

All Traffic

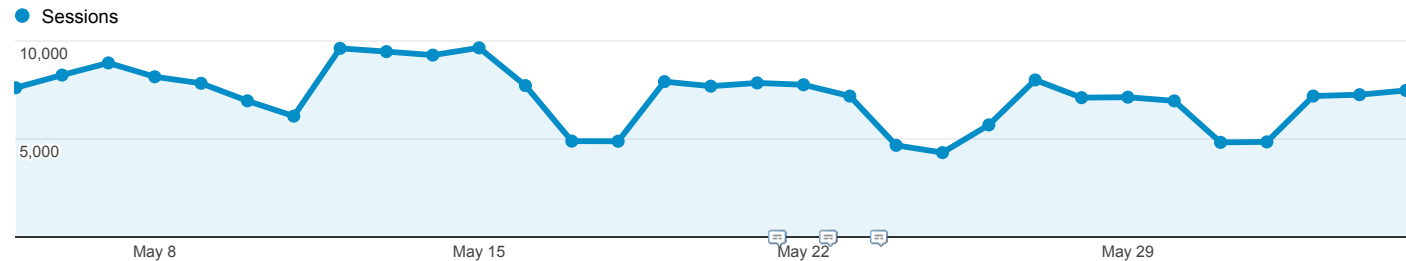
May 5, 2014 - Jun 4, 2014

All Sessions
100.00%

+ Add Segment

Explorer

Summary



Source / Medium		Acquisition			Behavior			Conversions	Goal 1: Create an account	
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Create an account (Goal 1 Conversion Rate)	Create an account (Goal 1 Completions)	Create an account (Goal 1 Value)
		223,081 % of Total: 100.00% (223,081)	71.83% Site Avg: 71.71% (0.16%)	160,238 % of Total: 100.16% (159,981)	47.77% Site Avg: 47.77% (0.00%)	2.41 Site Avg: 2.41 (0.00%)	00:06:22 Site Avg: 00:06:22 (0.00%)	1.52% Site Avg: 1.52% (0.00%)	3,386 % of Total: 100.00% (3,386)	\$0.00 % of Total: 0.00% (\$0.00)
1.	mozilla.org / referral	51,501 (23.09%)	89.60%	46,145 (28.80%)	43.05%	2.47	00:03:13	1.83%	945 (27.91%)	\$0.00 (0.00%)
2.	google / organic	46,747 (20.96%)	62.04%	29,001 (18.10%)	45.46%	2.65	00:10:04	1.93%	900 (26.58%)	\$0.00 (0.00%)
3.	(direct) / (none)	39,129 (17.54%)	78.24%	30,613 (19.10%)	53.92%	2.00	00:05:42	1.49%	584 (17.25%)	\$0.00 (0.00%)
4.	login.persona.org / referral	1,639 (0.73%)	88.77%	1,455 (0.91%)	39.90%	2.39	00:03:28	5.19%	85 (2.51%)	\$0.00 (0.00%)
5.	badges.webmaker.org / referral	733 (0.33%)	80.76%	592 (0.37%)	53.07%	2.88	00:04:25	9.41%	69 (2.04%)	\$0.00 (0.00%)
6.	support.mozilla.org / referral	2,037 (0.91%)	88.07%	1,794 (1.12%)	38.59%	2.80	00:03:25	1.77%	36 (1.06%)	\$0.00 (0.00%)
7.	awwwards.com / referral	799 (0.36%)	81.10%	648 (0.40%)	58.45%	1.68	00:08:51	3.13%	25 (0.74%)	\$0.00 (0.00%)
8.	developer.mozilla.org / referral	968 (0.43%)	74.38%	720 (0.45%)	46.38%	2.67	00:04:18	2.58%	25 (0.74%)	\$0.00 (0.00%)
9.	sites.google.com / referral	414 (0.19%)	64.01%	265 (0.17%)	39.37%	2.28	00:12:00	5.80%	24 (0.71%)	\$0.00 (0.00%)
10.	makeuseof.com / referral	250 (0.11%)	80.80%	202 (0.13%)	37.20%	2.97	00:05:21	9.20%	23 (0.68%)	\$0.00 (0.00%)
11.	discourse.webmakerprototypes.org / referral	539 (0.24%)	25.79%	139 (0.09%)	41.19%	2.65	00:07:17	3.90%	21 (0.62%)	\$0.00 (0.00%)
12.	facebook.com / referral	2,851 (1.28%)	71.17%	2,029 (1.27%)	64.75%	1.63	00:03:11	0.74%	21 (0.62%)	\$0.00 (0.00%)
13.	popcornjs.org / referral	632 (0.28%)	74.53%	471 (0.29%)	44.62%	1.83	00:07:50	3.16%	20 (0.59%)	\$0.00 (0.00%)
14.	thinkbigschooles.makes.org / referral	337 (0.15%)	32.34%	109 (0.07%)	26.71%	2.37	00:32:19	5.93%	20 (0.59%)	\$0.00 (0.00%)
15.	training.webmakerprototypes.org / referral	1,364 (0.61%)	51.25%	699 (0.44%)	45.75%	2.68	00:07:36	1.47%	20 (0.59%)	\$0.00 (0.00%)
16.	q2l.instructure.com / referral	204 (0.09%)	47.06%	96 (0.06%)	43.63%	2.08	00:11:14	9.31%	19 (0.56%)	\$0.00 (0.00%)
17.	mail.google.com / referral	589 (0.26%)	49.75%	293 (0.18%)	55.69%	2.15	00:04:59	2.89%	17 (0.50%)	\$0.00 (0.00%)
18.	blog.mozilla.org / referral	454 (0.20%)	81.94%	372 (0.23%)	44.27%	2.64	00:03:37	3.52%	16 (0.47%)	\$0.00 (0.00%)
19.	wiki.mozilla.org / referral	493 (0.22%)	53.14%	262 (0.16%)	46.04%	2.83	00:06:23	3.25%	16 (0.47%)	\$0.00 (0.00%)
20.	bing / organic	1,191 (0.53%)	63.14%	752 (0.47%)	38.20%	2.96	00:10:19	1.18%	14 (0.41%)	\$0.00 (0.00%)
21.	lifehacker.com / referral	779 (0.35%)	26.32%	205 (0.13%)	72.40%	1.84	00:02:02	1.80%	14 (0.41%)	\$0.00 (0.00%)

22.	addons.mozilla.org / referral	609 (0.27%)	89.82%	547 (0.34%)	41.54%	2.58	00:04:18	1.81%	11 (0.32%)	\$0.00 (0.00%)
23.	graphite.org / referral	242 (0.11%)	80.17%	194 (0.12%)	51.65%	1.82	00:06:30	4.55%	11 (0.32%)	\$0.00 (0.00%)
24.	themediaspot.org / referral	85 (0.04%)	83.53%	71 (0.04%)	16.47%	2.29	00:12:23	12.94%	11 (0.32%)	\$0.00 (0.00%)
25.	code.org / referral	535 (0.24%)	79.07%	423 (0.26%)	29.72%	3.50	00:05:11	1.87%	10 (0.30%)	\$0.00 (0.00%)

Rows 1 - 25 of 3737