

Mar 1, 2017 - Apr 30, 2017
Compare to: Mar 1, 2016 - Apr 30, 2016

New vs Returning

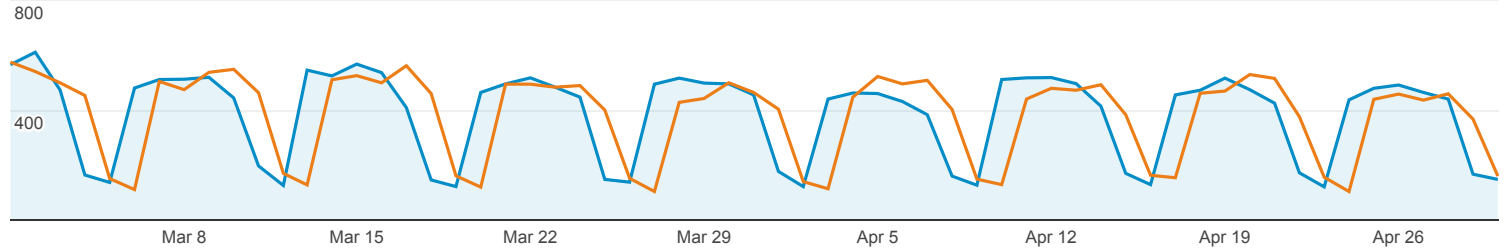
All Users
+0.00% Sessions

Explorer

Summary

Mar 1, 2017 - Apr 30, 2017: Sessions

Mar 1, 2016 - Apr 30, 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 |
| | 1.11% ▲ 23,454 vs 23,197 | 15.24% ▼ 20.32% vs 23.97% | 14.30% ▼ 4,766 vs 5,561 | 9.73% ▼ 39.87% vs 36.34% | 10.39% ▼ 3.46 vs 3.86 | 0.14% ▲ 00:05:48 vs 00:05:48 | 0.00% 0.00% vs 0.00% | 0.00% 0 vs 0 | 0.00% \$0.00 vs \$0.00 |
| 1. Returning Visitor | | | | | | | | | |
| Mar 1, 2017 - Apr 30, 2017 | 18,688 (79.68%) | 0.00% | 0 (0.00%) | 41.18% | 3.38 | 00:06:08 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| Mar 1, 2016 - Apr 30, 2016 | 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%) |
| % Change | 5.97% | 0.00% | 0.00% | 14.66% | -12.30% | -3.45% | 0.00% | 0.00% | 0.00% |
| 2. New Visitor | | | | | | | | | |
| Mar 1, 2017 - Apr 30, 2017 | 4,766 (20.32%) | 100.00% | 4,766 (100.00%) | 34.75% | 3.75 | 00:04:30 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| Mar 1, 2016 - Apr 30, 2016 | 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%) |
| % Change | -14.30% | 0.00% | -14.30% | -7.77% | -2.88% | 11.94% | 0.00% | 0.00% | 0.00% |

