

Visitor Report

Sep 1, 2015 - Sep 30, 2015

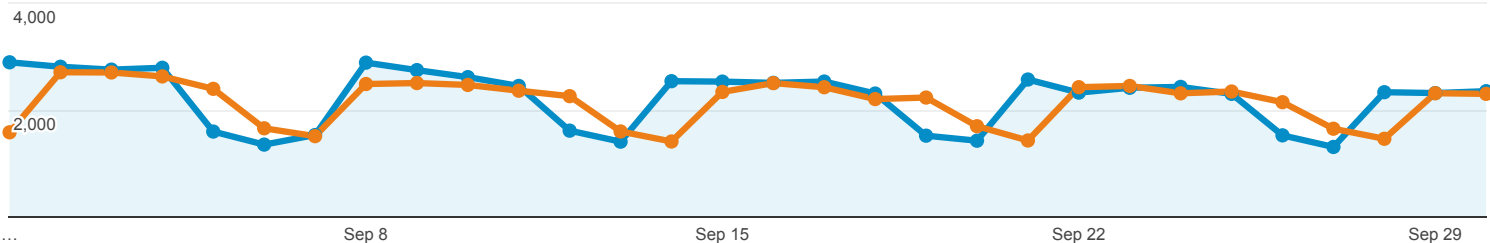
Compare to: Sep 1, 2014 - Sep 30, 2014

All Sessions +0.00%

Report Tab

Sep 1, 2015 - Sep 30, 2015: Sessions

Sep 1, 2014 - Sep 30, 2014: Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		3.37% ▲ 66,933 vs 64,753	2.10% ▲ 29,952 vs 29,337	0.28% ▼ 175,963 vs 176,453	0.92% ▲ 00:02:50 vs 00:02:49	3.53% ▼ 2.63 vs 2.73
1. Returning Visitor	Yes					
Sep 1, 2015 - Sep 30, 2015		36,748 (54.90%)	8,697 (24.85%)	89,213 (50.70%)	00:02:54	2.43
Sep 1, 2014 - Sep 30, 2014		33,433 (51.63%)	7,621 (22.14%)	83,212 (47.16%)	00:02:50	2.49
% Change		9.92%	14.12%	7.21%	2.14%	-2.46%
2. New Visitor	Yes					
Sep 1, 2015 - Sep 30, 2015		13,038 (19.48%)	13,024 (37.22%)	33,568 (19.08%)	00:02:31	2.57
Sep 1, 2014 - Sep 30, 2014		12,462 (19.25%)	12,450 (36.17%)	32,970 (18.68%)	00:02:22	2.65
% Change		4.62%	4.61%	1.81%	6.74%	-2.68%
3. New Visitor	No					
Sep 1, 2015 - Sep 30, 2015		9,931 (14.84%)	9,925 (28.36%)	30,899 (17.56%)	00:02:51	3.11
Sep 1, 2014 - Sep 30, 2014		10,683 (16.50%)	10,667 (30.99%)	34,438 (19.52%)	00:02:57	3.22
% Change		-7.04%	-6.96%	-10.28%	-2.97%	-3.48%
4. Returning Visitor	No					
Sep 1, 2015 - Sep 30, 2015		7,216 (10.78%)	3,347 (9.56%)	22,283 (12.66%)	00:03:05	3.09
Sep 1, 2014 - Sep 30, 2014		8,175 (12.62%)	3,683 (10.70%)	25,833 (14.64%)	00:03:14	3.16
% Change		-11.73%	-9.12%	-13.74%	-4.38%	-2.28%

