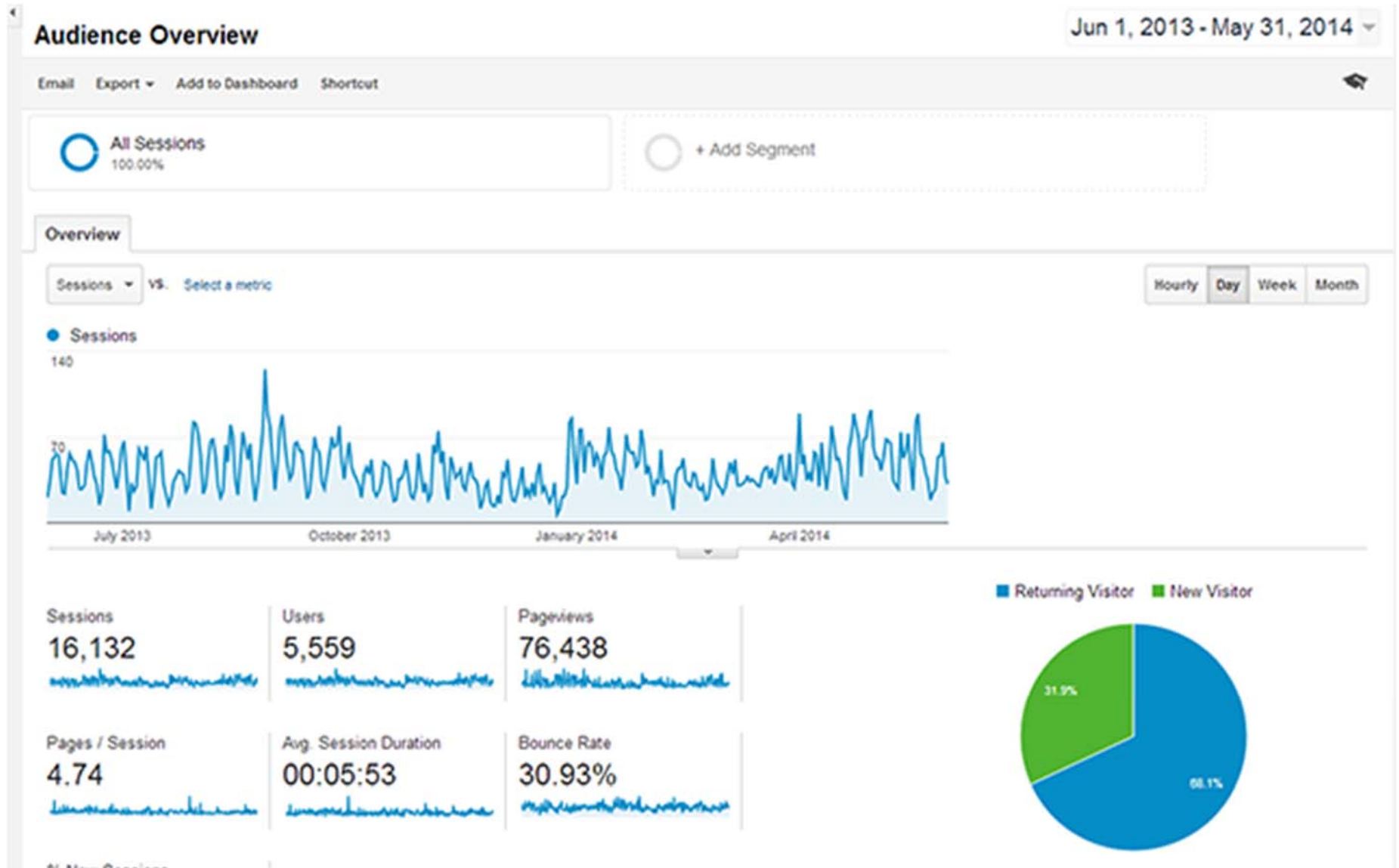


Hits



Browsers

Browser ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	16,132 <small>% of Total: 100.00% (16,132)</small>	31.94% <small>Site Avg: 31.93% (0.02%)</small>	5,152 <small>% of Total: 100.02% (5,151)</small>	30.93% <small>Site Avg: 30.93% (0.00%)</small>	4.74 <small>Site Avg: 4.74 (0.00%)</small>	00:05:53 <small>Site Avg: 00:05:53 (0.00%)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Internet Explorer	5,906 (36.61%)	31.21%	1,843 (35.77%)	19.52%	4.74	00:05:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Chrome	5,133 (31.82%)	29.63%	1,521 (29.52%)	34.15%	5.90	00:08:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Safari	2,627 (16.28%)	27.64%	726 (14.09%)	43.09%	3.51	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Firefox	1,514 (9.39%)	38.84%	588 (11.41%)	28.14%	4.19	00:04:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Android Browser	523 (3.24%)	37.67%	197 (3.82%)	53.35%	2.75	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Safari (in-app)	104 (0.64%)	88.46%	92 (1.79%)	74.04%	1.92	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Amazon Silk	80 (0.50%)	35.00%	28 (0.54%)	40.00%	2.74	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Mozilla	69 (0.43%)	49.28%	34 (0.66%)	23.19%	3.94	00:04:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. IE with Chrome Frame	33 (0.20%)	42.42%	14 (0.27%)	27.27%	5.30	00:06:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Mozilla Compatible Agent	29 (0.18%)	100.00%	29 (0.56%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: Go to: 1 - 10 of 22

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Country / Territory ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	16,132 <small>% of Total: 100.00% (16,132)</small>	31.94% <small>Site Avg: 31.93% (0.02%)</small>	5,152 <small>% of Total: 100.02% (5,151)</small>	30.93% <small>Site Avg: 30.93% (0.00%)</small>	4.74 <small>Site Avg: 4.74 (0.00%)</small>	00:05:53 <small>Site Avg: 00:05:53 (0.00%)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. United States	15,334 (95.05%)	29.20%	4,478 (86.92%)	28.45%	4.90	00:06:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. India	136 (0.84%)	92.65%	126 (2.45%)	78.68%	1.31	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Canada	