

Nov 1, 2016 - Dec 31, 2016 Compare to: Nov 1, 2015 - Dec 31, 2015

New vs Returning

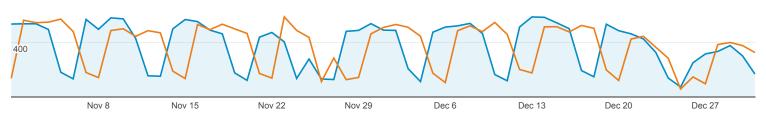


Explorer

Summary

Nov 1, 2016 - Dec 31, 2016: Sessions
Nov 1, 2015 - Dec 31, 2015: Sessions

800

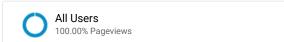


	Acquisition	Acquisition					Conversions			
User Type	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	1.94% • 22,971 vs 22,534	0.09% 🛖 23.39% vs 23.37%	2.03% 🋖 5,374 vs 5,267	4.62% - 37.36% vs 35.71%	10.00% - 3.59 vs 3.99	2.35% 1 00:06:14 vs 00:06:06	0.00% 0.00% vs 0.00%	0.00% 0 vs 0		
1. Returning Visitor										
Nov 1, 2016 - Dec 31, 2016	17,597 (76.61%)	0.00%	(0.00%)		3.58	00:06:51	0.00%	0 (0.00%)		
Nov 1, 2015 - Dec 31, 2015	17,267 (76.63%)	0.00%	(0.00%)		4.04	00:06:46	0.00%	0 (0.00%)		
% Change	1.91%	0.00%	0.00%	5.20%	-11.55%	1.23%	0.00%	0.00%	0.00%	
2. New Visitor										
Nov 1, 2016 - Dec 31, 2016	5,374 (23.39%)	100.00%	5,374 (100.00%)	34.82%	3.65	00:04:15	0.00%	0 (0.00%)		
Nov 1, 2015 - Dec 31, 2015	5,267 (23.37%)	100.00%	5,267 (100.00%)	33.93%	3.82	00:03:54	0.00%	0 (0.00%)		
% Change	2.03%	0.00%	2.03%	2.62%	-4.62%	8.79%	0.00%	0.00%	0.00%	
									-	

Rows 1 - 2 of 2

Nov 1, 2016 - Dec 31, 2016

Pages



Explorer

9. /schedule/9/

10. /schedule/20/

16. /schedule/21/

19. /schedule/35/

/schedule/4/

/maps-schedules/route-96x/

/about/real-time-bus-tracker/



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	253,921 % of Total: 100.00% (253,921)	183,822 % of Total: 100.00% (183,822)	00:01:33 Avg for View: 00:01:33 (0.00%)	93,225 % of Total: 100.00% (93,225)	40.38% Avg for View: 40.38% (0.00%)	36.71% Avg for View: 36.71% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)

	(253,921)	(183,822)	(0.00%)	(93,225)	(0.00%)	(0.00%)	(\$0.00)
1. /maps-schedules/	68,342 (26.91%)	41,733 (22.70%)	00:00:52	23,069 (24.75%)	23.69%	18.70%	\$0.00 (0.00%)
2. /	42,943 (16.91%)	29,828 (16,23%)	00:01:03	27,334	15.61%	27.12%	\$0.00

3 /mobile-schedules/	9,307	5,877	00:00:35	4,291	10.70%	14.63%	\$0.00
2. /	42,943 (16.91%)	29,828 (16.23%)	00:01:03	27,334 (29.32%)	15.61%	27.12%	\$0.00 (0.00%)
·	(26.91%)	(22.70%)		(24.75%)			(0.00%)

3.	/mobile-schedules/	9,307 (3.67%)	5,8 // (3.20%)	00:00:35	4,291 (4.60%)	10.70%	14.63%	\$0.00 (0.00%)
4.	/maps-schedules/route-6/	6,686 (2.63%)	5,683 (3.09%)	00:05:53	4,325 (4.64%)	83.71%	77.94%	\$0.00 (0.00%)

