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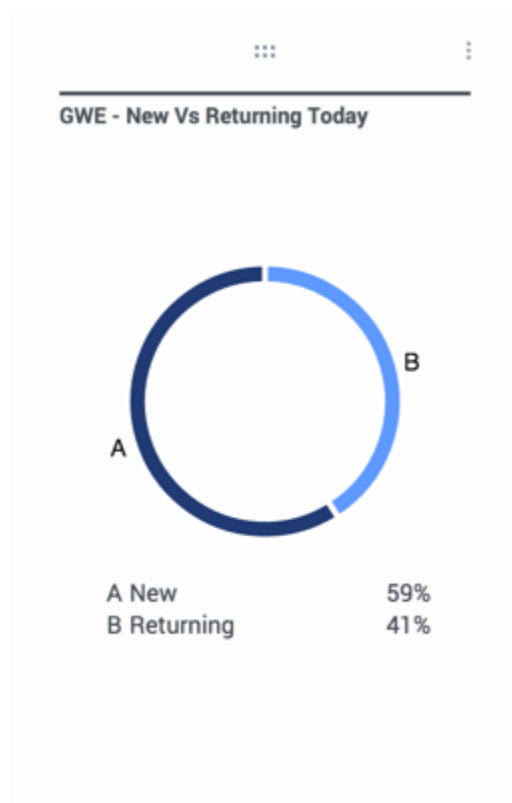
## Reporting Guide

GWE - New vs. Returning Today

12/20/2025

## GWE - New vs. Returning Today

How Many Returning Visitors Did We Get Today?



Shows how many new and returning users have visited the site since midnight.

- **New user**—has only visited once since midnight
- **Returning user**—has visited two or more times since midnight

A user starts a new visit each time one of the following conditions is met:

- There is a new browser instance on the user's device.
- A previously started visit that was within the scope of the existing browser instance (cookie) has expired. **Note:** The **visitExpirationTime** configuration option determines how many seconds can pass between visits and still have someone be considered a returning visitor. The default setting is 24 hours.