

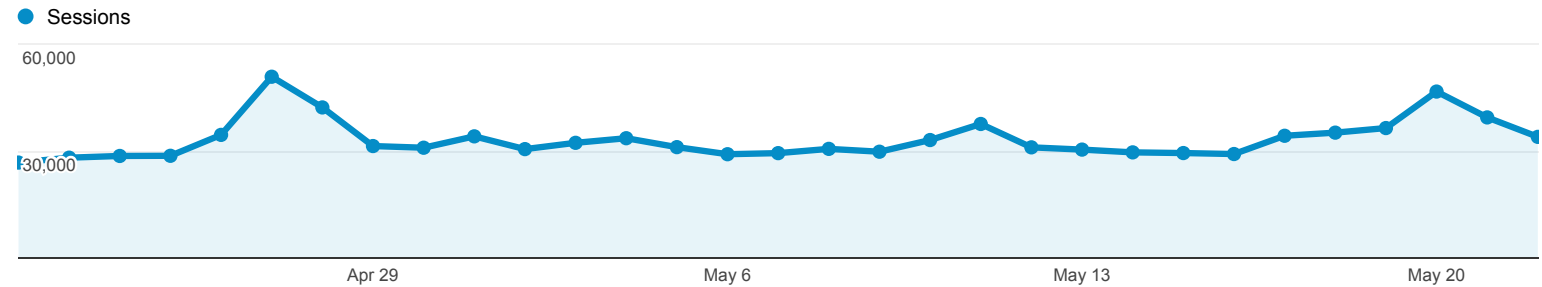
Apr 22, 2014 - May 22, 2014

# Devices

All Sessions  
19.63%

## Explorer

### Summary



| 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  |
|                                       | 1,029,530<br><small>% of Total: 19.63%<br/>(5,244,558)</small> | 7.71%<br><small>Site Avg: 6.71%<br/>(14.96%)</small> | 79,376<br><small>% of Total: 22.57% (351,745)</small> | 43.67%<br><small>Site Avg: 67.85%<br/>(-35.64%)</small> | 2.98<br><small>Site Avg: 2.30<br/>(29.44%)</small> | 00:06:06<br><small>Site Avg: 00:05:28<br/>(11.46%)</small> | 0.00%<br><small>Site Avg: 0.00%<br/>(0.00%)</small> | 0<br><small>% of Total: 0.00% (0)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. Apple iPhone                       | 232,600 (22.59%)   | 11.46%   | 26,649 (33.57%)                                       | 47.31%  | 2.54   | 00:05:34   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 2. Apple iPad                         | 88,241 (8.57%)   | 11.87%   | 10,477 (13.20%)                                       | 45.75%  | 2.85   | 00:06:28   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 3. (not set)                          | 80,477 (7.82%)   | 6.75%  | 5,430 (6.84%)   | 49.09%  | 2.73   | 00:07:47   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 4. Samsung GT-I9505 Galaxy S IV       | 48,444 (4.71%)   | 3.43%  | 1,664 (2.10%)   | 32.85%  | 4.07   | 00:06:38   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 5. Samsung GT-I9300 Galaxy S III      | 41,933 (4.07%)   | 3.54%  | 1,486 (1.87%)   | 40.81%  | 3.10   | 00:05:44   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 6. Samsung GT-I8190 Galaxy S III Mini | 19,095 (1.85%)   | 3.83%  | 731 (0.92%)   | 43.90%  | 3.07   | 00:05:17   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 7. Samsung GT-I9100 Galaxy S II       | 17,639 (1.71%)   | 2.56%  | 452 (0.57%)   | 52.80%  | 2.31   | 00:04:21   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 8. Sony ST21i Xperia Tipo             | 15,667 (1.52%)   | 3.15%  | 494 (0.62%)   | 39.41%  | 3.15   | 00:06:53   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 9. Alcatel OT-6030X One Touch Idol    | 14,201 (1.38%)   | 7.03%  | 999 (1.26%)   | 40.83%  | 3.07   | 00:05:28   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 10. HTC T328E Desire X                | 13,923 (1.35%)   | 4.18%  | 582 (0.73%)   | 34.87%  | 3.58   | 00:06:16   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 11. Samsung SM-N9005 Galaxy Note 3    | 11,890 (1.15%)   | 3.37%  | 401 (0.51%)   | 35.53%  | 3.43   | 00:06:36   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 12. Samsung GT-I9195 Galaxy S4 Mini   | 11,019 (1.07%)   | 4.49%  | 495 (0.62%)   | 37.56%  | 3.60   | 00:06:01   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |
| 13. Sony C1505 Xperia E               | 10,068 (0.98%)   | 6.71%  | 676 (0.85%)   | 36.18%  | 3.79   | 00:06:33   | 0.00%   | 0 (0.00%)                                 | \$0.00 (0.00%)                                      |

