

Sep 1, 2015 - Oct 31, 2015
Compare to: Sep 1, 2014 - Oct 31, 2014

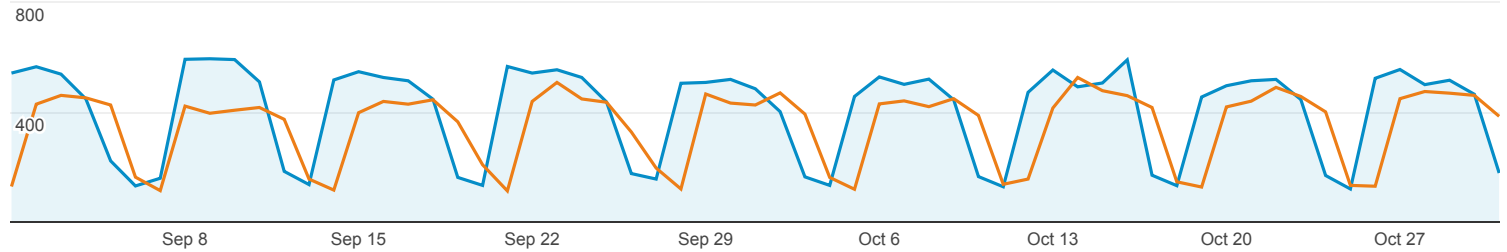
New vs Returning



Explorer

Summary

Sep 1, 2015 - Oct 31, 2015: ● Sessions
Sep 1, 2014 - Oct 31, 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
	15.59% ▲ 24,803 vs 21,458	5.73% ▼ 23.38% vs 24.80%	8.96% ▲ 5,799 vs 5,322	0.03% ▲ 36.61% vs 36.63%	1.28% ▲ 3.88 vs 3.83	3.31% ▼ 00:05:52 vs 00:06:04	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Returning Visitor									
Sep 1, 2015 -	19,004 (76.62%)	0.00%	0 (0.00%)	36.72%	3.97	00:06:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 1, 2014 -	16,136 (75.20%)	0.00%	0 (0.00%)	36.85%	3.85	00:06:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	17.77%	0.00%	0.00%	-0.34%	3.15%	-3.77%	0.00%	0.00%	0.00%
2. New Visitor									
Sep 1, 2015 -	5,799 (23.38%)	100.00%	5,799 (100.00%)	36.25%	3.59	00:03:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 1, 2014 -	5,322 (24.80%)	100.00%	5,322 (100.00%)	35.95%	3.78	00:03:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	8.96%	0.00%	8.96%	0.84%	-5.10%	-5.00%	0.00%	0.00%	0.00%

