

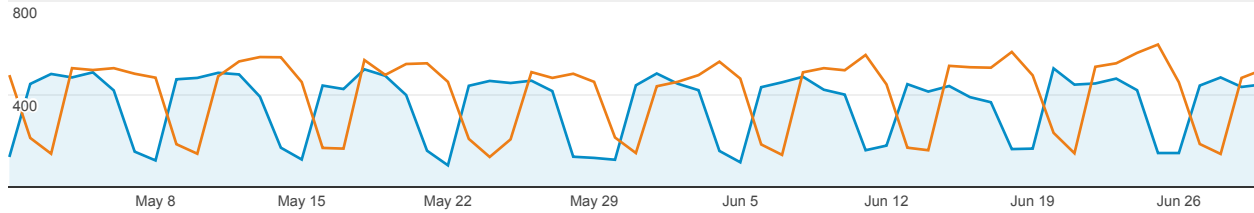
New vs Returning

All Users
+0.00% Sessions

Explorer

Summary

May 1, 2016 - Jun 30, 2016: Sessions
May 1, 2015 - Jun 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 Completion Rate
		11.47% ▼ 21,653 vs 24,457	12.44% ▲ 27.60% vs 24.55%	0.45% ▼ 5,976 vs 6,003	3.16% ▲ 37.71% vs 38.94%	6.13% ▼ 3.62 vs 3.86	6.20% ▼ 00:05:42 vs 00:06:05	0.00% 0.00% vs 0.00%	0.00%
1. Returning Visitor	Yes								
May 1, 2016 - Jun 30, 2016		13,474 (62.23%)	0.00%	0 (0.00%)	39.42%	3.74	00:06:49	0.00%	0.00%
May 1, 2015 - Jun 30, 2015		16,201 (66.24%)	0.00%	0 (0.00%)	40.75%	4.13	00:07:14	0.00%	0.00%
% Change		-16.83%	0.00%	0.00%	-3.27%	-9.39%	-5.77%	0.00%	0.00%
2. New Visitor	Yes								
May 1, 2016 - Jun 30, 2016		4,695 (21.68%)	100.00%	4,695 (78.56%)	37.61%	3.69	00:03:56	0.00%	0.00%
May 1, 2015 - Jun 30, 2015		4,512 (18.45%)	100.00%	4,512 (75.16%)	37.66%	3.75	00:04:06	0.00%	0.00%
% Change		4.06%	0.00%	4.06%	-0.11%	-1.55%	-3.95%	0.00%	0.00%
3. Returning Visitor	No								
May 1, 2016 - Jun 30, 2016		2,203 (10.17%)	0.00%	0 (0.00%)	25.28%	2.92	00:04:08	0.00%	0.00%
May 1, 2015 - Jun 30, 2015		2,253 (9.21%)	0.00%	0 (0.00%)	24.37%	2.91	00:04:23	0.00%	0.00%
% Change		-2.22%	0.00%	0.00%	3.76%	0.32%	-5.58%	0.00%	0.00%
4. New Visitor	No								
May 1, 2016 - Jun 30, 2016		1,281 (5.92%)	100.00%	1,281 (21.44%)	41.45%	3.38	00:03:04	0.00%	0.00%
May 1, 2015 - Jun 30, 2015		1,491 (6.10%)	100.00%	1,491 (24.84%)	45.14%	2.74	00:02:01	0.00%	0.00%
% Change		-14.08%	0.00%	-14.08%	-8.17%	23.19%	53.01%	0.00%	0.00%

