

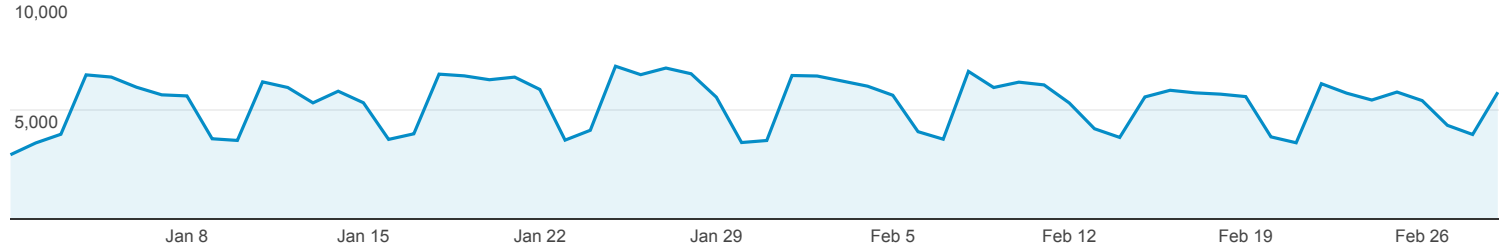
Jan 1, 2016 - Feb 29, 2016

Pages

All Users
100.00% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	316,428 % of Total: 100.00% (316,428)	231,442 % of Total: 100.00% (231,442)	00:01:31 Avg for View: 00:01:31 (0.00%)	110,243 % of Total: 100.00% (110,243)	40.23% Avg for View: 40.23% (0.00%)	34.84% Avg for View: 34.84% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	57,662 (18.22%)	39,806 (17.20%)	00:01:00	35,754 (32.43%)	18.63%	25.58%	\$0.00 (0.00%)
2. /mobile-schedules/	44,860 (14.18%)	26,691 (11.53%)	00:00:33	8,853 (8.03%)	14.74%	10.56%	\$0.00 (0.00%)
3. /maps-schedules/	35,630 (11.26%)	23,269 (10.05%)	00:00:58	19,913 (18.06%)	19.79%	20.87%	\$0.00 (0.00%)
4. /schedule/98X/	7,657 (2.42%)	6,468 (2.79%)	00:03:13	4,252 (3.86%)	82.69%	66.38%	\$0.00 (0.00%)
5. /maps-schedules/route-6/	7,082 (2.24%)	5,884 (2.54%)	00:04:38	3,558 (3.23%)	83.73%	73.38%	\$0.00 (0.00%)
6. /schedule/16/	6,479 (2.05%)	5,233 (2.26%)	00:02:58	1,272 (1.15%)	73.66%	49.36%	\$0.00 (0.00%)
7. /schedule/20/	6,252 (1.98%)	5,211 (2.25%)	00:03:24	1,605 (1.46%)	79.31%	57.42%	\$0.00 (0.00%)
8. /fares/	6,191 (1.96%)	5,015 (2.17%)	00:01:57	1,527 (1.39%)	58.87%	37.15%	\$0.00 (0.00%)
9. /schedule/18/	6,167 (1.95%)	4,922 (2.13%)	00:02:34	1,160 (1.05%)	71.64%	46.02%	\$0.00 (0.00%)
10. /schedule/9/	5,914 (1.87%)	4,681 (2.02%)	00:03:11	1,268 (1.15%)	77.29%	50.57%	\$0.00 (0.00%)
11. /schedule/15/	5,277 (1.67%)	4,280 (1.85%)	00:03:35	1,197 (1.09%)	75.61%	54.08%	\$0.00 (0.00%)
12. /schedule/14/	4,997 (1.58%)	3,970 (1.72%)	00:02:39	911 (0.83%)	70.80%	44.05%	\$0.00 (0.00%)
13. /maps-schedules/route-10/	4,307 (1.36%)	3,379 (1.46%)	00:03:04	1,052 (0.95%)	75.67%	53.66%	\$0.00 (0.00%)
14. /schedule/21/	4,238 (1.34%)	3,455 (1.49%)	00:02:52	714 (0.65%)	74.65%	52.03%	\$0.00 (0.00%)
15. /schedule/11/	3,928 (1.24%)	3,168 (1.37%)	00:02:17	672 (0.61%)	72.47%	41.40%	\$0.00 (0.00%)
16. /schedule/5/	3,819 (1.21%)	3,343 (1.44%)	00:03:32	1,314 (1.19%)	85.69%	68.53%	\$0.00 (0.00%)
17. /schedule/35/	3,512 (1.11%)	2,844 (1.23%)	00:02:59	850 (0.77%)	84.37%	57.37%	\$0.00 (0.00%)
18. /schedule/6/	3,464 (1.09%)	2,990 (1.29%)	00:06:34	2,017 (1.83%)	86.27%	78.58%	\$0.00 (0.00%)
19. /schedule/316/	3,264 (1.03%)	2,567 (1.11%)	00:03:12	622 (0.56%)	70.21%	47.73%	\$0.00 (0.00%)
20. /schedule/4/	3,208 (1.01%)	2,677 (1.16%)	00:03:42	1,109 (1.01%)	75.50%	62.22%	\$0.00 (0.00%)
21. /schedule/28/	3,183 (1.01%)	2,504 (1.08%)	00:03:14	570 (0.52%)	70.53%	46.62%	\$0.00 (0.00%)
22. /schedule/314/	3,032 (0.96%)	2,494 (1.08%)	00:03:09	595 (0.54%)	77.48%	53.99%	\$0.00 (0.00%)