Rows 1 - 2 of 2

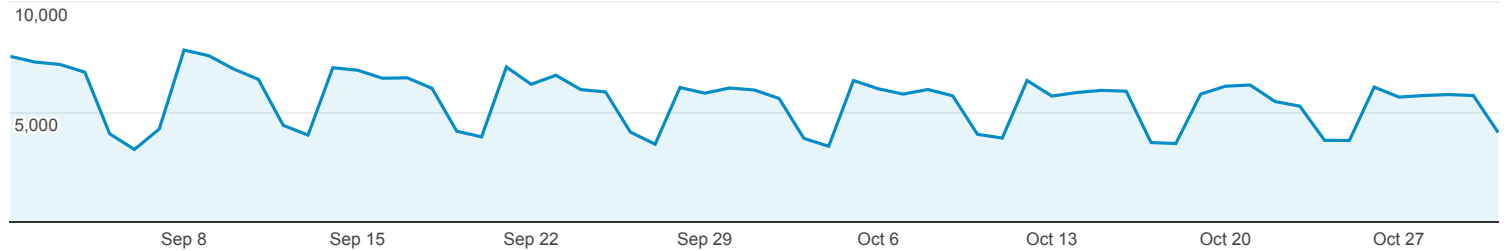
Sep 1, 2015 - Oct 31, 2015

Pages

All Sessions
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	339,227 % of Total: 100.00% (339,227)	248,941 % of Total: 100.00% (248,941)	00:01:44 Avg for View: 00:01:44 (0.00%)	129,671 % of Total: 100.00% (129,671)	48.77% Avg for View: 48.77% (0.00%)	38.23% Avg for View: 38.23% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	59,921 (17.66%)	40,443 (16.25%)	00:01:05	35,879 (27.67%)	19.43%	25.51%	\$0.00 (0.00%)
2. /mobile-schedules/	43,457 (12.81%)	25,356 (10.19%)	00:00:35	8,102 (6.25%)	16.18%	10.08%	\$0.00 (0.00%)
3. /maps-schedules/	29,906 (8.82%)	19,131 (7.68%)	00:01:10	15,523 (11.97%)	24.13%	23.37%	\$0.00 (0.00%)
4. /schedule/6/	12,213 (3.60%)	10,363 (4.16%)	00:05:44	7,293 (5.62%)	83.56%	76.62%	\$0.00 (0.00%)
5. /schedule/20/	8,115 (2.39%)	6,835 (2.75%)	00:03:56	3,687 (2.84%)	77.41%	63.25%	\$0.00 (0.00%)
6. /schedule/18/	7,732 (2.28%)	6,288 (2.53%)	00:02:51	2,569 (1.98%)	72.72%	50.81%	\$0.00 (0.00%)
7. /schedule/16/	7,730 (2.28%)	6,232 (2.50%)	00:03:04	2,364 (1.82%)	70.94%	51.57%	\$0.00 (0.00%)
8. /schedule/98X/	7,668 (2.26%)	6,437 (2.59%)	00:03:53	3,969 (3.06%)	80.27%	63.80%	\$0.00 (0.00%)
9. /fares/	7,387 (2.18%)	5,766 (2.32%)	00:01:35	1,675 (1.29%)	57.59%	35.60%	\$0.00 (0.00%)
10. /schedule/9/	7,096 (2.09%)	5,715 (2.30%)	00:03:30	2,708 (2.09%)	76.08%	56.98%	\$0.00 (0.00%)
11. /schedule/10/	6,651 (1.96%)	5,454 (2.19%)	00:04:07	2,641 (2.04%)	75.80%	62.04%	\$0.00 (0.00%)
12. /schedule/14/	6,092 (1.80%)	4,844 (1.95%)	00:03:12	1,959 (1.51%)	68.10%	50.11%	\$0.00 (0.00%)
13. /schedule/15/	6,067 (1.79%)	4,875 (1.96%)	00:03:48	2,100 (1.62%)	72.54%	55.10%	\$0.00 (0.00%)
14. /schedule/35/	5,922 (1.75%)	4,767 (1.91%)	00:03:27	2,810 (2.17%)	75.64%	60.93%	\$0.00 (0.00%)
15. /schedule/21/	5,835 (1.72%)	4,775 (1.92%)	00:03:06	2,023 (1.56%)	73.98%	56.20%	\$0.00 (0.00%)
16. /schedule/96X/	5,550 (1.64%)	4,380 (1.76%)	00:03:30	2,383 (1.84%)	69.71%	55.48%	\$0.00 (0.00%)
17. /schedule/4/	5,087 (1.50%)	4,158 (1.67%)	00:04:06	2,800 (2.16%)	76.79%	67.33%	\$0.00 (0.00%)
18. /schedule/5/	4,837 (1.43%)	4,189 (1.68%)	00:04:19	2,672 (2.06%)	83.87%	70.68%	\$0.00 (0.00%)
19. /schedule/11/	4,424 (1.30%)	3,662 (1.47%)	00:02:45	1,269 (0.98%)	70.94%	46.34%	\$0.00 (0.00%)
20. /schedule/28/	4,167 (1.23%)	3,369 (1.35%)	00:03:21	1,415 (1.09%)	72.03%	53.25%	\$0.00 (0.00%)
21. /schedule/316/	3,865 (1.14%)	3,161 (1.27%)	00:03:15	1,203 (0.93%)	73.82%	54.85%	\$0.00 (0.00%)
22. /schedule/314/	3,667 (1.08%)	2,973 (1.19%)	00:03:23	1,242 (0.96%)	75.76%	57.65%	\$0.00 (0.00%)