Rows 1 - 4 of 4

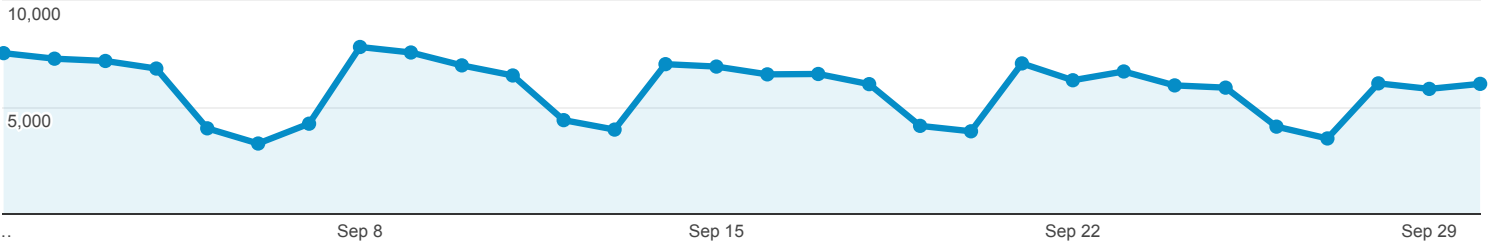
Sep 1, 2015 - Sep 30, 2015

Pages

All Sessions
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	175,963 % of Total: 100.00% (175,963)	128,225 % of Total: 100.00% (128,225)	00:01:44 Avg for View: 00:01:44 (0.00%)	66,913 % of Total: 100.00% (66,913)	48.98% Avg for View: 48.98% (0.00%)	38.03% Avg for View: 38.03% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	30,951 (17.59%)	20,663 (16.11%)	00:01:06	18,221 (27.23%)	19.44%	25.38%	\$0.00 (0.00%)
2. /mobile-schedules/	21,665 (12.31%)	12,664 (9.88%)	00:00:36	4,021 (6.01%)	16.71%	10.34%	\$0.00 (0.00%)
3. /maps-schedules/	15,855 (9.01%)	10,062 (7.85%)	00:01:11	8,131 (12.15%)	25.31%	24.05%	\$0.00 (0.00%)
4. /schedule/6/	6,271 (3.56%)	5,254 (4.10%)	00:05:18	3,666 (5.48%)	83.15%	74.95%	\$0.00 (0.00%)
5. /schedule/20/	4,273 (2.43%)	3,579 (2.79%)	00:04:01	1,989 (2.97%)	77.38%	63.23%	\$0.00 (0.00%)
6. /fares/	4,101 (2.33%)	3,189 (2.49%)	00:01:39	981 (1.47%)	59.90%	37.04%	\$0.00 (0.00%)
7. /schedule/18/	3,985 (2.26%)	3,210 (2.50%)	00:02:47	1,307 (1.95%)	72.09%	50.29%	\$0.00 (0.00%)
8. /schedule/9/	3,788 (2.15%)	3,063 (2.39%)	00:03:37	1,505 (2.25%)	75.28%	57.13%	\$0.00 (0.00%)
9. /schedule/16/	3,749 (2.13%)	3,022 (2.36%)	00:03:06	1,133 (1.69%)	69.29%	50.15%	\$0.00 (0.00%)
10. /schedule/98X/	3,595 (2.04%)	2,994 (2.33%)	00:03:55	1,759 (2.63%)	79.19%	62.59%	\$0.00 (0.00%)
11. /schedule/10/	3,568 (2.03%)	2,929 (2.28%)	00:04:04	1,446 (2.16%)	77.04%	62.39%	\$0.00 (0.00%)
12. /schedule/21/	3,179 (1.81%)	2,581 (2.01%)	00:03:13	1,113 (1.66%)	73.97%	55.39%	\$0.00 (0.00%)
13. /schedule/14/	3,122 (1.77%)	2,457 (1.92%)	00:03:22	1,037 (1.55%)	67.50%	49.58%	\$0.00 (0.00%)
14. /schedule/35/	3,111 (1.77%)	2,494 (1.95%)	00:03:29	1,387 (2.07%)	74.57%	59.02%	\$0.00 (0.00%)
15. /schedule/15/	3,089 (1.76%)	2,449 (1.91%)	00:03:30	1,025 (1.53%)	72.81%	53.90%	\$0.00 (0.00%)
16. /schedule/96X/	3,006 (1.71%)	2,313 (1.80%)	00:03:40	1,245 (1.86%)	68.56%	53.53%	\$0.00 (0.00%)
17. /schedule/4/	2,624 (1.49%)	2,138 (1.67%)	00:04:05	1,446 (2.16%)	76.83%	66.50%	\$0.00 (0.00%)
18. /schedule/5/	2,476 (1.41%)	2,149 (1.68%)	00:04:17	1,386 (2.07%)	84.19%	71.28%	\$0.00 (0.00%)
19. /schedule/11/	2,211 (1.26%)	1,814 (1.41%)	00:02:35	579 (0.87%)	67.59%	44.50%	\$0.00 (0.00%)
20. /schedule/28/	2,194 (1.25%)	1,763 (1.37%)	00:03:17	754 (1.13%)	71.39%	52.92%	\$0.00 (0.00%)
21. /how-to-ride/	1,920 (1.09%)	1,392 (1.09%)	00:00:44	107 (0.16%)	23.36%	9.90%	\$0.00 (0.00%)
22. /schedule/316/	1,852 (1.05%)	1,505 (1.17%)	00:02:55	539 (0.81%)	72.91%	52.97%	\$0.00 (0.00%)