112 (0.69%)	26.79%	30 (0.58%)	27.68%	3.93	00:04:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Philippines	64 (0.40%)	93.75%	60 (1.16%)	89.06%	1.20	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Sweden	55 (0.34%)	96.36%	53 (1.03%)	83.64%	1.33	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. United Kingdom	37 (0.23%)	94.59%	35 (0.68%)	86.49%	1.35	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Saudi Arabia	33 (0.20%)	93.94%	31 (0.60%)	81.82%	1.42	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Germany	32 (0.20%)	100.00%	32 (0.62%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Brazil	29 (0.18%)	100.00%	29 (0.56%)	96.55%	1.03	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Malaysia	26 (0.16%)	100.00%	26 (0.50%)	96.15%	1.04	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

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Region ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	15,334 % of Total: 95.05% (16,132)	29.20% Site Avg: 31.93% (-8.54%)	4,478 % of Total: 86.93% (5,151)	28.45% Site Avg: 30.93% (-8.00%)	4.90 Site Avg: 4.74 (3.41%)	00:06:07 Site Avg: 00:05:53 (4.15%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Minnesota	13,446 (87.69%)	25.86%	3,477 (77.65%)	25.99%	5.15	00:06:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Wisconsin	236 (1.54%)	32.63%	77 (1.72%)	40.25%	3.24	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. North Dakota	124 (0.81%)	50.00%	62 (1.38%)	33.87%	4.55	00:04:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Nebraska	115 (0.75%)	33.04%	38 (0.85%)	40.87%	3.02	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Illinois	111 (0.72%)	53.15%	59 (1.32%)	32.43%	3.73	00:03:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. California	107 (0.70%)	78.50%	84 (1.88%)	69.16%	2.18	00:01:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Michigan	104 (0.68%)	43.27%	45 (1.00%)	44.23%	2.72	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. New York	85 (0.55%)	83.53%	71 (1.59%)	69.41%	1.76	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Texas	85 (0.55%)	69.41%	59 (1.32%)	58.82%	2.86	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Florida	81 (0.53%)	35.80%	29 (0.65%)	29.63%	4.01	00:04:28	0.00%	0 (0.00%)	\$0.00 (0.00%)