|     |                                    |               |       |             |        |      |          |       |           |                |
|-----|------------------------------------|---------------|-------|-------------|--------|------|----------|-------|-----------|----------------|
| 14. | Huawei P6-U06 Ascend P6            | 9,902 (0.96%) | 3.44% | 341 (0.43%) | 40.29% | 3.03 | 00:05:36 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 15. | LG E400 Optimus L3                 | 9,209 (0.89%) | 5.54% | 510 (0.64%) | 36.82% | 3.52 | 00:06:45 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 16. | HTC M7 One                         | 8,699 (0.84%) | 3.25% | 283 (0.36%) | 47.96% | 2.65 | 00:04:45 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 17. | HTC Desire 500                     | 8,395 (0.82%) | 5.29% | 444 (0.56%) | 38.06% | 3.22 | 00:05:31 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 18. | Sony ST26i Xperia J                | 8,010 (0.78%) | 3.52% | 282 (0.36%) | 33.58% | 3.68 | 00:07:04 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 19. | Google Nexus 7                     | 7,790 (0.76%) | 4.75% | 370 (0.47%) | 35.64% | 3.57 | 00:06:00 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 20. | Samsung GT-S6500D Galaxy Mini 2    | 7,598 (0.74%) | 3.37% | 256 (0.32%) | 51.70% | 2.38 | 00:04:27 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 21. | Samsung GT-N7100 Galaxy Note II    | 7,415 (0.72%) | 3.51% | 260 (0.33%) | 35.23% | 3.86 | 00:06:07 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 22. | LG E440 Optimus L4 II              | 7,135 (0.69%) | 9.67% | 690 (0.87%) | 37.18% | 3.17 | 00:05:26 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 23. | Alcatel OT-5020X One Touch M'Pop   | 7,034 (0.68%) | 6.41% | 451 (0.57%) | 37.25% | 3.45 | 00:06:28 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 24. | Alcatel OT-4030X S-POP             | 6,859 (0.67%) | 8.28% | 568 (0.72%) | 40.37% | 3.03 | 00:05:59 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 25. | Sony C2105 Xperia L                | 6,859 (0.67%) | 4.37% | 300 (0.38%) | 31.05% | 4.09 | 00:06:36 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 26. | Asus ME173X Memo Pad HD7           | 6,374 (0.62%) | 5.37% | 342 (0.43%) | 32.29% | 4.37 | 00:07:10 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 27. | Alcatel OT-991 One Touch 991 Play  | 6,305 (0.61%) | 5.85% | 369 (0.46%) | 46.77% | 2.52 | 00:05:22 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 28. | LG Nexus 5                         | 6,135 (0.60%) | 3.70% | 227 (0.29%) | 31.72% | 4.07 | 00:07:35 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 29. | Samsung GT-I9500 Galaxy S IV       | 6,055 (0.59%) | 4.76% | 288 (0.36%) | 35.26% | 3.72 | 00:06:27 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 30. | Sony C1905 Xperia M                | 5,856 (0.57%) | 8.38% | 491 (0.62%) | 29.95% | 3.97 | 00:06:55 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 31. | Samsung SM-G900F Galaxy S5         | 5,847 (0.57%) | 6.88% | 402 (0.51%) | 32.17% | 3.79 | 00:06:17 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 32. | HTC 1000C Desire C                 | 5,750 (0.56%) | 4.23% | 243 (0.31%) | 36.97% | 3.28 | 00:06:51 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 33. | Sony C5303 Xperia SP               | 5,414 (0.53%) | 5.23% | 283 (0.36%) | 32.43% | 3.91 | 00:06:03 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 34. | Huawei Y300 Ascend Y 300           | 5,393 (0.52%) | 5.88% | 317 (0.40%) | 35.88% | 3.63 | 00:06:20 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 35. | HTC PJ83100 One X                  | 5,032 (0.49%) | 4.17% | 210 (0.26%) | 35.12% | 3.49 | 00:05:50 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 36. | Google Nexus 4                     | 4,637 (0.45%) | 4.14% | 192 (0.24%) | 35.09% | 3.85 | 00:06:07 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 37. | Huawei U8600 T Mobile Move Balance | 4,626 (0.45%) | 4.04% | 187 (0.24%) | 53.59% | 2.33 | 00:04:40 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 38. | SonyEricsson C6603 Xperia Z        | 3,938 (0.38%) | 6.27% | 247 (0.31%) | 32.07% | 3.65 | 00:06:40 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 39. | SonyEricsson LT22i Xperia P LT22i  | 3,802 (0.37%) | 2.47% | 94 (0.12%)  | 38.45% | 3.10 | 00:05:34 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 40. | SonyEricsson ST25i Xperia U        | 3,699 (0.36%) | 2.08% | 77 (0.10%)  | 43.23% | 3.05 | 00:05:28 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 41. | HTC A510e Wildfire S               | 3,561 (0.35%) | 4.27% | 152 (0.19%) | 56.98% | 2.22 | 00:04:35 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 42. | Sony LT30p Xperia T                | 3,486 (0.34%) | 5.19% | 181 (0.23%) | 28.17% | 4.33 | 00:07:34 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |





|      |                                |                      |       |            |        |      |          |       |           |                |
|------|--------------------------------|----------------------|-------|------------|--------|------|----------|-------|-----------|----------------|
| 99.  | S7562 Galaxy S Duos            | <b>1,471</b> (0.14%) | 3.67% | 54 (0.07%) | 46.97% | 2.35 | 00:04:32 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 100. | Samsung SM-N900T Galaxy Note 3 | <b>1,465</b> (0.14%) | 1.91% | 28 (0.04%) | 33.31% | 3.59 | 00:05:52 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Rows 1 - 100 of 1015