Rows 1 - 2 of 2

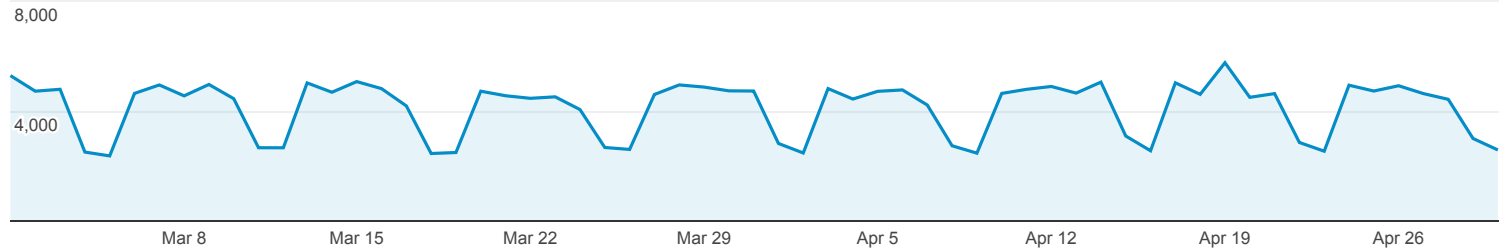
Mar 1, 2017 - Apr 30, 2017

Pages

All Users
 100.00% Pageviews

Explorer

Pageviews



| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|--|--|--|--|--|--|--|--|
| | 251,846 % of Total: 100.00% (251,846) | 182,967 % of Total: 100.00% (182,967) | 00:01:29 Avg for View: 00:01:29 (0.00%) | 91,358 % of Total: 100.00% (91,358) | 41.85% Avg for View: 41.85% (0.00%) | 36.28% Avg for View: 36.28% (0.00%) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. /maps-schedules/ | 72,074 (28.62%) | 43,181 (23.60%) | 00:00:49 | 24,805 (27.15%) | 24.39% | 19.21% | \$0.00 (0.00%) |
| 2. / | 33,653 (13.36%) | 25,342 (13.85%) | 00:00:54 | 23,054 (25.23%) | 16.91% | 24.44% | \$0.00 (0.00%) |
| 3. /mobile-schedules/ | 9,174 (3.64%) | 5,493 (3.00%) | 00:00:36 | 4,088 (4.47%) | 8.71% | 13.90% | \$0.00 (0.00%) |
| 4. /maps-schedules/route-6/ | 6,690 (2.66%) | 5,875 (3.21%) | 00:06:39 | 4,890 (5.35%) | 84.36% | 81.72% | \$0.00 (0.00%) |
| 5. /schedule/98X/ | 5,979 (2.37%) | 5,020 (2.74%) | 00:03:02 | 3,230 (3.54%) | 82.63% | 65.48% | \$0.00 (0.00%) |
| 6. /fares/ | 5,091 (2.02%) | 4,049 (2.21%) | 00:01:40 | 1,106 (1.21%) | 57.90% | 34.43% | \$0.00 (0.00%) |
| 7. /schedule/9/ | 4,962 (1.97%) | 3,967 (2.17%) | 00:02:55 | 1,099 (1.20%) | 76.68% | 52.66% | \$0.00 (0.00%) |
| 8. /schedule/18/ | 4,929 (1.96%) | 3,892 (2.13%) | 00:02:30 | 960 (1.05%) | 71.46% | 46.26% | \$0.00 (0.00%) |
| 9. /schedule/16/ | 4,877 (1.94%) | 3,910 (2.14%) | 00:03:03 | 1,000 (1.09%) | 71.26% | 48.96% | \$0.00 (0.00%) |
| 10. /schedule/20/ | 4,449 (1.77%) | 3,723 (2.03%) | 00:03:22 | 1,189 (1.30%) | 76.91% | 60.13% | \$0.00 (0.00%) |
| 11. /schedule/15/ | 4,393 (1.74%) | 3,421 (1.87%) | 00:03:20 | 870 (0.95%) | 74.02% | 51.79% | \$0.00 (0.00%) |
| 12. /schedule/14/ | 4,046 (1.61%) | 3,305 (1.81%) | 00:02:52 | 974 (1.07%) | 78.13% | 52.25% | \$0.00 (0.00%) |
| 13. /schedule/21/ | 3,416 (1.36%) | 2,681 (1.47%) | 00:03:00 | 666 (0.73%) | 68.62% | 51.46% | \$0.00 (0.00%) |
| 14. /schedule/5/ | 3,394 (1.35%) | 2,903 (1.59%) | 00:03:18 | 1,123 (1.23%) | 82.19% | 67.88% | \$0.00 (0.00%) |
| 15. /schedule/11/ | 3,239 (1.29%) | 2,570 (1.40%) | 00:02:19 | 551 (0.60%) | 72.88% | 41.86% | \$0.00 (0.00%) |
| 16. /maps-schedules/route-10/ | 3,178 (1.26%) | 2,665 (1.46%) | 00:03:18 | 1,311 (1.44%) | 74.62% | 62.71% | \$0.00 (0.00%) |
| 17. /schedule/35/ | 3,138 (1.25%) | 2,462 (1.35%) | 00:03:16 | 809 (0.89%) | 81.46% | 59.43% | \$0.00 (0.00%) |
| 18. /schedule/4/ | 2,846 (1.13%) | 2,352 (1.29%) | 00:03:23 | 1,188 (1.30%) | 73.82% | 65.11% | \$0.00 (0.00%) |
| 19. /maps-schedules/route-96x/ | 2,780 (1.10%) | 2,310 (1.26%) | 00:03:43 | 1,461 (1.60%) | 71.89% | 61.98% | \$0.00 (0.00%) |
| 20. /schedule/28/ | 2,750 | 2,112 | 00:02:59 | 603 | 72.80% | 46.58% | \$0.00 |

