



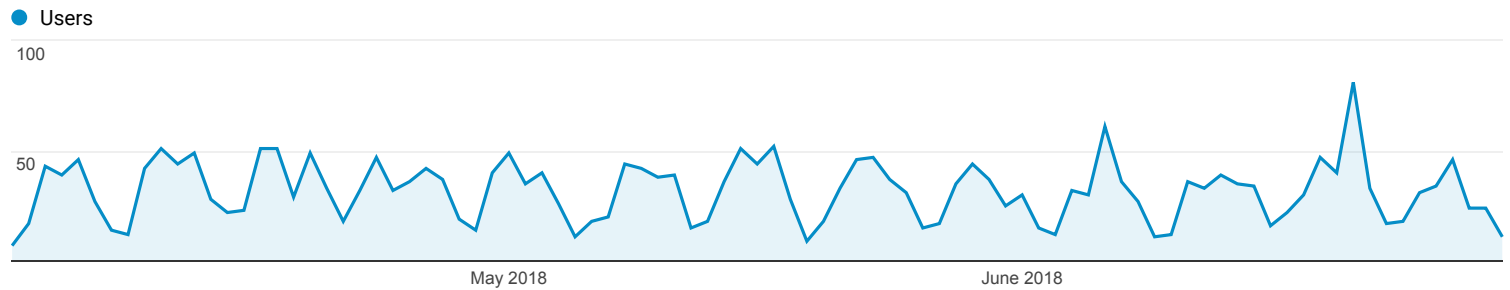
## Overview

All Users  
100.00% Users

1 Apr 2018 - 30 Jun 2018

## Explorer

Summary



| Device Category | Acquisition                                 |   |   | Behaviour                                   |   |   | Conversions <span>Goal 2: Project Evolution Poster</span> |   |   |
|-----------------|---|---|---|---|---|---|---|---|---|
|                 | Users                                       | New Users                                   | Sessions                                    | Bounce Rate                                 | Pages/Session                             | Avg. Session Duration                             | Project Evolution Poster (Goal 2 Conversion Rate)         | Project Evolution Poster (Goal 2 Completions) | Project Evolution Poster (Goal 2 Value)         |
|                 | <b>2,417</b><br>% of Total: 100.00% (2,417) | <b>2,211</b><br>% of Total: 100.00% (2,211) | <b>3,295</b><br>% of Total: 100.00% (3,295) | <b>6.83%</b><br>Avg for View: 6.83% (0.00%) | <b>8.51</b><br>Avg for View: 8.51 (0.00%) | <b>00:02:16</b><br>Avg for View: 00:02:16 (0.00%) | <b>0.00%</b><br>Avg for View: 0.00% (0.00%)               | <b>0</b><br>% of Total: 0.00% (0)             | <b>US\$0.00</b><br>% of Total: 0.00% (US\$0.00) |
| 1. desktop      | <b>1,811</b><br>(74.93%)                    | <b>1,636</b><br>(73.99%)                    | <b>2,516</b><br>(76.36%)                    | <b>7.43%</b>                                | <b>9.04</b>                               | <b>00:02:26</b>                                   | <b>0.00%</b>  | <b>0</b><br>(0.00%)                           | <b>US\$0.00</b><br>(0.00%)                      |
| 2. mobile       | <b>416</b><br>(17.21%)                      | <b>395</b><br>(17.87%)                      | <b>549</b><br>(16.66%)                      | <b>5.46%</b>                                | <b>6.05</b>                               | <b>00:01:25</b>                                   | <b>0.00%</b>  | <b>0</b><br>(0.00%)                           | <b>US\$0.00</b><br>(0.00%)                      |
| 3. tablet       | <b>190</b><br>(7.86%)                       | <b>180</b><br>(8.14%)                       | <b>230</b><br>(6.98%)                       | <b>3.48%</b>                                | <b>8.57</b>                               | <b>00:02:24</b>                                   | <b>0.00%</b>  | <b>0</b><br>(0.00%)                           | <b>US\$0.00</b><br>(0.00%)                      |

Rows 1 - 3 of 3