New vs Returning

All Users
+0.00% Sessions

Explorer

Summary

Jan 1, 2017 - Feb 28, 2017: ● Sessions
Jan 1, 2016 - Feb 28, 2016: ● 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**
	3.73% ▲ 24,022 vs 23,159	11.67% ▼ 22.03% vs 24.94%	8.38% ▼ 5,292 vs 5,776	10.60% ▼ 39.22% vs 35.46%	11.06% ▼ 3.49 vs 3.92	3.18% ▲ 00:06:01 vs 00:05:50	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. Returning Visitor									
Jan 1, 2017 - Feb 28, 2017	**18,730** (77.97%)	0.00%	0 (0.00%)	40.82%	3.41	00:06:24	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2016 - Feb 28, 2016	**17,383** (75.06%)	0.00%	0 (0.00%)	34.82%	3.99	00:06:32	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**7.75%**	**0.00%**	**0.00%**	**17.22%**	**-14.67%**	**-2.06%**	**0.00%**	**0.00%**	**0.00%**
2. New Visitor									
Jan 1, 2017 - Feb 28, 2017	**5,292** (22.03%)	100.00%	5,292 (100.00%)	33.58%	3.78	00:04:39	0.00%	0 (0.00%)	$0.00 (0.00%)
Jan 1, 2016 - Feb 28, 2016	**5,776** (24.94%)	100.00%	5,776 (100.00%)	37.40%	3.72	00:03:42	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-8.38%**	**0.00%**	**-8.38%**	**-10.21%**	**1.77%**	**25.53%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 2 of 2

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Visitor Report

Jan 1, 2017 - Feb 28, 2017
Compare to: Jan 1, 2016 - Feb 28, 2016

○○ **All Users**
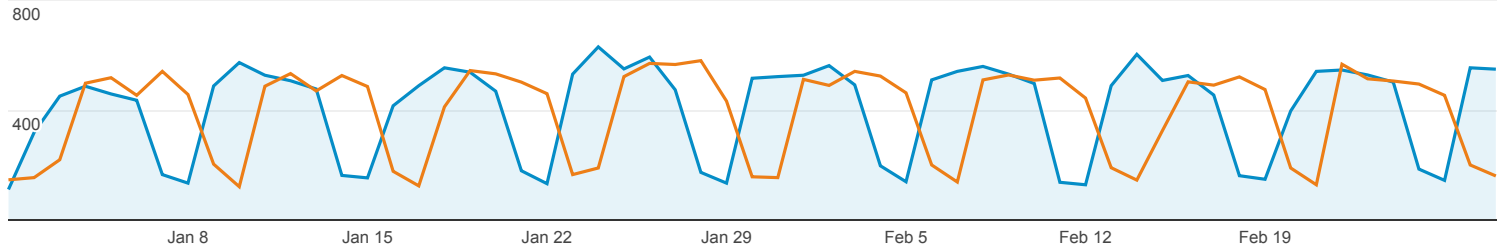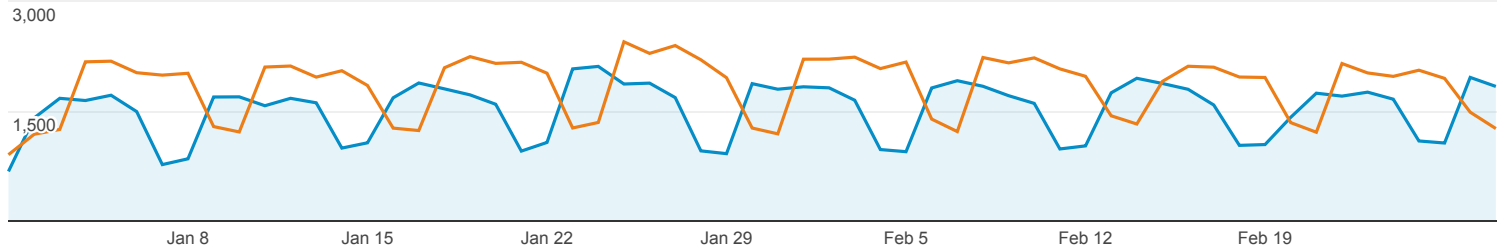+0.00% Sessions

