



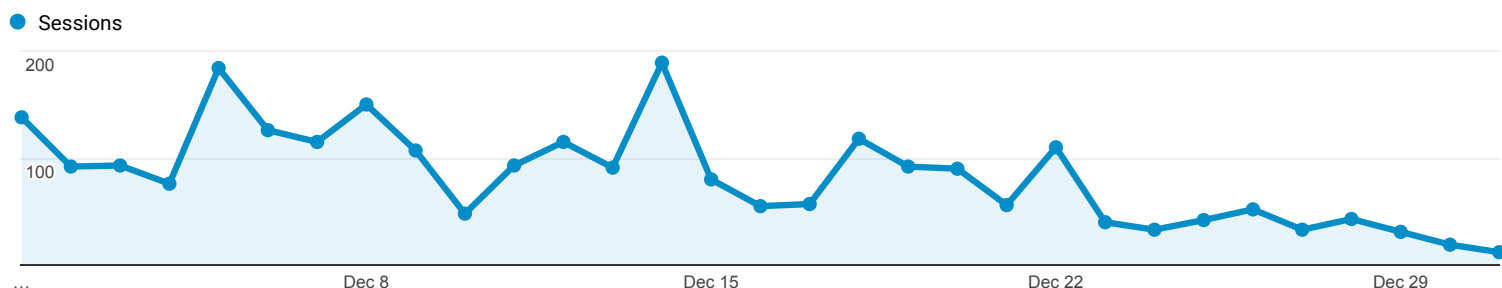
All Traffic

All Users 100.00% Sessions

Dec 1, 2017 - Dec 31, 2017

Explorer

Summary



This data was filtered with the following filter expression: CY

Source / Medium	Acquisition			Behavior			Conversions <input type="text" value="eCommerce"/>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	2,580 % of Total: 6.85% (37,684)	68.95% Avg for View: 73.04% (-5.59%)	1,779 % of Total: 6.46% (27,523)	4.50% Avg for View: 1.54% (192.63%)	3.61 Avg for View: 11.60 (-68.85%)	00:00:51 Avg for View: 00:03:08 (-72.70%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0)
1. cy / wtvttailgatedisplay	922 (35.74%)	73.21%	675 (37.94%)	4.12%	4.00	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. cy / iheartdisplay	895 (34.69%)	52.85%	473 (26.59%)	1.56%	3.26	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. cy / wtvtcwdisplay	395 (15.31%)	81.01%	320 (17.99%)	4.81%	3.99	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. cy / huluvideo	176 (6.82%)	93.75%	165 (9.27%)	15.91%	2.26	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. cy / iheartstream	62 (2.40%)	46.77%	29 (1.63%)	6.45%	3.05	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. cy / spectrumdisplayfootball	59 (2.29%)	86.44%	51 (2.87%)	15.25%	5.80	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. cy / pandorastream	38 (1.47%)	94.74%	36 (2.02%)	2.63%	2.21	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. cy / pandoradisplay	23 (0.89%)	86.96%	20 (1.12%)	13.04%	4.83	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. cy / (not set)	9 (0.35%)	100.00%	9 (0.51%)	0.00%	2.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. cy / huludisplay	1 (0.04%)	100.00%	1 (0.06%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 10