| | | | | | | | | |
|-----|--|------------------|------------------|----------|------------------|--------|---------|-------------------|
| | | (1.09%) | (1.15%) | | (0.66%) | | (0.00%) | |
| 21. | /about/real-time-bus-tracker/ | 2,585 (1.03%) | 1,918 (1.05%) | 00:02:06 | 809 (0.89%) | 42.89% | 50.10% | \$0.00 (0.00%) |
| 22. | /schedule/95X/ | 2,573 (1.02%) | 2,036 (1.11%) | 00:02:14 | 1,000 (1.09%) | 63.80% | 45.74% | \$0.00 (0.00%) |
| 23. | /schedule/314/ | 2,315 (0.92%) | 1,883 (1.03%) | 00:02:33 | 532 (0.58%) | 72.47% | 54.13% | \$0.00 (0.00%) |
| 24. | /schedule/7/ | 2,310 (0.92%) | 1,695 (0.93%) | 00:02:16 | 536 (0.59%) | 78.81% | 49.22% | \$0.00 (0.00%) |
| 25. | /driver-login/ | 2,111 (0.84%) | 1,374 (0.75%) | 00:02:54 | 982 (1.07%) | 46.86% | 57.79% | \$0.00 (0.00%) |
| 26. | /how-to-ride/ | 2,087 (0.83%) | 1,620 (0.89%) | 00:00:33 | 87 (0.10%) | 32.18% | 9.63% | \$0.00 (0.00%) |
| 27. | /schedule/17/ | 2,036 (0.81%) | 1,686 (0.92%) | 00:03:17 | 429 (0.47%) | 79.49% | 56.14% | \$0.00 (0.00%) |
| 28. | /schedule/316/ | 2,026 (0.80%) | 1,596 (0.87%) | 00:02:41 | 352 (0.39%) | 71.88% | 51.92% | \$0.00 (0.00%) |
| 29. | /schedule/19/ | 1,891 (0.75%) | 1,426 (0.78%) | 00:01:54 | 166 (0.18%) | 57.23% | 29.51% | \$0.00 (0.00%) |
| 30. | /about/ | 1,835 (0.73%) | 1,475 (0.81%) | 00:00:48 | 194 (0.21%) | 49.48% | 27.47% | \$0.00 (0.00%) |
| 31. | /schedule/93X/ | 1,806 (0.72%) | 1,405 (0.77%) | 00:03:04 | 725 (0.79%) | 74.76% | 58.14% | \$0.00 (0.00%) |
| 32. | /schedule/310/ | 1,607 (0.64%) | 1,335 (0.73%) | 00:03:02 | 344 (0.38%) | 73.62% | 58.18% | \$0.00 (0.00%) |
| 33. | /schedule/1/ | 1,606 (0.64%) | 1,221 (0.67%) | 00:02:17 | 204 (0.22%) | 71.08% | 41.66% | \$0.00 (0.00%) |
| 34. | /link/ | 1,579 (0.63%) | 1,178 (0.64%) | 00:01:04 | 665 (0.73%) | 50.38% | 35.40% | \$0.00 (0.00%) |
| 35. | /about/jobs/ | 1,511 (0.60%) | 855 (0.47%) | 00:01:56 | 390 (0.43%) | 32.57% | 45.33% | \$0.00 (0.00%) |
