

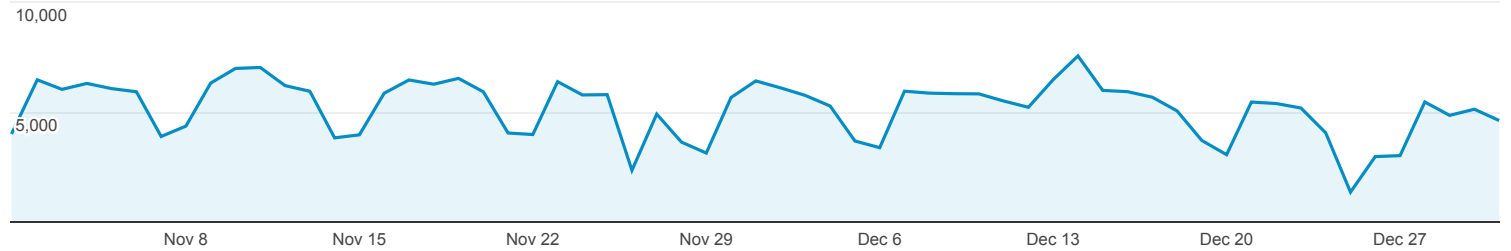
Nov 1, 2015 - Dec 31, 2015

# Pages

All Sessions  
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>315,298</b> % of Total: 100.00% (315,298)	<b>227,458</b> % of Total: 100.00% (227,458)	<b>00:01:29</b> Avg for View: 00:01:29 (0.00%)	<b>109,003</b> % of Total: 100.00% (109,003)	<b>41.59%</b> Avg for View: 41.59% (0.00%)	<b>34.57%</b> Avg for View: 34.57% (0.00%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. /	<b>54,857</b> (17.40%)	36,975 (16.26%)	00:00:58	32,307 (29.64%)	18.66%	24.53%	\$0.00 (0.00%)
2. /mobile-schedules/	<b>42,453</b> (13.46%)	24,775 (10.89%)	00:00:33	8,188 (7.51%)	15.35%	10.55%	\$0.00 (0.00%)
3. /maps-schedules/	<b>36,880</b> (11.70%)	23,955 (10.53%)	00:00:57	20,151 (18.49%)	19.91%	21.04%	\$0.00 (0.00%)
4. /schedule/98X/	<b>8,193</b> (2.60%)	6,992 (3.07%)	00:03:19	4,854 (4.45%)	84.26%	68.39%	\$0.00 (0.00%)
5. /schedule/6/	<b>7,458</b> (2.37%)	6,424 (2.82%)	00:06:08	3,678 (3.37%)	84.75%	77.70%	\$0.00 (0.00%)
6. /schedule/16/	<b>7,445</b> (2.36%)	5,687 (2.50%)	00:02:58	1,670 (1.53%)	67.54%	45.75%	\$0.00 (0.00%)
7. /schedule/20/	<b>6,392</b> (2.03%)	5,199 (2.29%)	00:03:16	1,781 (1.63%)	77.26%	58.34%	\$0.00 (0.00%)
8. /schedule/18/	<b>6,156</b> (1.95%)	4,898 (2.15%)	00:02:35	1,329 (1.22%)	70.43%	45.86%	\$0.00 (0.00%)
9. /schedule/9/	<b>5,592</b> (1.77%)	4,423 (1.94%)	00:03:02	1,533 (1.41%)	73.39%	51.70%	\$0.00 (0.00%)
10. /schedule/14/	<b>5,440</b> (1.73%)	4,230 (1.86%)	00:02:54	1,133 (1.04%)	69.46%	44.60%	\$0.00 (0.00%)
11. /fares/	<b>5,364</b> (1.70%)	4,381 (1.93%)	00:01:47	1,180 (1.08%)	54.13%	34.45%	\$0.00 (0.00%)
12. /schedule/15/	<b>5,033</b> (1.60%)	4,036 (1.77%)	00:03:18	1,247 (1.14%)	76.34%	52.83%	\$0.00 (0.00%)
13. /schedule/10/	<b>4,822</b> (1.53%)	3,919 (1.72%)	00:03:48	1,388 (1.27%)	75.95%	58.73%	\$0.00 (0.00%)
14. /schedule/21/	<b>4,533</b> (1.44%)	3,658 (1.61%)	00:02:50	1,030 (0.94%)	74.68%	53.98%	\$0.00 (0.00%)
15. /schedule/96X/	<b>4,305</b> (1.37%)	3,411 (1.50%)	00:03:05	1,842 (1.69%)	68.91%	54.98%	\$0.00 (0.00%)
16. /schedule/4/	<b>4,253</b> (1.35%)	3,432 (1.51%)	00:02:54	1,775 (1.63%)	67.74%	57.84%	\$0.00 (0.00%)
17. /schedule/5/	<b>3,916</b> (1.24%)	3,392 (1.49%)	00:03:28	1,552 (1.42%)	84.47%	67.62%	\$0.00 (0.00%)
18. /schedule/11/	<b>3,770</b> (1.20%)	3,076 (1.35%)	00:02:11	697 (0.64%)	71.74%	42.04%	\$0.00 (0.00%)
19. /schedule/35/	<b>3,690</b> (1.17%)	2,979 (1.31%)	00:03:06	1,112 (1.02%)	82.37%	58.05%	\$0.00 (0.00%)
20. /schedule/316/	<b>3,510</b> (1.11%)	2,535 (1.11%)	00:02:40	687 (0.63%)	70.93%	45.61%	\$0.00 (0.00%)
21. /schedule/28/	<b>3,354</b> (1.06%)	2,612 (1.15%)	00:02:49	671 (0.62%)	69.05%	46.87%	\$0.00 (0.00%)
22. /schedule/314/	<b>3,333</b> (1.06%)	2,557 (1.12%)	00:02:48	699 (0.64%)	74.43%	51.10%	\$0.00 (0.00%)