23.	/maps-schedules/600-select-service/	1,797 (1.02%)	748 (0.58%)	00:01:24	134 (0.20%)	41.04%	23.93%	\$0.00 (0.00%)
24.	/schedule/95X/	1,743 (0.99%)	1,367 (1.07%)	00:02:10	556 (0.83%)	66.43%	42.80%	\$0.00 (0.00%)
25.	/schedule/314/	1,733 (0.98%)	1,402 (1.09%)	00:03:24	614 (0.92%)	73.13%	57.65%	\$0.00 (0.00%)
26.	/schedule/7/	1,545 (0.88%)	1,215 (0.95%)	00:02:51	530 (0.79%)	75.33%	51.72%	\$0.00 (0.00%)
27.	/schedule/17/	1,538 (0.87%)	1,274 (0.99%)	00:03:22	606 (0.91%)	78.55%	58.91%	\$0.00 (0.00%)
28.	/schedule/310/	1,527 (0.87%)	1,285 (1.00%)	00:03:51	595 (0.89%)	76.81%	62.61%	\$0.00 (0.00%)
29.	/closed-on-labor-day/	1,510 (0.86%)	1,284 (1.00%)	00:01:25	1,279 (1.91%)	85.69%	84.24%	\$0.00 (0.00%)
30.	/schedule/19/	1,397 (0.79%)	1,087 (0.85%)	00:02:22	302 (0.45%)	70.20%	37.01%	\$0.00 (0.00%)
31.	/schedule/93X/	1,307 (0.74%)	979 (0.76%)	00:02:57	476 (0.71%)	65.13%	47.90%	\$0.00 (0.00%)
32.	/schedule/36/	1,244 (0.71%)	915 (0.71%)	00:02:28	316 (0.47%)	67.09%	39.79%	\$0.00 (0.00%)
33.	/schedule/1/	1,223 (0.70%)	908 (0.71%)	00:03:11	273 (0.41%)	67.88%	42.03%	\$0.00 (0.00%)
34.	/driver-login/?force=desktop	1,188 (0.68%)	763 (0.60%)	00:03:14	469 (0.70%)	49.15%	54.63%	\$0.00 (0.00%)
35.	/schedule/321/	1,170 (0.66%)	978 (0.76%)	00:02:57	398 (0.59%)	77.89%	58.55%	\$0.00 (0.00%)
36.	/schedule/311/	998 (0.57%)	857 (0.67%)	00:02:35	307 (0.46%)	75.90%	51.40%	\$0.00 (0.00%)
37.	/schedule/97X/	890 (0.51%)	714 (0.56%)	00:02:28	333 (0.50%)	59.46%	44.61%	\$0.00 (0.00%)
38.	/fares/where-to-buy/	857 (0.49%)	618 (0.48%)	00:01:54	194 (0.29%)	63.40%	40.61%	\$0.00 (0.00%)
39.	/schedule/320/	856 (0.49%)	690 (0.54%)	00:02:48	202 (0.30%)	68.81%	44.98%	\$0.00 (0.00%)
40.	/fares/clipper-card/	834 (0.47%)	659 (0.51%)	00:01:27	175 (0.26%)	46.59%	32.73%	\$0.00 (0.00%)
41.	/?force=desktop	830 (0.47%)	578 (0.45%)	00:00:38	51 (0.08%)	54.90%	14.46%	\$0.00 (0.00%)
42.	/link/	813 (0.46%)	618 (0.48%)	00:01:16	360 (0.54%)	49.86%	36.90%	\$0.00 (0.00%)
43.	/about/	803 (0.46%)	619 (0.48%)	00:00:33	79 (0.12%)	39.24%	18.31%	\$0.00 (0.00%)
44.	/about/jobs/	791 (0.45%)	410 (0.32%)	00:01:32	166 (0.25%)	42.51%	40.83%	\$0.00 (0.00%)
45.	/how-to-ride/paying-your-fare/	690 (0.39%)	556 (0.43%)	00:01:32	61 (0.09%)	68.85%	25.94%	\$0.00 (0.00%)
46.	/schedule/92X/	612 (0.35%)	485 (0.38%)	00:02:36	195 (0.29%)	62.56%	42.97%	\$0.00 (0.00%)
47.	/news/	481 (0.27%)	352 (0.27%)	00:00:43	73 (0.11%)	71.23%	25.16%	\$0.00 (0.00%)
48.	/public-meetings/	479 (0.27%)	370 (0.29%)	00:00:35	18 (0.03%)	44.44%	14.82%	\$0.00 (0.00%)
49.	/driver-login/	466 (0.26%)	245 (0.19%)	00:01:14	102 (0.15%)	37.25%	31.55%	\$0.00 (0.00%)
50.	/maps-schedules/route-250-st-marys-college-gael-rail-shuttle-schedule/	463 (0.26%)	360 (0.28%)	00:02:42	215 (0.32%)	61.86%	52.27%	\$0.00 (0.00%)

