

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

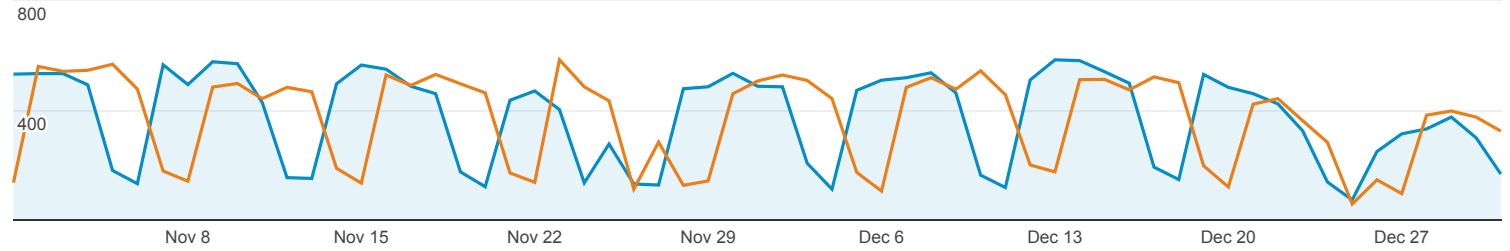
New vs Returning

All Users
+0.00% Sessions

Explorer

Summary

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



User Type	Acquisition			Behavior			Conversions		
	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% ▲ 00:06:14 vs 00:06:06	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Returning Visitor									
Nov 1, 2016 - Dec 31, 2016	17,597 (76.61%)	0.00%	0 (0.00%)	38.13%	3.58	00:06:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
Nov 1, 2015 - Dec 31, 2015	17,267 (76.63%)	0.00%	0 (0.00%)	36.25%	4.04	00:06:46	0.00%	0 (0.00%)	\$0.00 (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%)	\$0.00 (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%)	\$0.00 (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

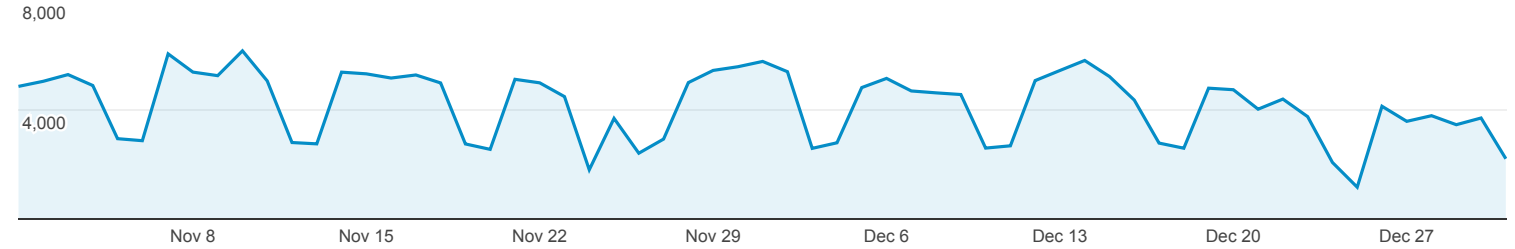
Nov 1, 2016 - Dec 31, 2016

Pages

All Users
 100.00% Pageviews

Explorer

Pageviews



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)
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 (29.32%)	15.61%	27.12%	\$0.00 (0.00%)
3. /mobile-schedules/	9,307 (3.67%)	5,877 (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%)
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. /schedule/16/	5,155 (2.03%)	4,088 (2.22%)	00:03:11	959 (1.03%)	72.99%	48.09%	\$0.00 (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%)
9. /schedule/9/	4,410 (1.74%)	3,472 (1.89%)	00:03:02	893 (0.96%)	75.50%	51.09%	\$0.00 (0.00%)
10. /schedule/20/	4,346 (1.71%)	3,679 (2.00%)	00:03:20	1,132 (1.21%)	77.56%	61.30%	\$0.00 (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%)
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%)
15. /maps-schedules/route-96x/	3,343 (1.32%)	2,756 (1.50%)	00:03:10	1,500 (1.61%)	70.35%	59.11%	\$0.00 (0.00%)
16. /schedule/21/	3,273 (1.29%)	2,645 (1.44%)	00:03:07	697 (0.75%)	75.18%	55.97%	\$0.00 (0.00%)
17. /schedule/4/	3,202 (1.26%)	2,662 (1.45%)	00:04:04	1,390 (1.49%)	75.20%	66.46%	\$0.00 (0.00%)
18. /about/real-time-bus-tracker/	2,796 (1.10%)	2,048 (1.11%)	00:01:52	626 (0.67%)	44.73%	46.46%	\$0.00 (0.00%)
19. /schedule/35/	2,743 (1.08%)	2,201 (1.20%)	00:03:21	709 (0.76%)	83.38%	62.74%	\$0.00 (0.00%)

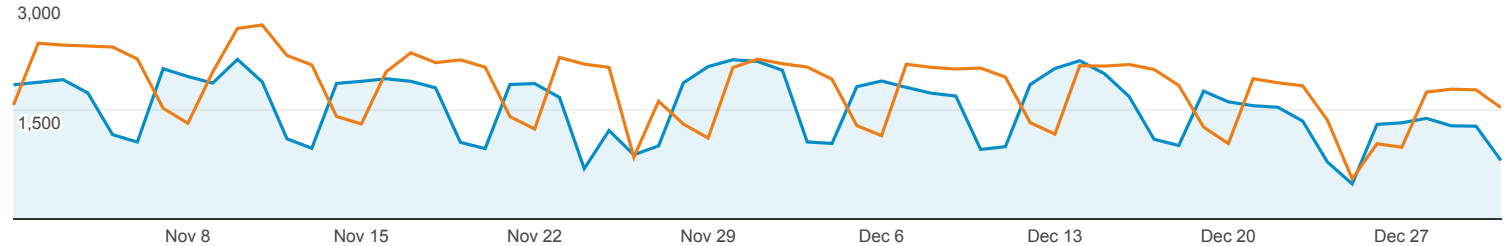
Visitor Report

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

All Users
 +0.00% Sessions

Report Tab

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



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