Report Tab

Jan 1, 2017 - Feb 28, 2017: ● Sessions
Jan 1, 2016 - Feb 28, 2016: ● Sessions

User Type	Mobile (Including Tablet)	Sessions	Users	Pageviews	Avg. Session Duration	Pages / Session
		17.02% ▼ 89,854 vs 108,288	13.65% ▼ 38,858 vs 45,003	20.24% ▼ 247,789 vs 310,680	6.39% ▼ 00:02:39 vs 00:02:50	3.88% ▼ 2.76 vs 2.87
1. Returning Visitor	Yes					
Jan 1, 2017 - Feb 28, 2017		**47,784** (53.18%)	10,423 (22.25%)	120,641 (48.69%)	00:02:39	2.52
Jan 1, 2016 - Feb 28, 2016		**57,913** (53.48%)	11,945 (21.90%)	156,303 (50.31%)	00:02:56	2.70
% Change		**-17.49%**	**-12.74%**	**-22.82%**	**-9.40%**	**-6.45%**
2. New Visitor	Yes					
Jan 1, 2017 - Feb 28, 2017		**20,940** (23.30%)	20,927 (44.68%)	52,820 (21.32%)	00:02:19	2.52
Jan 1, 2016 - Feb 28, 2016		**23,495** (21.70%)	23,478 (43.05%)	65,281 (21.01%)	00:02:27	2.78
% Change		**-10.87%**	**-10.87%**	**-19.09%**	**-5.76%**	**-9.22%**
3. New Visitor	No					
Jan 1, 2017 - Feb 28, 2017		**11,811** (13.14%)	11,798 (25.19%)	41,703 (16.83%)	00:03:04	3.53
Jan 1, 2016 - Feb 28, 2016		**14,413** (13.31%)	14,402 (26.41%)	48,442 (15.59%)	00:03:03	3.36
% Change		**-18.05%**	**-18.08%**	**-13.91%**	**0.30%**	**5.05%**
4. Returning Visitor	No					
Jan 1, 2017 - Feb 28, 2017		**9,319** (10.37%)	3,691 (7.88%)	32,625 (13.17%)	00:02:55	3.50
Jan 1, 2016 - Feb 28, 2016		**12,467** (11.51%)	4,717 (8.65%)	40,654 (13.09%)	00:02:53	3.26
% Change		**-25.25%**	**-21.75%**	**-19.75%**	**1.34%**	**7.36%**