| 36. | /schedule/311/ | 1,507 (0.60%) | 1,226 (0.67%) | 00:02:44 | 296 (0.32%) | 75.68% | 47.51% | \$0.00 (0.00%) |
| 37. | /maps-schedules/600-select-service/ | 1,407 (0.56%) | 610 (0.33%) | 00:01:36 | 110 (0.12%) | 29.73% | 25.44% | \$0.00 (0.00%) |
| 38. | /maps-schedules/route-96x/?route=96X | 1,406 (0.56%) | 1,162 (0.64%) | 00:02:57 | 625 (0.68%) | 76.64% | 60.03% | \$0.00 (0.00%) |
| 39. | /maps-schedules/route-10/?route=10 | 1,405 (0.56%) | 1,194 (0.65%) | 00:02:36 | 268 (0.29%) | 80.22% | 54.02% | \$0.00 (0.00%) |
| 40. | /maps-schedules/route-6/?route=6 | 1,334 (0.53%) | 1,174 (0.64%) | 00:04:26 | 484 (0.53%) | 87.63% | 74.74% | \$0.00 (0.00%) |
| 41. | /schedule/321/ | 1,303 (0.52%) | 1,085 (0.59%) | 00:03:19 | 265 (0.29%) | 71.43% | 60.02% | \$0.00 (0.00%) |
| 42. | /schedule/97X/ | 1,276 (0.51%) | 1,009 (0.55%) | 00:02:32 | 544 (0.60%) | 61.51% | 48.43% | \$0.00 (0.00%) |
| 43. | /schedule/36/ | 1,227 (0.49%) | 945 (0.52%) | 00:02:26 | 181 (0.20%) | 73.48% | 43.36% | \$0.00 (0.00%) |
| 44. | /schedule/320/ | 1,223 (0.49%) | 982 (0.54%) | 00:02:32 | 187 (0.20%) | 67.38% | 47.18% | \$0.00 (0.00%) |
| 45. | /fares/clipper-card/ | 1,103 (0.44%) | 921 (0.50%) | 00:02:16 | 267 (0.29%) | 61.80% | 41.25% | \$0.00 (0.00%) |
| 46. | /fares/where-to-buy/ | 891 (0.35%) | 697 (0.38%) | 00:01:23 | 210 (0.23%) | 60.48% | 37.71% | \$0.00 (0.00%) |
| 47. | /fares/online-purchase/ | 835 (0.33%) | 381 (0.21%) | 00:00:17 | 13 (0.01%) | 38.46% | 5.15% | \$0.00 (0.00%) |
| 48. | /public-meetings/ | 827 (0.33%) | 646 (0.35%) | 00:00:31 | 32 (0.04%) | 53.12% | 15.24% | \$0.00 (0.00%) |
| 49. | /how-to-ride/paying-your-fare/ | 773 (0.31%) | 629 (0.34%) | 00:01:18 | 66 (0.07%) | 51.52% | 18.50% | \$0.00 (0.00%) |
| 50. | /schedule/1M/ | 772 (0.31%) | 595 (0.33%) | 00:02:00 | 156 (0.17%) | 65.61% | 35.10% | \$0.00 (0.00%) |

