

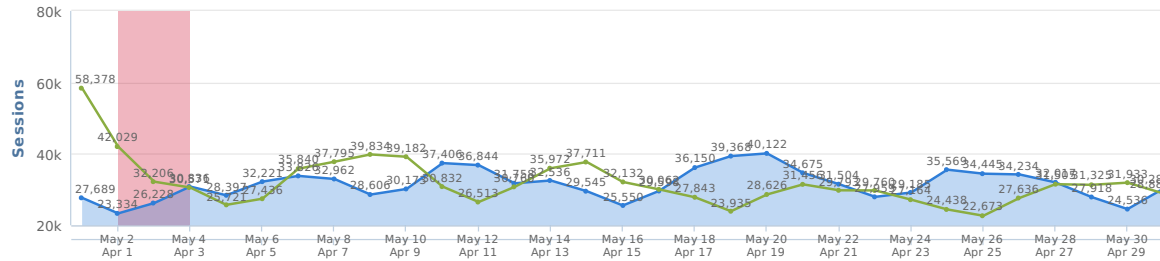


Marketing Report: Traffic & KPIs (Monthly Comprehensive)

06/16/2015

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May 01, 2015 - May 31, 2015
 compared to: Mar 31, 2015 - Apr 30, 2015



Traffic Overview

Visits
975,479
 Previous: 989,949 ▼ (-1.46%)

Users
702,139
 Previous: 699,979 ▲ (+0.31%)

Page Views
2,037,141
 Previous: 2,121,197 ▼ (-3.96%)

Pages/Session
2.09
 Previous: 2.14 ▼ (-2.54%)

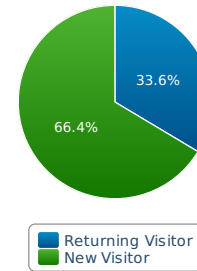
Avg. Time on Site
0:02:22
 Previous: 0:02:26 ▼ (-2.70%)

Bounce Rate
62.35%
 Previous: 60.71% ▼ (-2.70%)

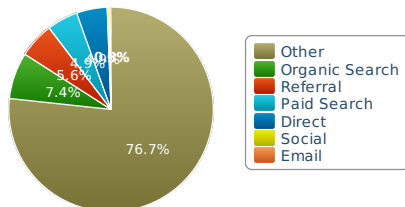
New Users
66.41%
 Previous: 65.15% ▲ (+1.94%)

Goal Completions
42,928
 Previous: 42,250 ▲ (+1.60%)

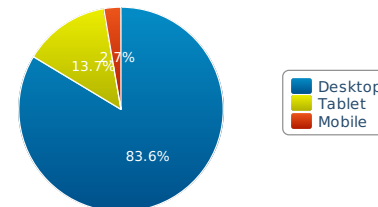
Goal Conversion
4.40%
 Previous: 4.27% ▲ (+3.11%)



Top Channels



Device Overview



AdWords

Cost	Impressions	Ad Clicks	CTR	CPC
47,328.90	7,325,316	133,867	1.83	0.35

Search Traffic Overview (cont.) In order to provide you with a real life example, the Site and Search Referral table is being displayed as an image with customer identifiable data be blurred. The template is set to display the top 10 referrals, but can be modified to display up to 50 results for each site referrals and search keywords.

87 Site Referrals

Top Referrers		
↕ Source	↕ %	↕ Visits
google	76.69%	6,609
(direct)	10.20%	879
yahoo	6.15%	530
bing	2.46%	212
[blurred]	0.64%	55
[blurred]	0.38%	33
[blurred]	0.23%	20
[blurred]	0.22%	19
[blurred]	0.21%	18
[blurred]	0.19%	16

1026 Search Referrals

Top Keywords		
↕ Keyword	↕ %	↕ Visits
(not provided)	30.97%	2284
[blurred]	3.68%	271
[blurred]	2.03%	150
[blurred]	1.71%	126
[blurred]	1.57%	116
[blurred]	1.18%	87
[blurred]	1.15%	85
[blurred]	1.10%	81
[blurred]	1.07%	79
[blurred]	0.90%	66

