

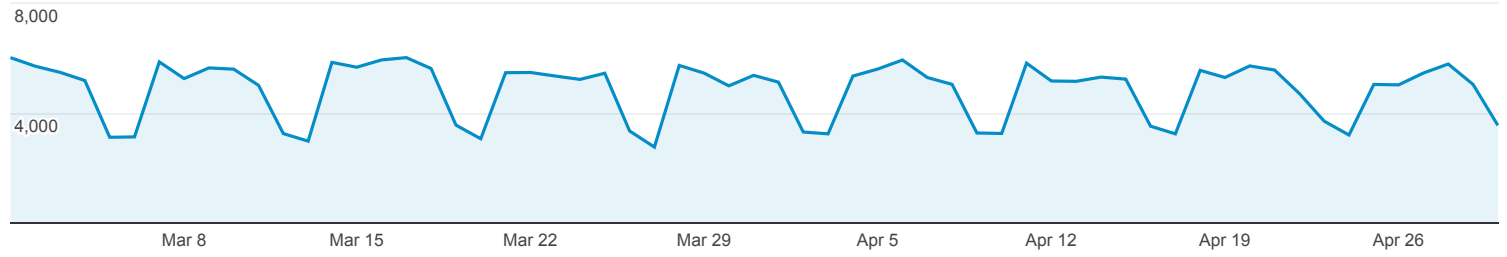
Mar 1, 2016 - Apr 30, 2016

Pages

All Users
100.00% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	294,305 % of Total: 100.00% (294,305)	217,366 % of Total: 100.00% (217,366)	00:01:34 Avg for View: 00:01:34 (0.00%)	105,755 % of Total: 100.00% (105,755)	41.34% Avg for View: 41.34% (0.00%)	35.93% Avg for View: 35.93% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	55,012 (18.69%)	38,469 (17.70%)	00:01:02	34,838 (32.94%)	20.39%	26.94%	\$0.00 (0.00%)
2. /mobile-schedules/	38,719 (13.16%)	23,450 (10.79%)	00:00:32	6,218 (5.88%)	17.01%	9.96%	\$0.00 (0.00%)
3. /maps-schedules/	36,490 (12.40%)	23,887 (10.99%)	00:00:55	20,731 (19.60%)	19.39%	20.96%	\$0.00 (0.00%)
4. /maps-schedules/route-6/	9,129 (3.10%)	7,636 (3.51%)	00:05:32	5,055 (4.78%)	83.35%	75.42%	\$0.00 (0.00%)
5. /schedule/98X/	7,096 (2.41%)	5,956 (2.74%)	00:03:35	3,810 (3.60%)	81.87%	64.66%	\$0.00 (0.00%)
6. /schedule/16/	6,684 (2.27%)	5,302 (2.44%)	00:03:06	1,268 (1.20%)	70.53%	48.11%	\$0.00 (0.00%)
7. /schedule/18/	5,929 (2.01%)	4,807 (2.21%)	00:02:45	1,144 (1.08%)	73.84%	46.18%	\$0.00 (0.00%)
8. /schedule/20/	5,611 (1.91%)	4,703 (2.16%)	00:03:32	1,459 (1.38%)	79.25%	59.37%	\$0.00 (0.00%)
9. /schedule/9/	5,534 (1.88%)	4,453 (2.05%)	00:03:20	1,255 (1.19%)	75.56%	52.48%	\$0.00 (0.00%)
10. /maps-schedules/route-10/	5,367 (1.82%)	4,419 (2.03%)	00:03:34	1,525 (1.44%)	78.18%	59.62%	\$0.00 (0.00%)
11. /fares/	5,067 (1.72%)	4,188 (1.93%)	00:01:45	1,148 (1.09%)	57.57%	35.35%	\$0.00 (0.00%)
12. /schedule/15/	5,035 (1.71%)	4,058 (1.87%)	00:03:38	1,174 (1.11%)	73.25%	53.70%	\$0.00 (0.00%)
13. /schedule/14/	4,778 (1.62%)	3,866 (1.78%)	00:02:39	940 (0.89%)	72.55%	47.17%	\$0.00 (0.00%)
14. /schedule/21/	4,205 (1.43%)	3,500 (1.61%)	00:02:53	875 (0.83%)	77.26%	55.20%	\$0.00 (0.00%)
15. /schedule/5/	3,797 (1.29%)	3,303 (1.52%)	00:03:25	1,277 (1.21%)	87.24%	69.16%	\$0.00 (0.00%)
16. /schedule/11/	3,597 (1.22%)	2,893 (1.33%)	00:02:37	521 (0.49%)	72.50%	40.23%	\$0.00 (0.00%)
17. /schedule/28/	3,335 (1.13%)	2,598 (1.20%)	00:03:09	595 (0.56%)	69.51%	45.04%	\$0.00 (0.00%)
18. /schedule/35/	3,189 (1.08%)	2,596 (1.19%)	00:02:56	691 (0.65%)	83.84%	58.33%	\$0.00 (0.00%)
19. /schedule/314/	2,953 (1.00%)	2,358 (1.08%)	00:03:21	666 (0.63%)	71.92%	53.98%	\$0.00 (0.00%)
20. /schedule/316/	2,920 (0.99%)	2,321 (1.07%)	00:03:05	559 (0.53%)	70.84%	51.47%	\$0.00 (0.00%)
21. /driver-login/?force=desktop	2,817 (0.96%)	1,807 (0.83%)	00:03:50	1,146 (1.08%)	41.76%	56.37%	\$0.00 (0.00%)
22. /schedule/4/	2,814 (0.96%)	2,331 (1.07%)	00:03:24	947 (0.90%)	75.92%	60.70%	\$0.00 (0.00%)