4. /maps-schedules/route-6/	6,686 (2.63%)	5,683 (3.09%)	00:05:53	4,325 (4.64%)	83.71%	77.94%	\$0.00 (0.00%)
5. /schedule/98X/	5,899	4,954	00:03:20	3,133	81.59%	65.96%	\$0.00

5. /schedule/98X/	5,899 (2.32%)	4,954 (2.69%)	00:03:20	3,133 (3.36%)	81.59%	65.96%	\$0.00 (0.00%)
6 /ochodulo/16/	5,155	4,088	00.02.11	959	72.00%	49.00%	\$0.00

	(2.02.0)	(2.0370)		(0.0070)			(0.0070)
6. /schedule/16/	5,155 (2.03%)	4,088 (2.22%)	00:03:11	959 (1.03%)	72.99%	48.09%	\$0.00 (0.00%)
	4 837	3 854		1 072			\$0.00

7. /schedule/18/	4,837 (1.90%)	3,854 (2.10%)	00:02:50	1,072 (1.15%)	76.68%	49.45%	\$0.00 (0.00%)
b. /schedule/16/	(2.03%)	(2.22%)	00:03:11	(1.03%)	72.99%	48.09%	(0.00%)

7. /schedule/18/	4,837 (1.90%)	3,854 (2.10%)	00:02:50	1,072 (1.15%)	76.68%	49.45%	\$0.00 (0.00%)
8. /fares/	4,758 (1.87%)	3,892 (2.12%)	00:01:44	1,235 (1.32%)	58.33%	39.16%	\$0.00 (0.00%)

3,472

(1.89%)

3,679

893

(0.96%)

1,132

1,500

(1.61%)

697

(0.75%)

1,390

(1.49%)

626 (0.67%)

709

(0.76%)

75.50%

77.56%

70.35%

75.18%

75.20%

44.73%

83.38%

51.09%

61.30%

59.11%

55.97%

66.46%

46.46%

62.74%

00:03:02

00:03:20

00:03:10

00:03:07

00:04:04

00:01:52

00:03:21

\$0.00

(0.00%)

\$0.00

\$0.00

(0.00%)

\$0.00 (0.00%)

\$0.00 (0.00%)

\$0.00 (0.00%)

\$0.00

(0.00%)

4,410

(1.74%)

4,346

3,343

(1.32%)

3,273

(1.29%)

3,202

(1.26%)

2,796 (1.10%)

2,743

(1.08%)

To. /scriedule/20/	(1.71%)	(2.00%)	00.03.20	(1.21%)	77.50%	01.30%	(0.00%)
11. /schedule/15/	4,268 (1.68%)	3,460 (1.88%)	00:03:32	969 (1.04%)	74.77%	54.83%	\$0.00 (0.00%)
12. /maps-schedules/route-10/	4,178 (1.65%)	3,494 (1.90%)	00:03:50	1,407 (1.51%)	76.14%	62.47%	\$0.00 (0.00%)

12. /maps-schedules/route-10/	4,178 (1.65%)	3,494 (1.90%)	00:03:50	1,407 (1.51%)	76.14%	62.47%	\$0.00 (0.00%)
13. /schedule/14/	4,083 (1.61%)	3,260 (1.77%)	00:02:55	887 (0.95%)	72.04%	49.45%	\$0.00 (0.00%)
14. /schedule/5/	3,627 (1.43%)	3,119 (1.70%)	00:03:44	1,314 (1.41%)	82.42%	70.75%	\$0.00 (0.00%)

2,756

(1.50%)

2,645

(1.44%)

2,662

(1.45%)

2,048 (1.11%)

2,201

(1.20%)