Rows 1 - 4 of 4

Pages

Jan 1, 2017 - Feb 28, 2017

All Users
100.00% Pageviews

Explorer

● Pageviews

8,000

4,000

Jan 8   Jan 15   Jan 22   Jan 29   Feb 5   Feb 12   Feb 19
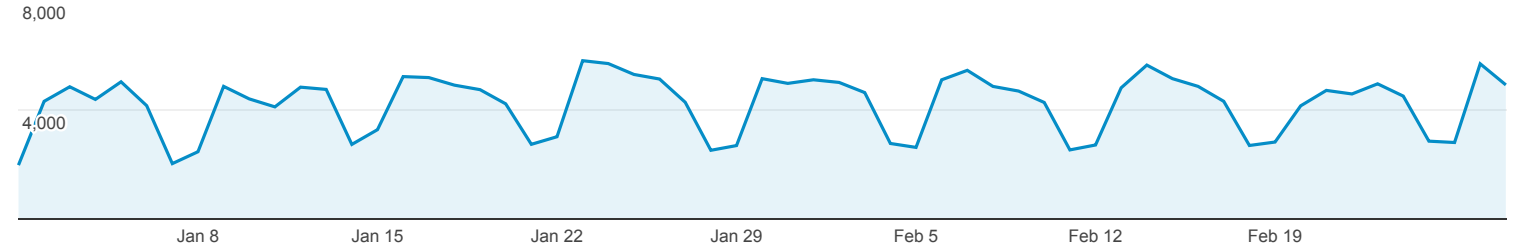
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	247,789 % of Total: 100.00% (247,789)	179,909 % of Total: 100.00% (179,909)	00:01:30 Avg for View: 00:01:30 (0.00%)	89,817 % of Total: 100.00% (89,817)	41.11% Avg for View: 41.11% (0.00%)	36.25% Avg for View: 36.25% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1. /maps-schedules/	68,929 (27.82%)	41,884 (23.28%)	00:00:53	23,648 (26.33%)	23.42%	19.27%	$0.00 (0.00%)
2. /	35,972 (14.52%)	26,575 (14.77%)	00:00:50	23,978 (26.70%)	16.99%	24.36%	$0.00 (0.00%)
3. /mobile-schedules/	9,164 (3.70%)	5,585 (3.10%)	00:00:35	4,027 (4.48%)	9.68%	14.51%	$0.00 (0.00%)
4. /maps-schedules/route-6/	6,984 (2.82%)	6,103 (3.39%)	00:05:59	4,691 (5.22%)	83.67%	80.53%	$0.00 (0.00%)
5. /schedule/98X/	5,754 (2.32%)	4,857 (2.70%)	00:03:18	3,065 (3.41%)	82.35%	65.90%	$0.00 (0.00%)
6. /fares/	5,080 (2.05%)	4,080 (2.27%)	00:01:37	1,146 (1.28%)	57.59%	35.55%	$0.00 (0.00%)
7. /schedule/18/	4,900 (1.98%)	3,806 (2.12%)	00:02:39	1,035 (1.15%)	75.29%	47.31%	$0.00 (0.00%)
8. /schedule/20/	4,822 (1.95%)	4,044 (2.25%)	00:03:21	1,282 (1.43%)	79.49%	61.82%	$0.00 (0.00%)
9. /schedule/16/	4,768 (1.92%)	3,797 (2.11%)	00:02:54	1,003 (1.12%)	69.12%	49.58%	$0.00 (0.00%)
10. /schedule/9/	4,687 (1.89%)	3,662 (2.04%)	00:03:00	851 (0.95%)	74.97%	49.88%	$0.00 (0.00%)
11. /schedule/15/	4,001 (1.61%)	3,162 (1.76%)	00:03:39	832 (0.93%)	74.64%	53.14%	$0.00 (0.00%)
12. /maps-schedules/route-10/	3,942 (1.59%)	3,254 (1.81%)	00:03:31	1,261 (1.40%)	75.50%	60.53%	$0.00 (0.00%)
13. /schedule/14/	3,564 (1.44%)	2,875 (1.60%)	00:02:58	787 (0.88%)	75.60%	50.65%	$0.00 (0.00%)
14. /maps-schedules/route-96x/	3,533 (1.43%)	2,854 (1.59%)	00:03:12	1,581 (1.76%)	72.02%	57.63%	$0.00 (0.00%)
15. /schedule/5/	3,448 (1.39%)	2,962 (1.65%)	00:03:31	1,179 (1.31%)	82.88%	69.40%	$0.00 (0.00%)
16. /schedule/21/	3,189 (1.29%)	2,558 (1.42%)	00:02:54	623 (0.69%)	73.40%	53.72%	$0.00 (0.00%)
17. /schedule/35/	2,961 (1.19%)	2,257 (1.25%)	00:03:44	743 (0.83%)	76.85%	59.03%	$0.00 (0.00%)
18. /about/real-time-bus-tracker/	2,936 (1.18%)	2,134 (1.19%)	00:01:59	780 (0.87%)	43.99%	46.39%	$0.00 (0.00%)
19. /schedule/11/	2,758 (1.11%)	2,195 (1.22%)	00:02:33	547 (0.61%)	76.60%	46.66%	$0.00 (0.00%)