23.	/how-to-ride/	3,400 (1.00%)	2,498 (1.00%)	00:00:44	170 (0.13%)	22.35%	10.32%	\$0.00 (0.00%)
24.	/schedule/95X/	3,144 (0.93%)	2,507 (1.01%)	00:02:10	950 (0.73%)	69.33%	43.35%	\$0.00 (0.00%)
25.	/schedule/310/	3,005 (0.89%)	2,533 (1.02%)	00:04:07	1,148 (0.89%)	77.70%	63.09%	\$0.00 (0.00%)
26.	/schedule/17/	2,987 (0.88%)	2,484 (1.00%)	00:03:18	1,159 (0.89%)	80.00%	59.19%	\$0.00 (0.00%)
27.	/schedule/7/	2,947 (0.87%)	2,342 (0.94%)	00:02:45	1,033 (0.80%)	75.05%	52.05%	\$0.00 (0.00%)
28.	/maps-schedules/600-select-service/	2,788 (0.82%)	1,227 (0.49%)	00:01:24	206 (0.16%)	42.51%	24.82%	\$0.00 (0.00%)
29.	/schedule/19/	2,728 (0.80%)	2,125 (0.85%)	00:02:20	563 (0.43%)	67.85%	37.17%	\$0.00 (0.00%)
30.	/schedule/93X/	2,498 (0.74%)	1,918 (0.77%)	00:02:55	887 (0.68%)	67.87%	48.72%	\$0.00 (0.00%)
31.	/schedule/1/	2,480 (0.73%)	1,840 (0.74%)	00:03:07	540 (0.42%)	66.36%	42.18%	\$0.00 (0.00%)
32.	/driver-login/?force=desktop	2,471 (0.73%)	1,580 (0.63%)	00:02:56	966 (0.74%)	48.41%	54.11%	\$0.00 (0.00%)
33.	/schedule/321/	2,387 (0.70%)	2,003 (0.80%)	00:02:52	846 (0.65%)	79.08%	60.24%	\$0.00 (0.00%)
34.	/schedule/36/	2,313 (0.68%)	1,750 (0.70%)	00:02:34	622 (0.48%)	69.29%	42.93%	\$0.00 (0.00%)
35.	/schedule/311/	2,085 (0.61%)	1,756 (0.71%)	00:02:30	608 (0.47%)	75.82%	51.08%	\$0.00 (0.00%)
36.	/schedule/320/	1,776 (0.52%)	1,440 (0.58%)	00:02:53	413 (0.32%)	68.28%	44.59%	\$0.00 (0.00%)
37.	/schedule/97X/	1,761 (0.52%)	1,407 (0.57%)	00:02:25	655 (0.51%)	62.44%	46.56%	\$0.00 (0.00%)
38.	/?force=desktop	1,645 (0.48%)	1,186 (0.48%)	00:00:38	111 (0.09%)	42.34%	14.41%	\$0.00 (0.00%)
39.	/fares/clipper-card/	1,578 (0.47%)	1,269 (0.51%)	00:01:47	354 (0.27%)	47.47%	37.07%	\$0.00 (0.00%)
40.	/closed-on-labor-day/	1,573 (0.46%)	1,337 (0.54%)	00:01:28	1,332 (1.03%)	85.59%	84.23%	\$0.00 (0.00%)
41.	/fares/where-to-buy/	1,521 (0.45%)	1,125 (0.45%)	00:02:02	375 (0.29%)	63.30%	43.13%	\$0.00 (0.00%)
42.	/about/	1,493 (0.44%)	1,155 (0.46%)	00:00:34	139 (0.11%)	42.45%	19.22%	\$0.00 (0.00%)
43.	/link/	1,489 (0.44%)	1,155 (0.46%)	00:01:12	657 (0.51%)	49.70%	36.47%	\$0.00 (0.00%)
44.	/about/jobs/	1,399 (0.41%)	740 (0.30%)	00:01:32	293 (0.23%)	42.47%	40.39%	\$0.00 (0.00%)
45.	/schedule/92X/	1,263 (0.37%)	995 (0.40%)	00:02:39	447 (0.34%)	68.37%	45.53%	\$0.00 (0.00%)
46.	/how-to-ride/paying-your-fare/	1,188 (0.35%)	963 (0.39%)	00:01:34	104 (0.08%)	64.42%	24.75%	\$0.00 (0.00%)
47.	/driver-login/	1,003 (0.30%)	508 (0.20%)	00:01:13	210 (0.16%)	43.13%	30.81%	\$0.00 (0.00%)
48.	/public-meetings/	958 (0.28%)	754 (0.30%)	00:00:33	36 (0.03%)	38.89%	16.39%	\$0.00 (0.00%)
49.	/news/	917 (0.27%)	661 (0.27%)	00:00:38	113 (0.09%)	70.80%	22.03%	\$0.00 (0.00%)
50.	/maps-schedules/route-250-st-marys-college-gael-rail-shuttle-schedule/	848 (0.25%)	656 (0.26%)	00:02:45	388 (0.30%)	66.49%	54.13%	\$0.00 (0.00%)

