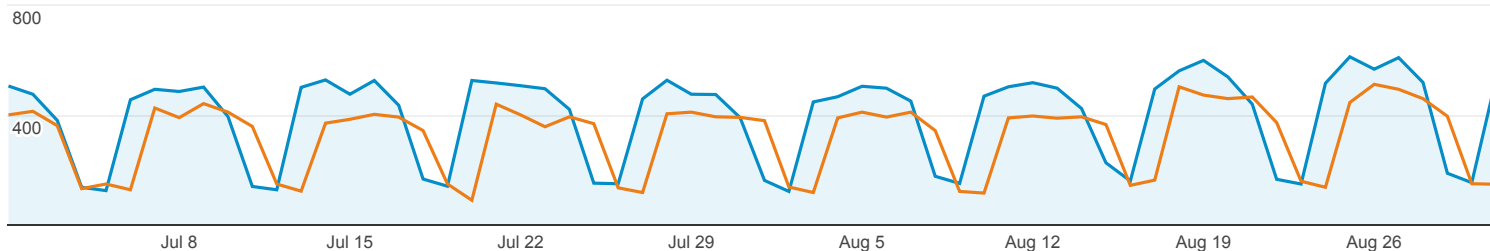


Explorer

Summary

Jul 1, 2015 - Aug 31, 2015: Sessions

Jul 1, 2014 - Aug 31, 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
	22.16% ▲ 24,480 vs 20,039	14.99% ▼ 22.48% vs 26.44%	3.85% ▲ 5,503 vs 5,299	0.31% ▲ 37.45% vs 37.56%	0.97% ▲ 3.90 vs 3.86	0.03% ▲ 00:05:51 vs 00:05:51	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. mobile									
Jul 1, 2015 -	20,143 (82.28%)	21.20%	4,270 (77.59%)	39.36%	3.92	00:06:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2014 -	15,214 (75.92%)	26.63%	4,051 (76.45%)	39.65%	3.75	00:06:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	32.40%	-20.39%	5.41%	-0.75%	4.51%	1.02%	0.00%	0.00%	0.00%
2. desktop									
Jul 1, 2015 -	3,535 (14.44%)	30.18%	1,067 (19.39%)	25.18%	3.59	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2014 -	3,996 (19.94%)	26.98%	1,078 (20.34%)	30.36%	3.40	00:04:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-11.54%	11.89%	-1.02%	-17.06%	5.69%	-3.66%	0.00%	0.00%	0.00%
3. tablet									
Jul 1, 2015 -	802 (3.28%)	20.70%	166 (3.02%)	43.52%	4.69	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2014 -	829 (4.14%)	20.51%	170 (3.21%)	33.90%	8.10	00:07:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-3.26%	0.93%	-2.35%	28.38%	-42.08%	-44.69%	0.00%	0.00%	0.00%

Rows 1 - 3 of 3