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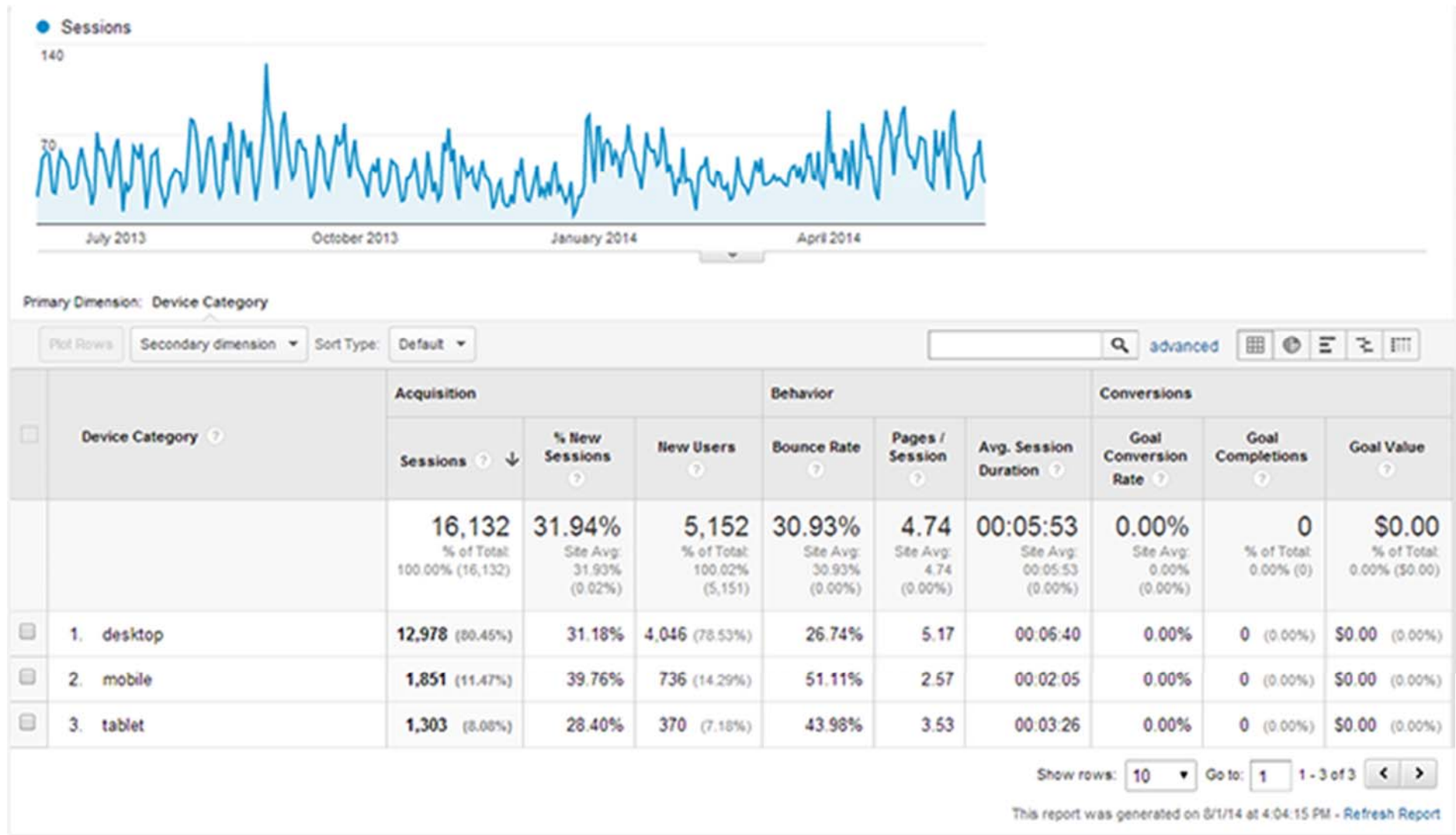
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City ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	13,446 <small>% of Total: 83.35% (16,132)</small>	25.86% <small>Site Avg: 31.93% (-19.01%)</small>	3,477 <small>% of Total: 67.50% (5,151)</small>	25.99% <small>Site Avg: 30.93% (-15.98%)</small>	5.15 <small>Site Avg: 4.74 (8.78%)</small>	00:06:35 <small>Site Avg: 00:05:53 (11.96%)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Minneapolis	1,833 (13.63%)	32.90%	603 (17.34%)	27.22%	4.08	00:04:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Duluth	856 (6.37%)	8.53%	73 (2.10%)	18.22%	14.95	00:20:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Saint Paul	763 (5.67%)	30.41%	232 (6.67%)	24.51%	4.61	00:04:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Monticello	706 (5.25%)	5.81%	41 (1.18%)	32.29%	4.28	00:08:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Eden Prairie	658 (4.89%)	9.12%	60 (1.73%)	32.83%	3.64	00:07:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Saint Cloud	544 (4.05%)	30.51%	166 (4.77%)	22.43%	4.91	00:06:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Maple Grove	411 (3.06%)	24.33%	100 (2.88%)	26.03%	4.29	00:06:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Brainerd	408 (3.03%)	20.34%	83 (2.39%)	15.93%	5.50	00:06:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Rochester	367 (2.73%)	19.89%	73 (2.10%)	22.62%	4.16	00:04:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Burnsville	301 (2.24%)	19.60%	59 (1.70%)	21.59%	4.38	00:05:03	0.00%	0 (0.00%)	\$0.00 (0.00%)