23.	<a href="#">/driver-login/?force=desktop</a>	<b>2,827</b> (0.90%)	1,611 (0.71%)	00:02:44	997 (0.91%)	38.95%	47.19%	\$0.00 (0.00%)
24.	<a href="#">/schedule/310/</a>	<b>2,644</b> (0.84%)	1,987 (0.87%)	00:02:55	630 (0.58%)	73.81%	54.16%	\$0.00 (0.00%)
25.	<a href="#">/schedule/95X/</a>	<b>2,644</b> (0.84%)	2,064 (0.91%)	00:01:51	724 (0.66%)	65.47%	40.47%	\$0.00 (0.00%)
26.	<a href="#">/schedule/17/</a>	<b>2,622</b> (0.83%)	2,153 (0.95%)	00:03:09	763 (0.70%)	79.29%	56.52%	\$0.00 (0.00%)
27.	<a href="#">/how-to-ride/</a>	<b>2,539</b> (0.81%)	1,822 (0.80%)	00:00:42	112 (0.10%)	27.93%	10.56%	\$0.00 (0.00%)
28.	<a href="#">/schedule/19/</a>	<b>2,429</b> (0.77%)	1,869 (0.82%)	00:01:44	285 (0.26%)	70.88%	32.52%	\$0.00 (0.00%)
29.	<a href="#">/schedule/7/</a>	<b>2,122</b> (0.67%)	1,645 (0.72%)	00:02:23	480 (0.44%)	80.29%	48.82%	\$0.00 (0.00%)
30.	<a href="#">/?force=desktop</a>	<b>2,112</b> (0.67%)	1,330 (0.58%)	00:00:42	154 (0.14%)	35.71%	14.11%	\$0.00 (0.00%)
31.	<a href="#">/schedule/93X/</a>	<b>2,012</b> (0.64%)	1,568 (0.69%)	00:03:11	772 (0.71%)	68.09%	51.29%	\$0.00 (0.00%)
32.	<a href="#">/schedule/311/</a>	<b>1,974</b> (0.63%)	1,502 (0.66%)	00:02:19	343 (0.31%)	71.43%	43.11%	\$0.00 (0.00%)
33.	<a href="#">/schedule/321/</a>	<b>1,848</b> (0.59%)	1,507 (0.66%)	00:02:32	440 (0.40%)	73.92%	54.00%	\$0.00 (0.00%)
34.	<a href="#">/schedule/1/</a>	<b>1,840</b> (0.58%)	1,349 (0.59%)	00:02:18	244 (0.22%)	67.62%	38.15%	\$0.00 (0.00%)
35.	<a href="#">/schedule/320/</a>	<b>1,794</b> (0.57%)	1,368 (0.60%)	00:02:32	312 (0.29%)	68.59%	41.92%	\$0.00 (0.00%)
36.	<a href="#">/schedule/36/</a>	<b>1,650</b> (0.52%)	1,245 (0.55%)	00:02:27	246 (0.23%)	72.98%	39.58%	\$0.00 (0.00%)