24. /schedule/28/	2,271 (0.89%)	1,752 (0.95%)	00:02:52	391 (0.42%)	70.99%	47.20%	\$0.00 (0.00%)
25. /schedule/17/	2,084 (0.82%)	1,745 (0.95%)	00:03:19	552 (0.59%)	76.49%	60.08%	\$0.00 (0.00%)
26. /schedule/316/	2,050 (0.81%)	1,642 (0.89%)	00:02:51	374 (0.40%)	73.87%	52.29%	\$0.00 (0.00%)
27. /how-to-ride/	1,991 (0.78%)	1,566 (0.85%)	00:00:40	106 (0.11%)	35.24%	11.60%	\$0.00 (0.00%)
28. /about/	1,890 (0.74%)	1,521 (0.83%)	00:00:45	160 (0.17%)	61.25%	24.76%	\$0.00 (0.00%)
29. /schedule/7/	1,890 (0.74%)	1,530 (0.83%)	00:03:30	510 (0.55%)	80.39%	58.15%	\$0.00 (0.00%)
30. /schedule/19/	1,845 (0.73%)	1,358 (0.74%)	00:01:58	214 (0.23%)	64.49%	32.47%	\$0.00 (0.00%)
31. /schedule/93X/	1,541 (0.61%)	1,196 (0.65%)	00:03:12	591 (0.63%)	68.75%	52.89%	\$0.00 (0.00%)
32. /schedule/1/	1,539 (0.61%)	1,157 (0.63%)	00:02:50	226 (0.24%)	65.49%	43.21%	\$0.00 (0.00%)
33. /link/	1,509 (0.59%)	1,151 (0.63%)	00:01:03	677 (0.73%)	48.15%	35.39%	\$0.00 (0.00%)
34. /schedule/310/	1,410 (0.56%)	1,195 (0.65%)	00:03:30	290 (0.31%)	78.35%	60.71%	\$0.00 (0.00%)
35. /schedule/311/	1,290 (0.51%)	1,068 (0.58%)	00:02:53	254 (0.27%)	71.65%	49.77%	\$0.00 (0.00%)
36. /maps-schedules/600-select-service/	1,269 (0.50%)	555 (0.30%)	00:01:16	81 (0.09%)	45.68%	23.25%	\$0.00 (0.00%)
37. /schedule/97X/	1,206 (0.47%)	976 (0.53%)	00:02:24	513 (0.55%)	63.55%	50.41%	\$0.00 (0.00%)
38. /schedule/320/	1,107 (0.44%)	891 (0.48%)	00:03:01	195 (0.21%)	68.72%	48.51%	\$0.00 (0.00%)
39. /schedule/36/	1,081 (0.43%)	810 (0.44%)	00:02:25	145 (0.16%)	68.49%	46.16%	\$0.00 (0.00%)
40. /schedule/321/	1,023 (0.40%)	900 (0.49%)	00:03:15	253 (0.27%)	75.10%	62.85%	\$0.00 (0.00%)
41. /about/jobs/	936 (0.37%)	601 (0.33%)	00:02:05	240 (0.26%)	40.25%	48.50%	\$0.00 (0.00%)
42. /fares/clipper-card/	925 (0.36%)	788 (0.43%)	00:02:12	216 (0.23%)	64.35%	39.68%	\$0.00 (0.00%)
43. /alerts/rt-35-bus-stop-closure/	923 (0.36%)	807 (0.44%)	00:01:14	60 (0.06%)	80.00%	27.84%	\$0.00 (0.00%)
44. /public-meetings/	910 (0.36%)	662 (0.36%)	00:00:40	43 (0.05%)	51.16%	15.82%	\$0.00 (0.00%)
45. /about/recognized-holidays/	908 (0.36%)	773 (0.42%)	00:02:55	376 (0.40%)	67.55%	58.48%	\$0.00 (0.00%)
46. /driver-login/?force=desktop	906 (0.36%)	645 (0.35%)	00:04:53	642 (0.69%)	48.22%	69.76%	\$0.00 (0.00%)
47. /maps-schedules/route-96x/?route=96X	836 (0.33%)	672 (0.37%)	00:03:36	576 (0.62%)	65.40%	64.47%	\$0.00 (0.00%)
48. /fares/where-to-buy/	811 (0.32%)	652 (0.35%)	00:01:38	238 (0.26%)	53.78%	40.94%	\$0.00 (0.00%)
49. /how-to-ride/paying-your-fare/	733 (0.29%)	635 (0.35%)	00:01:51	106 (0.11%)	74.53%	32.74%	\$0.00 (0.00%)
50. /fares/online-purchase/	678 (0.27%)	374 (0.20%)	00:00:17	13 (0.01%)	38.46%	29.79%	\$0.00 (0.00%)
	•					Row	rs 1 - 50 of 615