23.	/schedule/95X/	2,849 (0.90%)	2,292 (0.99%)	00:01:47	846 (0.77%)	66.47%	42.05%	\$0.00 (0.00%)
24.	/driver-login/?force=desktop	2,812 (0.89%)	1,653 (0.71%)	00:03:02	976 (0.89%)	41.86%	50.25%	\$0.00 (0.00%)
25.	/schedule/96X/	2,767 (0.87%)	2,286 (0.99%)	00:03:27	1,707 (1.55%)	72.48%	63.50%	\$0.00 (0.00%)
26.	/schedule/7/	2,712 (0.86%)	2,151 (0.93%)	00:02:39	744 (0.67%)	65.32%	47.86%	\$0.00 (0.00%)
27.	/how-to-ride/	2,514 (0.79%)	1,875 (0.81%)	00:00:41	126 (0.11%)	19.84%	8.87%	\$0.00 (0.00%)
28.	/schedule/17/	2,497 (0.79%)	2,028 (0.88%)	00:03:14	527 (0.48%)	74.76%	51.18%	\$0.00 (0.00%)
29.	/schedule/310/	2,429 (0.77%)	1,998 (0.86%)	00:03:33	550 (0.50%)	74.18%	57.10%	\$0.00 (0.00%)
30.	/schedule/19/	2,168 (0.69%)	1,695 (0.73%)	00:01:47	186 (0.17%)	64.17%	29.34%	\$0.00 (0.00%)
31.	/maps-schedules/route-96x/	2,122 (0.67%)	1,622 (0.70%)	00:02:14	219 (0.20%)	70.72%	41.14%	\$0.00 (0.00%)
32.	/schedule/311/	2,053 (0.65%)	1,647 (0.71%)	00:02:22	324 (0.29%)	73.77%	46.52%	\$0.00 (0.00%)
33.	/schedule/10/	1,958 (0.62%)	1,609 (0.70%)	00:04:09	650 (0.59%)	69.38%	59.81%	\$0.00 (0.00%)
34.	/schedule/321/	1,935 (0.61%)	1,641 (0.71%)	00:02:37	350 (0.32%)	74.15%	56.90%	\$0.00 (0.00%)
35.	/schedule/93X/	1,906 (0.60%)	1,493 (0.65%)	00:02:49	664 (0.60%)	70.08%	49.58%	\$0.00 (0.00%)
36.	/?force=desktop	1,873 (0.59%)	1,350 (0.58%)	00:00:32	101 (0.09%)	40.59%	13.24%	\$0.00 (0.00%)
37.	/schedule/1/	1,862 (0.59%)	1,393 (0.60%)	00:02:41	224 (0.20%)	69.33%	39.04%	\$0.00 (0.00%)
38.	/maps-schedules/600-select-service/	1,849 (0.58%)	882 (0.38%)	00:01:20	106 (0.10%)	39.81%	22.71%	\$0.00 (0.00%)
39.	/schedule/97X/	1,790 (0.57%)	1,423 (0.61%)	00:02:19	652 (0.59%)	64.37%	46.48%	\$0.00 (0.00%)
40.	/schedule/320/	1,661 (0.52%)	1,350 (0.58%)	00:02:39	294 (0.27%)	72.79%	44.97%	\$0.00 (0.00%)
41.	/schedule/36/	1,601 (0.51%)	1,218 (0.53%)	00:02:05	212 (0.19%)	81.13%	40.35%	\$0.00 (0.00%)
42.	/about/jobs/	1,553 (0.49%)	806 (0.35%)	00:01:49	367 (0.33%)	38.61%	41.66%	\$0.00 (0.00%)
43.	/link/	1,435 (0.45%)	1,103 (0.48%)	00:01:08	610 (0.55%)	49.84%	34.29%	\$0.00 (0.00%)
44.	/about/	1,407 (0.44%)	1,081 (0.47%)	00:00:28	94 (0.09%)	32.98%	15.85%	\$0.00 (0.00%)
45.	/news/	1,101 (0.35%)	774 (0.33%)	00:00:45	139 (0.13%)	51.08%	17.08%	\$0.00 (0.00%)
46.	/driver-login/	1,064 (0.34%)	504 (0.22%)	00:01:24	247 (0.22%)	33.06%	33.46%	\$0.00 (0.00%)
47.	/fares/clipper-card/	1,018 (0.32%)	873 (0.38%)	00:03:01	297 (0.27%)	65.99%	45.09%	\$0.00 (0.00%)
48.	/fares/where-to-buy/	1,004 (0.32%)	825 (0.36%)	00:01:53	302 (0.27%)	61.72%	43.82%	\$0.00 (0.00%)
49.	/schedule/1M/	862 (0.27%)	721 (0.31%)	00:01:21	157 (0.14%)	74.52%	37.24%	\$0.00 (0.00%)
50.	/maps-schedules/route-250-st-marys-college-gael-rail-shuttle-schedule/	852 (0.27%)	700 (0.30%)	00:02:31	339 (0.31%)	61.95%	50.35%	\$0.00 (0.00%)