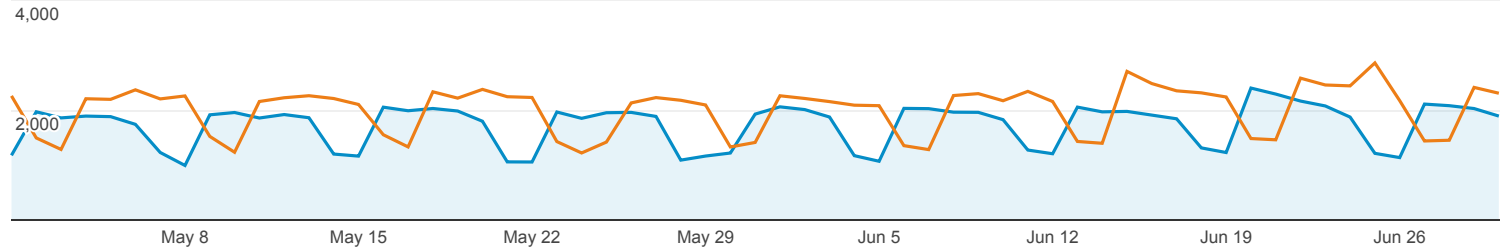
Visitor Report

May 1, 2016 - Jun 30, 2016
Compare to: May 1, 2015 - Jun 30, 2015

All Users
+0.00% Sessions

Report Tab

May 1, 2016 - Jun 30, 2016: ● Sessions
May 1, 2015 - Jun 30, 2015: ● Sessions



User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		13.66% ↓ 105,614 vs 122,322	9.19% ↓ 45,152 vs 49,720	10.06% ↓ 296,091 vs 329,211	4.84% ↓ 00:02:47 vs 00:02:55	4.17% ↑ 2.80 vs 2.69
1. Returning Visitor	Yes					
May 1, 2016 - Jun 30, 2016		54,987 (52.06%)	11,758 (21.40%)	146,434 (49.46%)	00:02:51	2.66
May 1, 2015 - Jun 30, 2015		67,144 (54.89%)	13,000 (21.63%)	165,576 (50.29%)	00:02:58	2.47
% Change		-18.11%	-9.55%	-11.56%	-3.77%	7.99%
2. New Visitor	Yes					
May 1, 2016 - Jun 30, 2016		23,956 (22.68%)	23,937 (43.58%)	65,073 (21.98%)	00:02:22	2.72
May 1, 2015 - Jun 30, 2015		24,150 (19.74%)	24,128 (40.15%)	65,056 (19.76%)	00:02:34	2.69
% Change		-0.80%	-0.79%	0.03%	-7.26%	0.84%
3. New Visitor	No					
May 1, 2016 - Jun 30, 2016		14,670 (13.89%)	14,657 (26.68%)	47,278 (15.97%)	00:02:58	3.22
May 1, 2015 - Jun 30, 2015		17,497 (14.30%)	17,481 (29.09%)	57,865 (17.58%)	00:03:15	3.31
% Change		-16.16%	-16.15%	-18.30%	-8.74%	-2.55%
4. Returning Visitor	No					
May 1, 2016 - Jun 30, 2016		12,001 (11.36%)	4,580 (8.34%)	37,306 (12.60%)	00:03:00	3.11
May 1, 2015 - Jun 30, 2015		13,531 (11.06%)	5,487 (9.13%)	40,714 (12.37%)	00:02:54	3.01
% Change		-11.31%	-16.53%	-8.37%	3.60%	3.31%