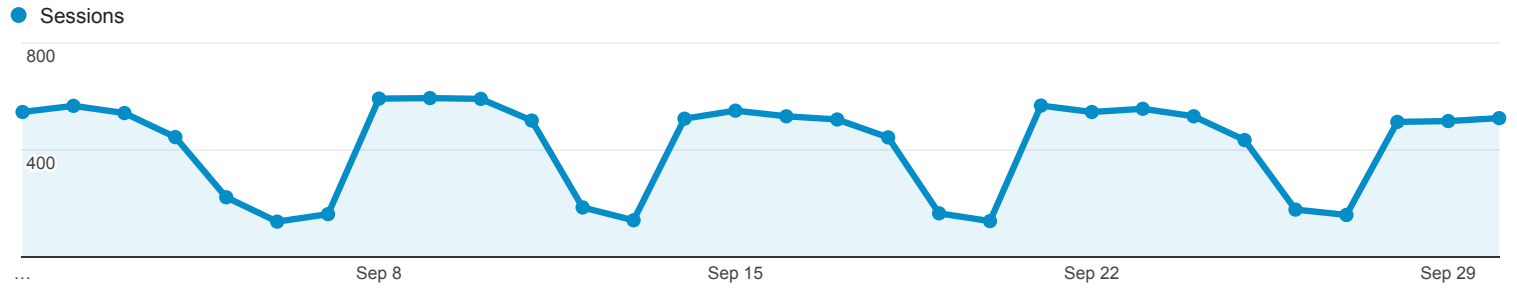
Sep 1, 2015 - Sep 30, 2015

New vs Returning

All Sessions
100.00%

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	12,526 % of Total: 100.00% (12,526)	23.59% Avg for View: 23.59% (0.00%)	2,955 % of Total: 100.00% (2,955)	37.07% Avg for View: 37.07% (0.00%)	3.87 Avg for View: 3.87 (0.00%)	00:05:51 Avg for View: 00:05:51 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Returning Visitor	9,571 (76.41%)	0.00%	0 (0.00%)	37.00%	3.97	00:06:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. New Visitor	2,955 (23.59%)	100.00%	2,955(100.00%)	37.29%	3.54	00:03:39	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2