23.	/maps-schedules/route-96x/	2,550 (0.87%)	2,035 (0.94%)	00:02:40	364 (0.34%)	74.18%	48.71%	\$0.00 (0.00%)
24.	/schedule/17/	2,549 (0.87%)	2,100 (0.97%)	00:03:13	630 (0.60%)	76.83%	55.36%	\$0.00 (0.00%)
25.	/schedule/95X/	2,508 (0.85%)	2,040 (0.94%)	00:02:08	805 (0.76%)	66.96%	44.62%	\$0.00 (0.00%)
26.	/how-to-ride/	2,503 (0.85%)	1,859 (0.86%)	00:00:42	170 (0.16%)	25.29%	11.75%	\$0.00 (0.00%)
27.	/schedule/96X/	2,418 (0.82%)	2,057 (0.95%)	00:03:48	1,784 (1.69%)	70.84%	68.73%	\$0.00 (0.00%)
28.	/schedule/19/	2,393 (0.81%)	1,899 (0.87%)	00:01:53	264 (0.25%)	67.42%	34.27%	\$0.00 (0.00%)
29.	/schedule/7/	2,267 (0.77%)	1,853 (0.85%)	00:02:36	508 (0.48%)	75.20%	52.98%	\$0.00 (0.00%)
30.	/schedule/93X/	2,162 (0.73%)	1,732 (0.80%)	00:02:57	852 (0.81%)	73.59%	54.39%	\$0.00 (0.00%)
31.	/schedule/310/	1,995 (0.68%)	1,697 (0.78%)	00:03:49	419 (0.40%)	75.66%	61.75%	\$0.00 (0.00%)
32.	/schedule/1/	1,965 (0.67%)	1,476 (0.68%)	00:02:45	266 (0.25%)	71.43%	41.53%	\$0.00 (0.00%)
33.	/maps-schedules/600-select-service/	1,746 (0.59%)	782 (0.36%)	00:01:28	123 (0.12%)	44.35%	24.05%	\$0.00 (0.00%)
34.	/?force=desktop	1,685 (0.57%)	1,177 (0.54%)	00:00:33	70 (0.07%)	40.58%	12.05%	\$0.00 (0.00%)
35.	/schedule/311/	1,628 (0.55%)	1,358 (0.62%)	00:02:21	264 (0.25%)	73.11%	46.38%	\$0.00 (0.00%)
36.	/schedule/97X/	1,574 (0.53%)	1,245 (0.57%)	00:02:23	571 (0.54%)	59.37%	46.06%	\$0.00 (0.00%)
37.	/link/	1,569 (0.53%)	1,200 (0.55%)	00:01:25	727 (0.69%)	52.54%	38.62%	\$0.00 (0.00%)
38.	/schedule/36/	1,540 (0.52%)	1,229 (0.57%)	00:02:36	245 (0.23%)	81.22%	44.35%	\$0.00 (0.00%)
39.	/schedule/321/	1,530 (0.52%)	1,304 (0.60%)	00:02:40	274 (0.26%)	74.91%	57.45%	\$0.00 (0.00%)
40.	/schedule/320/	1,454 (0.49%)	1,134 (0.52%)	00:02:34	237 (0.22%)	74.26%	42.02%	\$0.00 (0.00%)
41.	/about/	1,202 (0.41%)	938 (0.43%)	00:00:40	109 (0.10%)	48.62%	19.47%	\$0.00 (0.00%)
42.	/about/jobs/	1,148 (0.39%)	674 (0.31%)	00:01:21	317 (0.30%)	46.88%	46.52%	\$0.00 (0.00%)
43.	/schedule/6/	1,081 (0.37%)	935 (0.43%)	00:08:20	861 (0.81%)	84.32%	81.96%	\$0.00 (0.00%)
44.	/fares/where-to-buy/	863 (0.29%)	699 (0.32%)	00:02:00	241 (0.23%)	64.32%	43.80%	\$0.00 (0.00%)
45.	/maps-schedules/route-250-st-marys-college-gael-rail-shuttle-schedule/	852 (0.29%)	692 (0.32%)	00:02:35	342 (0.32%)	71.05%	57.39%	\$0.00 (0.00%)
46.	/public-meetings/	841 (0.29%)	660 (0.30%)	00:00:32	40 (0.04%)	40.00%	14.27%	\$0.00 (0.00%)
47.	/schedule/1M/	833 (0.28%)	676 (0.31%)	00:01:20	121 (0.11%)	77.50%	32.41%	\$0.00 (0.00%)
48.	/fares/clipper-card/	799 (0.27%)	691 (0.32%)	00:02:33	262 (0.25%)	67.18%	49.31%	\$0.00 (0.00%)
49.	/news/	757 (0.26%)	541 (0.25%)	00:00:32	103 (0.10%)	62.14%	18.89%	\$0.00 (0.00%)
50.	/schedule/25/	749 (0.25%)	625 (0.29%)	00:01:54	122 (0.12%)	77.87%	44.46%	\$0.00 (0.00%)