37.	<a href="#">/schedule/97X/</a>	<b>1,572</b> (0.50%)	1,256 (0.55%)	00:02:08	578 (0.53%)	62.13%	45.29%	\$0.00 (0.00%)
38.	<a href="#">/maps-schedules/600-select-service/</a>	<b>1,520</b> (0.48%)	746 (0.33%)	00:01:24	123 (0.11%)	46.77%	25.13%	\$0.00 (0.00%)
39.	<a href="#">/driver-login/</a>	<b>1,474</b> (0.47%)	638 (0.28%)	00:01:12	313 (0.29%)	25.16%	29.78%	\$0.00 (0.00%)
40.	<a href="#">/about/</a>	<b>1,387</b> (0.44%)	1,055 (0.46%)	00:00:39	89 (0.08%)	25.84%	15.28%	\$0.00 (0.00%)
41.	<a href="#">/link/</a>	<b>1,298</b> (0.41%)	990 (0.44%)	00:01:04	573 (0.53%)	53.40%	35.98%	\$0.00 (0.00%)
42.	<a href="#">/about/jobs/</a>	<b>1,211</b> (0.38%)	694 (0.31%)	00:01:40	316 (0.29%)	45.34%	43.44%	\$0.00 (0.00%)
43.	<a href="#">/news/</a>	<b>1,211</b> (0.38%)	848 (0.37%)	00:00:33	121 (0.11%)	60.33%	17.42%	\$0.00 (0.00%)
44.	<a href="#">/fares/clipper-card/</a>	<b>1,113</b> (0.35%)	935 (0.41%)	00:02:31	367 (0.34%)	68.66%	49.42%	\$0.00 (0.00%)
45.	<a href="#">/public-meetings/</a>	<b>990</b> (0.31%)	728 (0.32%)	00:00:33	16 (0.01%)	31.25%	13.03%	\$0.00 (0.00%)
46.	<a href="#">/fares/where-to-buy/</a>	<b>860</b> (0.27%)	708 (0.31%)	00:01:35	215 (0.20%)	64.02%	45.23%	\$0.00 (0.00%)
47.	<a href="#">/schedule/92X/</a>	<b>860</b> (0.27%)	634 (0.28%)	00:02:16	256 (0.23%)	61.72%	38.72%	\$0.00 (0.00%)
48.	<a href="#">/maps-schedules/route-10/</a>	<b>832</b> (0.26%)	689 (0.30%)	00:03:36	195 (0.18%)	79.49%	60.22%	\$0.00 (0.00%)
49.	<a href="#">/buses-run-on-regular-weekday-schedule-on-veterans-day/</a>	<b>825</b> (0.26%)	756 (0.33%)	00:04:21	737 (0.68%)	90.77%	89.45%	\$0.00 (0.00%)
50.	<a href="#">/maps-schedules/route-6/</a>	<b>817</b> (0.26%)	679 (0.30%)	00:04:05	230 (0.21%)	80.95%	67.69%	\$0.00 (0.00%)