Rows 1 - 50 of 1977

Visitor Report

Jan 1, 2016 - Feb 29, 2016

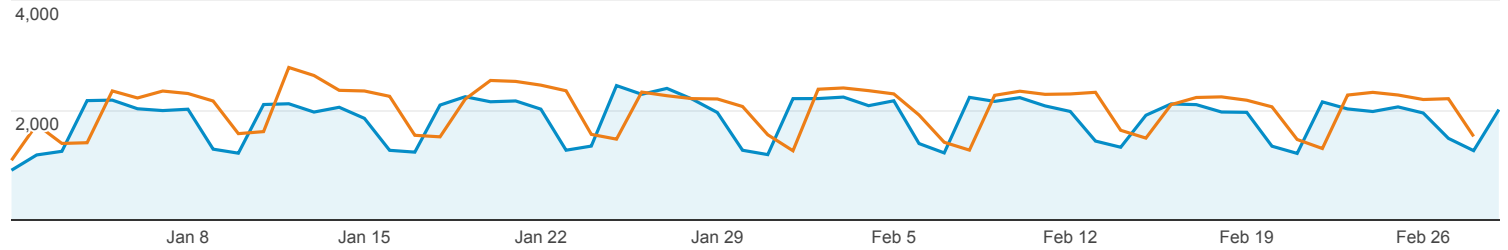
Compare to: Jan 1, 2015 - Feb 28, 2015

All Users
+0.00% Sessions

Report Tab

Jan 1, 2016 - Feb 29, 2016: ● Sessions

Jan 1, 2015 - Feb 28, 2015: ● Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		9.07% ↓ 108,745 vs 119,598	2.85% ↓ 46,409 vs 47,769	1.42% ↓ 312,004 vs 316,496	1.61% ↑ 00:02:50 vs 00:02:47	8.42% ↑ 2.87 vs 2.65
1. Returning Visitor	Yes					
Jan 1, 2016 - Feb 29, 2016		58,169 (53.49%)	11,981 (21.89%)	157,017 (50.33%)	00:02:55	2.70
Jan 1, 2015 - Feb 28, 2015		65,837 (55.05%)	11,913 (20.74%)	160,006 (50.56%)	00:02:50	2.43
% Change		-11.65%	0.57%	-1.87%	3.33%	11.07%
2. New Visitor	Yes					
Jan 1, 2016 - Feb 29, 2016		23,573 (21.68%)	23,556 (43.03%)	65,500 (20.99%)	00:02:27	2.78
Jan 1, 2015 - Feb 28, 2015		22,813 (19.07%)	22,800 (39.70%)	60,705 (19.18%)	00:02:28	2.66
% Change		3.33%	3.32%	7.90%	-0.36%	4.42%
3. New Visitor	No					
Jan 1, 2016 - Feb 29, 2016		14,476 (13.31%)	14,465 (26.43%)	48,658 (15.60%)	00:03:03	3.36