2,722 (1.07%)

2,466 (0.97%)

2,408 (0.95%)

2,378 (0.94%)

2,152 (1.17%)

1,929 (1.05%)

1,940 (1.06%)

1,368 (0.74%)

00:02:19

00:03:15

00:02:28

00:02:19

414

(0.44%)

507 (0.54%)

923 (0.99%)

678 (0.73%) 75.12%

73.62%

66.02%

46.29%

41.40%

52.15%

48.26%

47.73%

\$0.00 (0.00%)

\$0.00 (0.00%)

\$0.00 (0.00%)

\$0.00 (0.00%)

20. /schedule/11/

21. /schedule/314/

22. /schedule/95X/

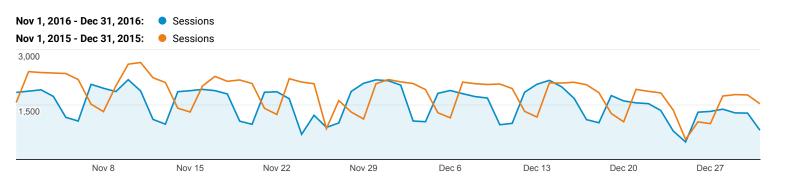
23. /driver-login/

Nov 1, 2016 - Dec 31, 2016 Compare to: Nov 1, 2015 - Dec 31, 2015

Visitor Report



Report Tab



•						
User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		14.46% \ 93,282 vs 109,055	9.58% • 40,648 vs 44,957	19.47% • 253,921 vs 315,298	4.71% - 00:02:41 vs 00:02:49	5.85% * 2.72 vs 2.89
1. Returning Visitor	Yes					
Nov 1, 2016 - Dec 31, 2016		49,246 (52.79%)	10,972 (22.46%)	124,543 (49.05%)	00:02:42	2.53
Nov 1, 2015 - Dec 31, 2015		59,728 (54.77%)	12,242 (22.66%)	166,071 (52.67%)	00:02:55	2.78
% Change		-17.55%	-10.37%	-25.01%	-7.32%	-9.04%
2. New Visitor	Yes					
Nov 1, 2016 - Dec 31, 2016		22,939 (24.59%)	22,917 (46.92%)	56,843 (22.39%)	00:02:13	2.48
Nov 1, 2015 - Dec 31, 2015		22,827 (20.93%)	22,810 (42.21%)	62,983 (19.98%)	00:02:25	2.76
% Change		0.49%	0.47%	-9.75%	-8.27%	-10.19%
3. New Visitor	No			'		
Nov 1, 2016 - Dec 31, 2016		11,366 (12.18%)	11,355 (23.25%)	39,323 (15.49%)	00:02:56	3.46
Nov 1, 2015 - Dec 31, 2015		14,276 (13.09%)	14,264 (26.40%)	46,361 (14.70%)	00:02:56	3.25
% Change		-20.38%	-20.39%	-15.18%	-0.04%	6.54%
4. Returning Visitor	No					
Nov 1, 2016 - Dec 31, 2016		9,731 (10.43%)	3,602 (7.37%)	33,212 (13.08%)	00:03:21	3.41
Nov 1, 2015 - Dec 31, 2015		12,224 (11.21%)	4,718 (8.73%)	39,883 (12.65%)	00:02:53	3.26
% Change		-20.39%	-23.65%	-16.73%	15.94%	4.61%

Rows 1 - 4 of 4