

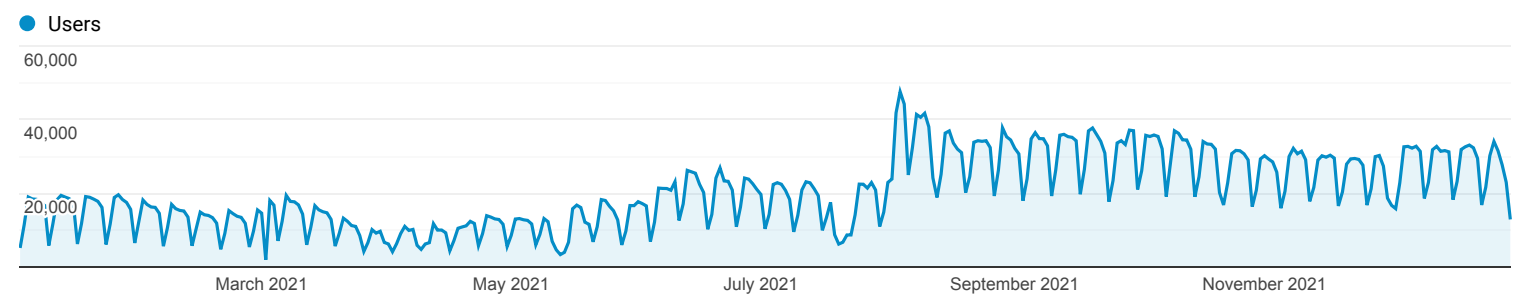
New vs Returning

All Users
100.00% Users

Jan 1, 2021 - Dec 31, 2021

Explorer

Summary



User Type	Acquisition			Behavior			Conversions Goal 1: Visits to homepage		
	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)
	4,426,856 % of Total: 100.00% (4,426,856)	4,326,149 % of Total: 100.10% (4,321,635)	9,383,185 % of Total: 100.00% (9,383,185)	54.54% Avg for View: 54.54% (0.00%)	2.06 Avg for View: 2.06 (0.00%)	00:02:20 Avg for View: 00:02:20 (0.00%)	1.09% Avg for View: 1.09% (0.00%)	102,450 % of Total: 100.00% (102,450)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	4,344,585 (73.92%)	4,326,149 (100.00%)	4,326,149 (46.11%)	54.70%	2.13	00:02:13	0.97%	42,037 (41.03%)	\$0.00 (0.00%)
2. Returning Visitor	1,532,489 (26.08%)	0 (0.00%)	5,057,036 (53.89%)	54.40%	2.00	00:02:26	1.19%	60,413 (58.97%)	\$0.00 (0.00%)

Rows 1 - 2 of 2