Rows 1 - 50 of 1684

Mar 1, 2016 - Apr 30, 2016
Compare to: Mar 1, 2015 - Apr 30, 2015

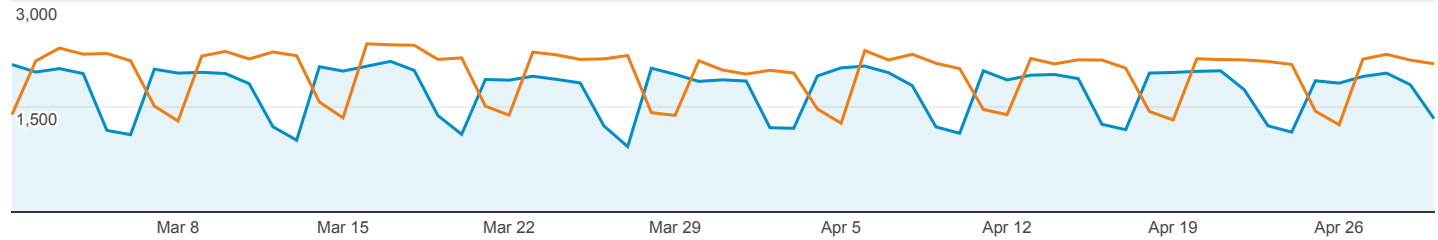
New vs Returning

All Users
+0.00% Sessions

Explorer

Summary

Mar 1, 2016 - Apr 30, 2016: Sessions
Mar 1, 2015 - Apr 30, 2015: 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	
		11.64% ▼ 105,804 vs 119,744	4.73% ▲ 34.86% vs 33.29%	7.46% ▼ 36,885 vs 39,858	14.62% ▲ 41.34% vs 48.42%	5.57% ▲ 2.78 vs 2.63	0.22% ▲ 00:02:47 vs 00:02:46	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00	
1. Returning Visitor	Yes										
		Mar 1, 2016 - Apr 30, 20	56,612 (53.51%)	0.00%	0 (0.00%)	43.52%	2.68	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
		Mar 1, 2015 - Apr 30, 20	66,302 (55.37%)	0.00%	0 (0.00%)	52.48%	2.44	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
		% Change	-14.61%	0.00%	0.00%	-17.07%	9.99%	3.14%	0.00%	0.00%	0.00%
2. New Visitor	Yes										
		Mar 1, 2016 - Apr 30, 20	22,984 (21.72%)	100.00%	22,984 (62.31%)	44.44%	2.69	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
		Mar 1, 2015 - Apr 30, 20	22,562 (18.84%)	100.00%	22,562 (56.61%)	50.78%	2.60	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
		% Change	1.87%	0.00%	1.87%	-12.49%	3.28%	-0.53%	0.00%	0.00%	0.00%
3. New Visitor	No										