Jan 1, 2015 - Feb 28, 2015		17,457 (14.60%)	17,437 (30.36%)	54,506 (17.22%)	00:02:55	3.12
% Change		-17.08%	-17.04%	-10.73%	4.81%	7.65%
4. Returning Visitor	No					
Jan 1, 2016 - Feb 29, 2016		12,527 (11.52%)	4,736 (8.65%)	40,829 (13.09%)	00:02:53	3.26
Jan 1, 2015 - Feb 28, 2015		13,491 (11.28%)	5,280 (9.19%)	41,279 (13.04%)	00:02:59	3.06
% Change		-7.15%	-10.30%	-1.09%	-3.51%	6.52%

Rows 1 - 4 of 4

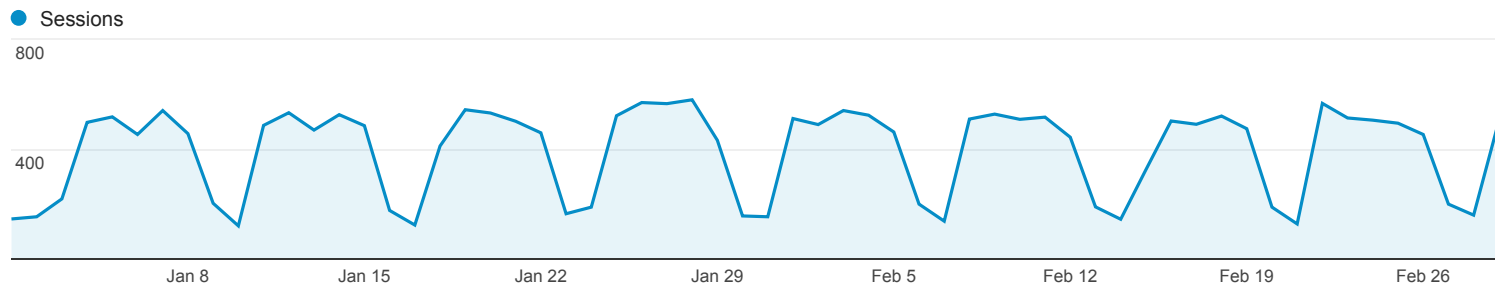
Jan 1, 2016 - Feb 29, 2016

New vs Returning

All Users
100.00% Sessions

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
	23,662 % of Total: 100.00% (23,662)	24.92% Avg for View: 24.92% (0.00%)	5,896 % of Total: 100.00% (5,896)	35.40% Avg for View: 35.40% (0.00%)	3.94 Avg for View: 3.94 (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	17,766 (75.08%)	0.00%	0 (0.00%)	34.75%	4.02	00:06:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. New Visitor	5,896 (24.92%)	100.00%	5,896(100.00%)	37.36%	3.71	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2