Rows 1 - 4 of 4

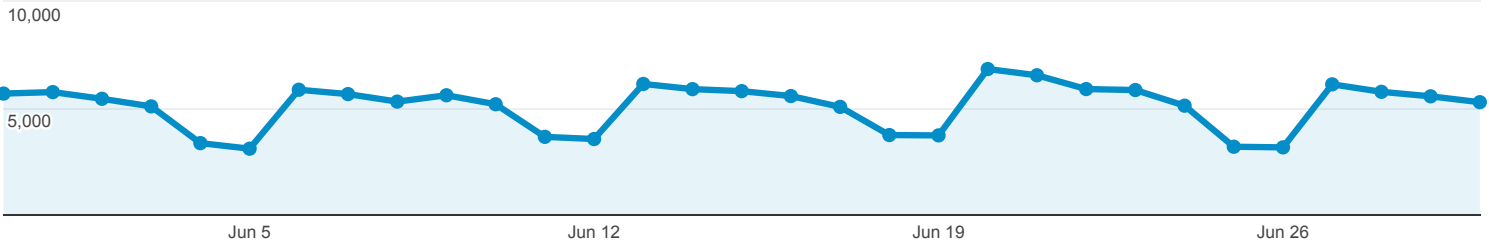
May 31, 2016 - Jun 30, 2016

Pages

All Users
100.00% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	158,087 % of Total: 100.00% (158,087)	116,361 % of Total: 100.00% (116,361)	00:01:31 Avg for View: 00:01:31 (0.00%)	55,917 % of Total: 100.00% (55,917)	40.83% Avg for View: 40.83% (0.00%)	35.37% Avg for View: 35.37% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	28,185 (17.83%)	19,722 (16.95%)	00:00:59	17,676 (31.61%)	21.11%	27.17%	\$0.00 (0.00%)
2. /maps-schedules/	21,111 (13.35%)	13,815 (11.87%)	00:00:57	12,001 (21.46%)	20.57%	21.31%	\$0.00 (0.00%)
3. /mobile-schedules/	19,495 (12.33%)	11,913 (10.24%)	00:00:34	3,351 (5.99%)	18.49%	10.54%	\$0.00 (0.00%)
4. /maps-schedules/route-6/	3,626 (2.29%)	2,961 (2.54%)	00:04:10	1,888 (3.38%)	82.04%	71.40%	\$0.00 (0.00%)
5. /schedule/16/	3,371 (2.13%)	2,691 (2.31%)	00:03:07	595 (1.06%)	72.44%	49.24%	\$0.00 (0.00%)
6. /fares/	3,299 (2.09%)	2,774 (2.38%)	00:01:55	895 (1.60%)	60.54%	40.47%	\$0.00 (0.00%)
7. /maps-schedules/route-10/	3,199 (2.02%)	2,623 (2.25%)	00:03:24	995 (1.78%)	77.19%	58.77%	\$0.00 (0.00%)
8. /schedule/98X/	3,147 (1.99%)	2,578 (2.22%)	00:03:09	1,498 (2.68%)	77.44%	59.58%	\$0.00 (0.00%)
9. /schedule/9/	3,034 (1.92%)	2,432 (2.09%)	00:03:09	566 (1.01%)	74.34%	49.74%	\$0.00 (0.00%)
10. /schedule/18/	2,950 (1.87%)	2,341 (2.01%)	00:02:31	576 (1.03%)	78.78%	46.24%	\$0.00 (0.00%)
11. /schedule/20/	2,898 (1.83%)	2,416 (2.08%)	00:03:16	700 (1.25%)	79.29%	58.01%	\$0.00 (0.00%)
12. /schedule/21/	2,714 (1.72%)	2,221 (1.91%)	00:02:59	632 (1.13%)	75.04%	55.08%	\$0.00 (0.00%)
13. /schedule/15/	2,711 (1.71%)	2,143 (1.84%)	00:03:20	559 (1.00%)	74.06%	51.72%	\$0.00 (0.00%)
14. /schedule/14/	2,637 (1.67%)	2,119 (1.82%)	00:02:55	558 (1.00%)	73.79%	47.29%	\$0.00 (0.00%)
15. /schedule/5/	2,263 (1.43%)	1,993 (1.71%)	00:03:47	744 (1.33%)	87.37%	70.39%	\$0.00 (0.00%)
16. /schedule/35/	2,261 (1.43%)	1,792 (1.54%)	00:03:29	513 (0.92%)	81.13%	59.09%	\$0.00 (0.00%)
17. /maps-schedules/route-96x/	2,180 (1.38%)	1,767 (1.52%)	00:02:43	733 (1.31%)	69.85%	51.51%	\$0.00 (0.00%)
18. /schedule/11/	1,918 (1.21%)	1,533 (1.32%)	00:02:14	291 (0.52%)	71.48%	38.69%	\$0.00 (0.00%)
19. /driver-login/?force=desktop	1,755 (1.11%)	1,152 (0.99%)	00:03:00	733 (1.31%)	39.01%	56.01%	\$0.00 (0.00%)
20. /schedule/28/	1,616 (1.02%)	1,306 (1.12%)	00:02:59	304 (0.54%)	68.20%	47.34%	\$0.00 (0.00%)
21. /schedule/95X/	1,607 (1.02%)	1,326 (1.14%)	00:01:51	564 (1.01%)	64.89%	45.61%	\$0.00 (0.00%)
22. /schedule/4/	1,571 (0.99%)	1,294 (1.11%)	00:04:01	589 (1.05%)	74.07%	60.22%	\$0.00 (0.00%)

