


















Mobile Device Info 	Acquisition			Behavior		
	Sessions  	% New Sessions 	New Users 	Bounce Rate 	Pages / Session 	Avg. Session Duration 
	5,117 % of Total: 21.68% (23,597)	76.28% Avg for View: 76.04% (0.32%)	3,903 % of Total: 21.75% (17,942)	69.90% Avg for View: 59.32% (17.84%)	1.95 Avg for View: 2.69 (-27.44%)	00:01:45 Avg for View: 00:02:34 (-31.82%)
1. Apple iPhone 	1,283(25.07%)	77.01%	988(25.31%)	78.57%	1.52	00:01:16
2. Apple iPad 	1,097(21.44%)	73.29%	804(20.60%)	62.63%	2.33	00:02:11
3. (not set)	494 (9.65%)	83.60%	413(10.58%)	62.75%	2.33	00:02:03
4. Samsung SM-G900F Galaxy S5 	129 (2.52%)	53.49%	69 (1.77%)	73.64%	2.00	00:02:11
5. Samsung GT-I9505 Galaxy S IV 	80 (1.56%)	76.25%	61 (1.56%)	67.50%	2.54	00:02:48
6. Google Nexus 5 	60 (1.17%)	70.00%	42 (1.08%)	85.00%	1.33	00:00:21
7. Samsung GT-I9500 Galaxy S IV 	42 (0.82%)	64.29%	27 (0.69%)	64.29%	2.33	00:03:13
8. Samsung SM-N9005 Galaxy Note 3 	40 (0.78%)	75.00%	30 (0.77%)	60.00%	2.62	00:01:32
9. Sony D5803 Xperia Z3 Compact 	40 (0.78%)	60.00%	24 (0.61%)	77.50%	1.58	00:01:28
10. Microsoft Windows RT Tablet 	34 (0.66%)	85.29%	29 (0.74%)	70.59%	1.79	00:01:06