20.	/driver-login/	**2,707** (1.09%)	1,599 (0.89%)	00:02:19	957 (1.07%)	47.36%	52.27%	$0.00 (0.00%)
21.	/schedule/28/	**2,594** (1.05%)	1,981 (1.10%)	00:03:11	542 (0.60%)	69.74%	48.34%	$0.00 (0.00%)
22.	/schedule/4/	**2,511** (1.01%)	2,126 (1.18%)	00:03:14	1,011 (1.13%)	76.38%	66.27%	$0.00 (0.00%)
23.	/schedule/95X/	**2,307** (0.93%)	1,863 (1.04%)	00:02:06	855 (0.95%)	63.86%	46.47%	$0.00 (0.00%)
24.	/schedule/314/	**2,191** (0.88%)	1,770 (0.98%)	00:03:20	512 (0.57%)	74.02%	55.00%	$0.00 (0.00%)
25.	/how-to-ride/	**2,185** (0.88%)	1,688 (0.94%)	00:00:33	90 (0.10%)	35.56%	8.47%	$0.00 (0.00%)
26.	/about/	**2,027** (0.82%)	1,594 (0.89%)	00:00:44	158 (0.18%)	59.87%	23.88%	$0.00 (0.00%)
27.	/schedule/316/	**1,960** (0.79%)	1,541 (0.86%)	00:03:00	352 (0.39%)	74.15%	52.60%	$0.00 (0.00%)
28.	/schedule/17/	**1,938** (0.78%)	1,617 (0.90%)	00:03:08	469 (0.52%)	79.62%	57.89%	$0.00 (0.00%)
29.	/schedule/7/	**1,860** (0.75%)	1,480 (0.82%)	00:03:21	513 (0.57%)	75.05%	57.20%	$0.00 (0.00%)
30.	/schedule/93X/	**1,849** (0.75%)	1,426 (0.79%)	00:02:54	709 (0.79%)	69.11%	52.14%	$0.00 (0.00%)
31.	/schedule/19/	**1,659** (0.67%)	1,255 (0.70%)	00:01:50	190 (0.21%)	75.79%	33.39%	$0.00 (0.00%)
32.	/maps-schedules/600-select-service/	**1,521** (0.61%)	671 (0.37%)	00:01:29	118 (0.13%)	31.67%	25.90%	$0.00 (0.00%)
33.	/link/	**1,481** (0.60%)	1,142 (0.63%)	00:00:59	631 (0.70%)	49.13%	34.23%	$0.00 (0.00%)
34.	/schedule/1/	**1,423** (0.57%)	1,083 (0.60%)	00:02:42	190 (0.21%)	71.43%	42.87%	$0.00 (0.00%)
35.	/schedule/310/	**1,362** (0.55%)	1,098 (0.61%)	00:03:26	282 (0.31%)	72.44%	56.83%	$0.00 (0.00%)
36.	/schedule/97X/	**1,292** (0.52%)	995 (0.55%)	00:02:15	522 (0.58%)	61.69%	48.07%	$0.00 (0.00%)
37.	/schedule/321/	**1,205** (0.49%)	1,010 (0.56%)	00:03:25	267 (0.30%)	78.65%	60.91%	$0.00 (0.00%)
38.	/schedule/311/	**1,192** (0.48%)	985 (0.55%)	00:02:31	279 (0.31%)	75.09%	52.43%	$0.00 (0.00%)
39.	/schedule/320/	**1,178** (0.48%)	937 (0.52%)	00:02:56	253 (0.28%)	73.91%	49.92%	$0.00 (0.00%)
40.	/fares/clipper-card/	**1,141** (0.46%)	930 (0.52%)	00:02:07	249 (0.28%)	63.60%	39.79%	$0.00 (0.00%)
41.	/about/jobs/	**1,063** (0.43%)	697 (0.39%)	00:02:22	284 (0.32%)	34.62%	51.55%	$0.00 (0.00%)
42.	/schedule/36/	**1,049** (0.42%)	770 (0.43%)	00:02:26	129 (0.14%)	72.52%	42.42%	$0.00 (0.00%)
43.	/fares/where-to-buy/	**1,003** (0.40%)	772 (0.43%)	00:01:55	274 (0.31%)	58.76%	42.47%	$0.00 (0.00%)
44.	/public-meetings/	**874** (0.35%)	674 (0.37%)	00:00:26	36 (0.04%)	41.67%	14.65%	$0.00 (0.00%)
45.	/fares/online-purchase/	**855** (0.35%)	413 (0.23%)	00:00:13	14 (0.02%)	23.08%	8.30%	$0.00 (0.00%)
46.	/maps-schedules/route-96x/?route=96X	**830** (0.33%)	684 (0.38%)	00:03:28	563 (0.63%)	71.05%	67.23%	$0.00 (0.00%)
47.	/how-to-ride/paying-your-fare/	**771** (0.31%)	626 (0.35%)	00:01:19	95 (0.11%)	62.11%	23.61%	$0.00 (0.00%)
48.	/alerts/rt-35-bus-stop-closure/	**767** (0.31%)	675 (0.38%)	00:01:00	56 (0.06%)	56.36%	30.90%	$0.00 (0.00%)
49.	/about/recognized-holidays/	**745** (0.30%)	636 (0.35%)	00:02:14	272 (0.30%)	68.75%	58.79%	$0.00 (0.00%)
50.	/maps-schedules/route-92x/	**736** (0.30%)	576 (0.32%)	00:02:13	235 (0.26%)	65.96%	42.93%	$0.00 (0.00%)