23.	/how-to-ride/	1,489 (0.94%)	1,101 (0.95%)	00:00:39	78 (0.14%)	24.36%	11.42%	\$0.00 (0.00%)
24.	/schedule/17/	1,391 (0.88%)	1,127 (0.97%)	00:03:26	342 (0.61%)	73.76%	53.27%	\$0.00 (0.00%)
25.	/schedule/314/	1,354 (0.86%)	1,121 (0.96%)	00:03:03	304 (0.54%)	73.68%	55.61%	\$0.00 (0.00%)
26.	/schedule/316/	1,307 (0.83%)	1,046 (0.90%)	00:02:51	224 (0.40%)	68.30%	49.35%	\$0.00 (0.00%)
27.	/schedule/7/	1,285 (0.81%)	1,028 (0.88%)	00:02:23	253 (0.45%)	76.28%	53.15%	\$0.00 (0.00%)
28.	/schedule/19/	1,137 (0.72%)	913 (0.78%)	00:01:50	106 (0.19%)	66.04%	34.12%	\$0.00 (0.00%)
29.	/?force=desktop	1,117 (0.71%)	806 (0.69%)	00:00:30	84 (0.15%)	47.62%	15.49%	\$0.00 (0.00%)
30.	/schedule/93X/	1,018 (0.64%)	805 (0.69%)	00:02:52	396 (0.71%)	68.69%	50.98%	\$0.00 (0.00%)
31.	/maps-schedules/600-select-service/	946 (0.60%)	439 (0.38%)	00:01:19	62 (0.11%)	48.44%	21.25%	\$0.00 (0.00%)
32.	/schedule/97X/	940 (0.59%)	747 (0.64%)	00:02:11	398 (0.71%)	64.07%	50.43%	\$0.00 (0.00%)
33.	/schedule/310/	934 (0.59%)	761 (0.65%)	00:03:37	187 (0.33%)	69.52%	56.64%	\$0.00 (0.00%)
34.	/schedule/1/	929 (0.59%)	689 (0.59%)	00:02:35	130 (0.23%)	64.62%	38.64%	\$0.00 (0.00%)
35.	/schedule/321/	927 (0.59%)	814 (0.70%)	00:02:58	207 (0.37%)	72.60%	59.76%	\$0.00 (0.00%)
36.	/schedule/36/	919 (0.58%)	699 (0.60%)	00:02:14	106 (0.19%)	85.85%	40.04%	\$0.00 (0.00%)
37.	/schedule/311/	794 (0.50%)	629 (0.54%)	00:02:10	118 (0.21%)	66.67%	42.19%	\$0.00 (0.00%)
38.	/link/	758 (0.48%)	565 (0.49%)	00:01:19	349 (0.62%)	52.72%	37.47%	\$0.00 (0.00%)
39.	/schedule/320/	758 (0.48%)	639 (0.55%)	00:02:19	141 (0.25%)	68.09%	44.33%	\$0.00 (0.00%)
40.	/about/jobs/	724 (0.46%)	430 (0.37%)	00:01:47	209 (0.37%)	33.49%	49.17%	\$0.00 (0.00%)
41.	/about/	698 (0.44%)	531 (0.46%)	00:00:39	42 (0.08%)	40.48%	16.76%	\$0.00 (0.00%)
42.	/maps-schedules/route-96x/?route=96X	661 (0.42%)	554 (0.48%)	00:04:14	473 (0.85%)	72.94%	66.87%	\$0.00 (0.00%)
43.	/fares/where-to-buy/	616 (0.39%)	505 (0.43%)	00:02:05	178 (0.32%)	57.30%	42.53%	\$0.00 (0.00%)
44.	/maps-schedules/route-92x/	608 (0.38%)	471 (0.40%)	00:01:43	120 (0.21%)	58.33%	36.51%	\$0.00 (0.00%)
45.	/fares/clipper-card/	508 (0.32%)	423 (0.36%)	00:02:20	154 (0.28%)	62.99%	46.85%	\$0.00 (0.00%)
46.	/how-to-ride/paying-your-fare/	486 (0.31%)	404 (0.35%)	00:02:00	53 (0.09%)	66.67%	31.07%	\$0.00 (0.00%)
47.	/driver-login/	479 (0.30%)	225 (0.19%)	00:01:12	132 (0.24%)	33.33%	34.86%	\$0.00 (0.00%)
48.	/public-meetings/	462 (0.29%)	362 (0.31%)	00:00:33	22 (0.04%)	59.09%	16.23%	\$0.00 (0.00%)
49.	/news/	442 (0.28%)	286 (0.25%)	00:00:50	58 (0.10%)	46.55%	15.84%	\$0.00 (0.00%)
50.	/schedule/91X/	442 (0.28%)	371 (0.32%)	00:02:02	105 (0.19%)	80.95%	41.86%	\$0.00 (0.00%)

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