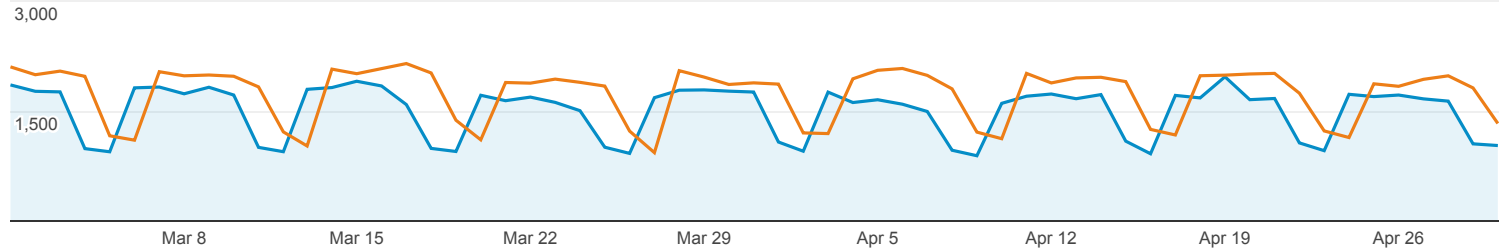
Visitor Report

Mar 1, 2017 - Apr 30, 2017
 Compare to: Mar 1, 2016 - Apr 30, 2016

All Users
 +0.00% Sessions

Report Tab

Mar 1, 2017 - Apr 30, 2017: ● Sessions
 Mar 1, 2016 - Apr 30, 2016: ● Sessions



| User Type | Mobile (Including Tablet) | Sessions | Users | Pageviews | Avg. Session Duration | Pages / Session |
|--------------------------------------|---------------------------|--|--|---|--|--|
| | | 13.61% ▼ 91,401 vs 105,804 | 9.76% ▼ 39,889 vs 44,205 | 14.43% ▼ 251,846 vs 294,305 | 5.79% ▼ 00:02:37 vs 00:02:47 | 0.94% ▼ 2.76 vs 2.78 |
| 1. Returning Visitor | Yes | | | | | |
| Mar 1, 2017 - Apr 30, 2017 | | 48,719 (53.30%) | 10,646 (22.19%) | 123,631 (49.09%) | 00:02:37 | 2.54 |
| Mar 1, 2016 - Apr 30, 2016 | | 56,612 (53.51%) | 11,766 (22.14%) | 151,645 (51.53%) | 00:02:55 | 2.68 |
| % Change | | -13.94% | -9.52% | -18.47% | -10.30% | -5.27% |
| 2. New Visitor | Yes | | | | | |
| Mar 1, 2017 - Apr 30, 2017 | | 21,693 (23.73%) | 21,673 (45.16%) | 54,569 (21.67%) | 00:02:17 | 2.52 |
| Mar 1, 2016 - Apr 30, 2016 | | 22,984 (21.72%) | 22,968 (43.21%) | 61,715 (20.97%) | 00:02:20 | 2.69 |
| % Change | | -5.62% | -5.64% | -11.58% | -2.14% | -6.32% |
| 3. New Visitor | No | | | | | |
| Mar 1, 2017 - Apr 30, 2017 | | 12,187 (13.33%) | 12,180 (25.38%) | 42,775 (16.98%) | 00:02:55 | 3.51 |
| Mar 1, 2016 - Apr 30, 2016 | | 13,901 (13.14%) | 13,887 (26.13%) | 44,657 (15.17%) | 00:02:54 | 3.21 |
| % Change | | -12.33% | -12.29% | -4.21% | 0.59% | 9.26% |
| 4. Returning Visitor | No | | | | | |
| Mar 1, 2017 - Apr 30, 2017 | | 8,802 (9.63%) | 3,488 (7.27%) | 30,871 (12.26%) | 00:03:01 | 3.51 |
| Mar 1, 2016 - Apr 30, 2016 | | 12,307 (11.63%) | 4,532 (8.53%) | 36,288 (12.33%) | 00:02:49 | 2.95 |
| % Change | | -28.48% | -23.04% | -14.93% | 7.00% | 18.95% |

Rows 1 - 4 of 4