

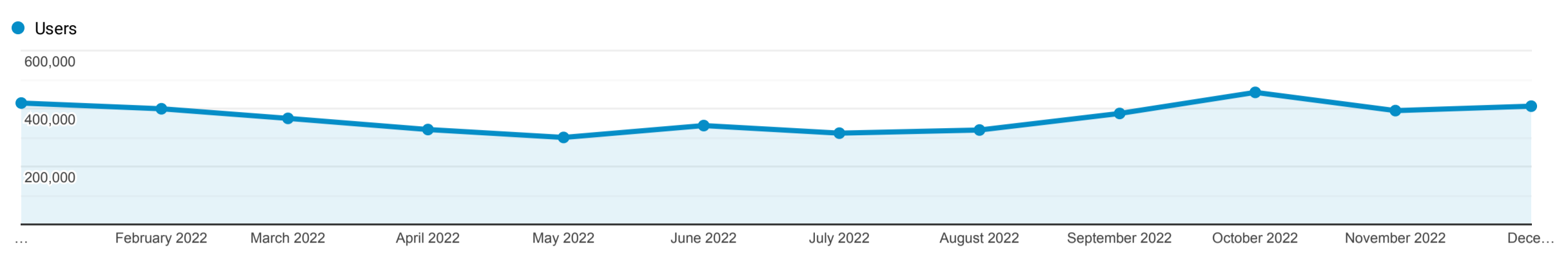
# New vs Returning

Jan 1, 2022 - Dec 31, 2022

**All Users**  
100.00% Users

Explorer

Summary



User Type	Acquisition			Behavior			Conversions <span>Goal 1: Visits to homepage ▾</span>			
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Visits to homepage (Goal 1 Conversion Rate)	Visits to homepage (Goal 1 Completions)	Visits to homepage (Goal 1 Value)	
	<b>3,835,452</b> % of Total: 100.00% (3,835,452)	<b>3,868,827</b> % of Total: 100.12% (3,864,347)	<b>7,251,503</b> % of Total: 100.00% (7,251,503)	<b>58.77%</b> Avg for View: 58.77% (0.00%)	<b>2.11</b> Avg for View: 2.11 (0.00%)	<b>00:02:20</b> Avg for View: 00:02:20 (0.00%)	<b>&lt;0.01%</b> Avg for View: <0.01% (0.00%)	<b>29</b> % of Total: 100.00% (29)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)	
1. <b>New Visitor</b>	<b>3,809,126</b> (76.84%)	<b>3,868,827</b> (100.00%)	<b>3,868,827</b> (53.35%)	<b>58.76%</b>	<b>2.10</b>	<b>00:02:10</b>	<b>&lt;0.01%</b>	<b>27</b> (93.10%)	<b>\$0.00</b> (0.00%)	
2. <b>Returning Visitor</b>	<b>1,147,770</b> (23.16%)	<b>0</b> (0.00%)	<b>3,382,676</b> (46.65%)	<b>58.78%</b>	<b>2.12</b>	<b>00:02:32</b>	<b>&lt;0.01%</b>	<b>2</b> (6.90%)	<b>\$0.00</b> (0.00%)	

Rows 1 - 2 of 2