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Devices Used



Mobile Devices

Mobile Device Info ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	3,154 % of Total: 19.55% (16,132)	35.07% Site Avg: 31.93% (9.82%)	1,106 % of Total: 21.47% (5,151)	48.16% Site Avg: 30.93% (55.73%)	2.97 Site Avg: 4.74 (-37.31%)	00:02:38 Site Avg: 00:05:53 (-55.09%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Apple iPad	1,094 (34.69%)	27.33%	299 (27.03%)	43.88%	3.54	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Apple iPhone	975 (30.91%)	35.90%	350 (31.65%)	46.97%	2.69	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. (not set)	84 (2.66%)	90.48%	76 (6.87%)	75.00%	1.65	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Samsung GT-I9300 Galaxy S III	79 (2.50%)	30.38%	24 (2.17%)	68.35%	1.86	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Motorola XT907 DROID RAZR M 4G LTE	61 (1.93%)	18.03%	11 (0.99%)	39.34%	3.57	00:04:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Amazon KFTT Kindle Fire HD 7	50 (1.59%)	36.00%	18 (1.63%)	44.00%	2.50	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Samsung GT-I9300 Galaxy S III	43 (1.36%)	27.91%	12 (1.08%)	62.79%	1.93	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Motorola MOTXT912B Droid Razr 4G	42 (1.33%)	35.71%	15 (1.36%)	38.10%	3.00	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Samsung GT-I9500 Galaxy S IV	31 (0.98%)	51.61%	16 (1.45%)	51.61%	2.13	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Samsung SPH-L710 Galaxy S III	29 (0.92%)	27.59%	8 (0.72%)	58.62%	2.86	00:03:39	0.00%	0 (0.00%)	\$0.00 (0.00%)

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