Rows 1 - 50 of 2047

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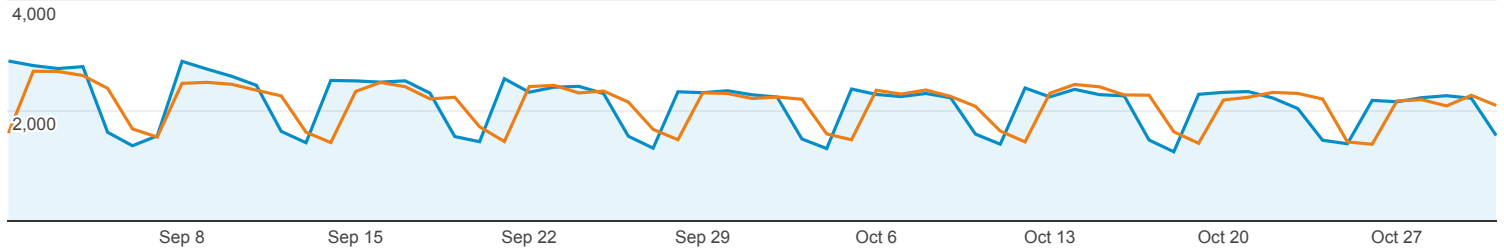
This report is based on 249,720 sessions (96.66% of sessions). [Learn more](#)

All Sessions
+0.00%

Report Tab

Sep 1, 2015 - Oct 31, 2015: ● Sessions

Sep 1, 2014 - Oct 31, 2014: ● Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		0.68% ▲ 129,612 vs 128,742	0.85% ▲ 52,985 vs 52,541	2.10% ▼ 338,697 vs 345,953	0.44% ▼ 00:02:48 vs 00:02:48	2.75% ▼ 2.61 vs 2.69
1. Returning Visitor	Yes					
Sep 1, 2015 - Oct 31, 2015		71,614 (55.25%)	14,104 (22.16%)	174,161 (51.42%)	00:02:52	2.43
Sep 1, 2014 - Oct 31, 2014		67,664 (52.56%)	12,425 (19.61%)	166,169 (48.03%)	00:02:51	2.46
% Change		5.84%	13.51%	4.81%	0.68%	-0.97%
2. New Visitor	Yes					
Sep 1, 2015 - Oct 31, 2015		25,918 (20.00%)	25,896 (40.69%)	66,181 (19.54%)	00:02:26	2.55
Sep 1, 2014 - Oct 31, 2014		24,257 (18.84%)	24,237 (38.26%)	64,072 (18.52%)	00:02:24	2.64
% Change		6.85%	6.84%	3.29%	1.10%	-3.33%
3. New Visitor	No					
Sep 1, 2015 - Oct 31, 2015		18,077 (13.95%)	18,067 (28.39%)	55,973 (16.53%)	00:02:52	3.10
Sep 1, 2014 - Oct 31, 2014		20,525 (15.94%)	20,499 (32.36%)	66,157 (19.12%)	00:02:58	3.22
% Change		-11.93%	-11.86%	-15.39%	-3.63%	-3.94%
4. Returning Visitor	No					
Sep 1, 2015 - Oct 31, 2015		14,003 (10.80%)	5,571 (8.75%)	42,382 (12.51%)	00:03:01	3.03
Sep 1, 2014 - Oct 31, 2014		16,296 (12.66%)	6,195 (9.78%)	49,555 (14.32%)	00:03:02	3.04
% Change		-14.07%	-10.07%	-14.47%	-0.68%	-0.47%

Rows 1 - 4 of 4