Rows 1 - 50 of 2017

# Visitor Report

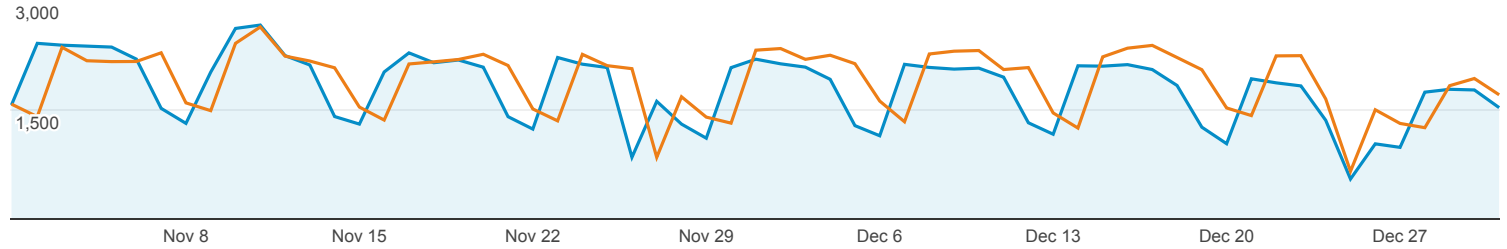
Nov 1, 2015 - Dec 31, 2015  
Compare to: Nov 1, 2014 - Dec 31, 2014

All Sessions  
+0.00%

Report Tab

Nov 1, 2015 - Dec 31, 2015: ● Sessions

Nov 1, 2014 - Dec 31, 2014: ● Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		<b>5.00%</b> ↓ 109,055 vs 114,793	<b>3.36%</b> ↓ 44,957 vs 46,518	<b>5.46%</b> ↑ 315,298 vs 298,964	<b>3.40%</b> ↑ 00:02:49 vs 00:02:43	<b>11.01%</b> ↑ 2.89 vs 2.60
1. <a href="#">Returning Visitor</a>	Yes					
Nov 1, 2015 - Dec 31, 2015		<b>59,728</b> (54.77%)	12,242 (22.66%)	166,071 (52.67%)	00:02:55	2.78
Nov 1, 2014 - Dec 31, 2014		<b>62,172</b> (54.16%)	11,488 (20.62%)	150,255 (50.26%)	00:02:49	2.42
<b>% Change</b>		<b>-3.93%</b>	<b>6.56%</b>	<b>10.53%</b>	<b>3.95%</b>	<b>15.05%</b>
2. <a href="#">New Visitor</a>	Yes					
Nov 1, 2015 - Dec 31, 2015		<b>22,827</b> (20.93%)	22,810 (42.21%)	62,983 (19.98%)	00:02:25	2.76
Nov 1, 2014 - Dec 31, 2014		<b>22,082</b> (19.24%)	22,067 (39.60%)	57,170 (19.12%)	00:02:20	2.59
<b>% Change</b>		<b>3.37%</b>	<b>3.37%</b>	<b>10.17%</b>	<b>3.14%</b>	<b>6.57%</b>
3. <a href="#">New Visitor</a>	No					
Nov 1, 2015 - Dec 31, 2015		<b>14,276</b> (13.09%)	14,264 (26.40%)	46,361 (14.70%)	00:02:56	3.25
Nov 1, 2014 - Dec 31, 2014		<b>16,918</b> (14.74%)	16,902 (30.33%)	51,414 (17.20%)	00:02:46	3.04
<b>% Change</b>		<b>-15.62%</b>	<b>-15.61%</b>	<b>-9.83%</b>	<b>6.00%</b>	<b>6.86%</b>
4. <a href="#">Returning Visitor</a>	No					
Nov 1, 2015 - Dec 31, 2015		<b>12,224</b> (11.21%)	4,718 (8.73%)	39,883 (12.65%)	00:02:53	3.26
Nov 1, 2014 - Dec 31, 2014		<b>13,621</b> (11.87%)	5,264 (9.45%)	40,125 (13.42%)	00:02:52	2.95
<b>% Change</b>		<b>-10.26%</b>	<b>-10.37%</b>	<b>-0.60%</b>	<b>0.75%</b>	<b>10.76%</b>