		Mar 1, 2016 - Apr 30, 20	13,901 (13.14%)	100.00%	13,901 (37.69%)	37.64%	3.21	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
		Mar 1, 2015 - Apr 30, 20	17,296 (14.44%)	100.00%	17,296 (43.39%)	41.19%	3.16	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
		% Change	-19.63%	0.00%	-19.63%	-8.63%	1.57%	-1.96%	0.00%	0.00%	0.00%
4. Returning Visitor	No										
		Mar 1, 2016 - Apr 30, 20	12,307 (11.63%)	0.00%	0 (0.00%)	29.70%	2.95	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
		Mar 1, 2015 - Apr 30, 20	13,584 (11.34%)	0.00%	0 (0.00%)	33.89%	2.99	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
		% Change	-9.40%	0.00%	0.00%	-12.36%	-1.54%	-4.56%	0.00%	0.00%	0.00%

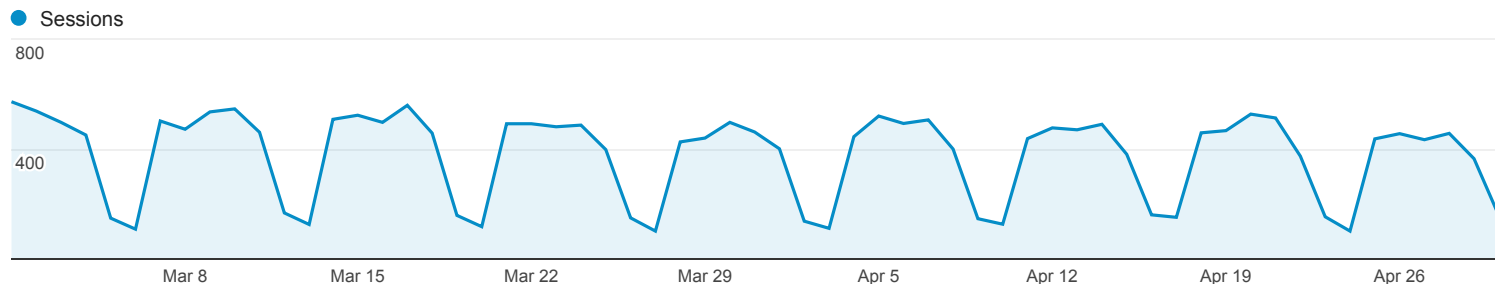
Mar 1, 2016 - Apr 30, 2016

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
	23,197 % of Total: 100.00% (23,197)	23.97% Avg for View: 23.97% (0.00%)	5,561 % of Total: 100.00% (5,561)	36.34% Avg for View: 36.34% (0.00%)	3.86 Avg for View: 3.86 (0.00%)	00:05:48 Avg for View: 00:05:48 (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	17,636 (76.03%)	0.00%	0 (0.00%)	35.92%	3.86	00:06:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. New Visitor	5,561 (23.97%)	100.00%	5,561(100.00%)	37.67%	3.86	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2