Rows 1 - 4 of 4

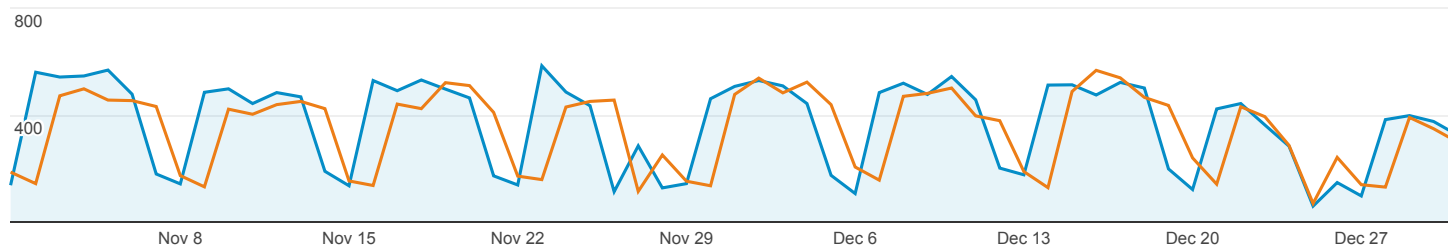
Nov 1, 2015 - Dec 31, 2015  
Compare to: Nov 1, 2014 - Dec 31, 2014

All Sessions  
+0.00%

Explorer

Summary

Nov 1, 2015 - Dec 31, 2015: Sessions  
Nov 1, 2014 - Dec 31, 2014: Sessions



User Type	Mobile (Including Tablet)	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		<b>7.67%</b> <span style="color: green;">▲</span> 22,534 vs 20,928	<b>0.44%</b> <span style="color: green;">▲</span> 23.37% vs 23.27%	<b>8.15%</b> <span style="color: green;">▲</span> 5,267 vs 4,870	<b>9.80%</b> <span style="color: green;">▲</span> 35.71% vs 39.58%	<b>4.94%</b> <span style="color: green;">▲</span> 3.99 vs 3.80	<b>3.46%</b> <span style="color: green;">▲</span> 00:06:06 vs 00:05:53	<b>0.00%</b> 0.00% vs 0.00%	<b>0.00%</b> 0 vs 0	<b>0.00%</b> \$0.00 vs \$0.00
1. <b>Returning Visitor</b>	Yes									
		<b>15,109 (67.05%)</b>	0.00%	0 (0.00%)	38.00%	4.16	00:07:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
		<b>13,677 (65.35%)</b>	0.00%	0 (0.00%)	41.72%	3.94	00:06:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
		<b>10.47%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>-8.92%</b>	<b>5.75%</b>	<b>4.89%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
2. <b>New Visitor</b>	Yes									
		<b>4,369 (19.39%)</b>	100.00%	4,369 (82.95%)	34.65%	3.86	00:04:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
		<b>3,999 (19.11%)</b>	100.00%	3,999 (82.11%)	42.04%	3.63	00:03:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
		<b>9.25%</b>	<b>0.00%</b>	<b>9.25%</b>	<b>-17.56%</b>	<b>6.57%</b>	<b>2.11%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
3. <b>Returning Visitor</b>	No									
		<b>2,158 (9.58%)</b>	0.00%	0 (0.00%)	24.00%	3.20	00:04:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
		<b>2,381 (11.38%)</b>	0.00%	0 (0.00%)	28.90%	3.26	00:04:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
		<b>-9.37%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>-16.93%</b>	<b>-1.81%</b>	<b>-10.10%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
4. <b>New Visitor</b>	No									
		<b>898 (3.99%)</b>	100.00%	898 (17.05%)	30.40%	3.63	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
		<b>871 (4.16%)</b>	100.00%	871 (17.89%)	24.00%	4.01	00:03:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
		<b>3.10%</b>	<b>0.00%</b>	<b>3.10%</b>	<b>26.69%</b>	<b>-9.61%</b>	<b>-14.72%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>