Marketing KPI: Ad Cost vs. Revenue

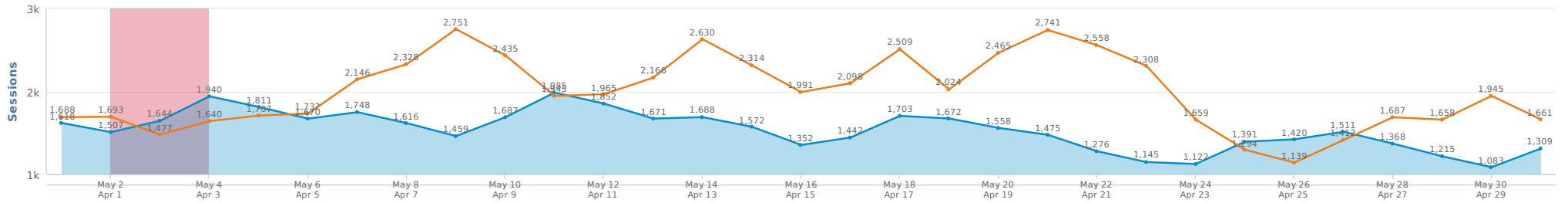
Jun 01, 2013 - May 31, 2015

			All Sessions					Organic Traffic					Paid Traffic					Sessions with Transactions				
#	Year	Month	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue
6	2013	June	2,110,748	172,312	\$165,785	47,663	\$2,701,053	212,632	0	\$0	2,525	\$146,235	173,408	172,312	\$165,785	3,169	\$188,115	2,110,748	172,312	\$165,785	47,663	\$2,701,053
7	2013	July	2,334,715	183,054	\$175,321	38,300	\$1,498,430	248,372	0	\$0	2,049	\$107,200	122,046	183,054	\$175,321	2,287	\$130,771	2,334,715	183,054	\$175,321	38,300	\$1,498,430
8	2013	August	1,785,418	145,946	\$126,568	36,546	\$1,411,228	234,547	0	\$0	2,459	\$135,106	111,281	145,946	\$126,568	2,370	\$131,941	1,785,418	145,946	\$126,568	36,546	\$1,411,228
9	2013	September	1,211,105	116,489	\$118,985	28,349	\$1,180,823	163,134	0	\$0	1,875	\$91,961	108,678	116,489	\$118,985	2,313	\$134,014	1,211,105	116,489	\$118,985	28,349	\$1,180,823
10	2013	October	1,210,515	133,037	\$116,120	27,680	\$1,061,277	149,032	0	\$0	1,809	\$82,594	129,343	133,037	\$116,120	2,748	\$151,580	1,210,515	133,037	\$116,120	27,680	\$1,061,277
11	2013	November	1,120,127	83,338	\$86,695	24,144	\$797,475	126,594	0	\$0	1,453	\$63,421	81,825	83,338	\$86,695	1,892	\$99,212	1,120,127	83,338	\$86,695	24,144	\$797,475
12	2013	December	1,040,755	64,837	\$65,833	23,131	\$728,412	108,600	0	\$0	1,197	\$51,569	62,976	64,837	\$65,833	1,515	\$81,248	1,040,755	64,837	\$65,833	23,131	\$728,412
Total			10,813,383	899,013	\$855,307	225,813	\$9,378,698	1,242,911	0	\$0	13,367	\$678,086	789,557	899,013	\$855,307	16,294	\$916,881	10,813,383	899,013	\$855,307	225,813	\$9,378,698

			All Sessions					Organic Traffic					Paid Traffic					Sessions with Transactions				
#	Year	Month	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue
1	2014	January	1,678,125	129,564	\$125,427	29,990	\$1,003,956	148,387	0	\$0	1,503	\$62,797	124,386	129,564	\$125,427	2,209	\$117,725	1,678,125	129,564	\$125,427	29,990	\$1,003,956
2	2014	February	1,291,183	81,674	\$65,397	22,509	\$710,003	128,869	0	\$0	1,245	\$54,555	75,290	81,674	\$65,397	1,343	\$75,728	1,291,183	81,674	\$65,397	22,509	\$710,003
3	2014	March	2,022,584	110,251	\$102,000	36,115	\$1,106,300	118,788	0	\$0	1,240	\$63,011	102,057	110,251	\$102,000	2,076	\$111,379	2,022,584	110,251	\$102,000	36,115	\$1,106,300
4	2014	April	1,902,407	95,587	\$95,012	35,613	\$1,055,313	113,726	0	\$0	1,215	\$61,435	95,508	95,587	\$95,012	1,924	\$107,221	1,902,407	95,587	\$95,012	35,613	\$1,055,313
5	2014	May	1,537,603	75,924	\$76,593	30,607	\$922,300	112,232	0	\$0	1,148	\$53,497	76,701	75,924	\$76,593	1,563	\$87,229	1,537,603	75,924	\$76,593	30,607	\$922,300
6	2014	June	1,851,064	78,801	\$95,152	24,892	\$956,720	116,064	0	\$0	1,158	\$54,086	76,817	78,801	\$95,152	1,432	\$126,267	1,851,064	78,801	\$95,152	24,892	\$956,720
7	2014	July	2,070,287	82,500	\$90,340	23,386	\$1,002,056	123,642	0	\$0	1,167	\$59,505	77,602	82,500	\$90,340	1,527	\$120,273	2,070,287	82,500	\$90,340	23,386	\$1,002,056
8	2014	August	1,614,701	87,614	\$95,432	19,510	\$805,386	115,623	0	\$0	989	\$48,171	78,668	87,614	\$95,432	1,331	\$77,189	1,614,701	87,614	\$95,432	19,510	\$805,386
9	2014	September	1,269,595	84,007	\$91,159	16,472	\$595,916	106,837	0	\$0	1,130	\$56,343	76,183	84,007	\$91,159	1,341	\$73,489	1,269,595	84,007	\$91,159	16,472	\$595,916
10	2014	October	1,038,979	80,984	\$88,915	18,113	\$518,164	92,887	0	\$0	1,045	\$49,452	73,393	80,984	\$88,915	1,410	\$70,289	1,038,979	80,984	\$88,915	18,113	\$518,164
11	2014	November	833,046	58,973	\$62,733	15,749	\$466,219	79,864	0	\$0	986	\$44,181	53,782	58,973	\$62,733	1,147	\$52,798	833,046	58,973	\$62,733	15,749	\$466,219
12	2014	December	908,772	43,419	\$45,328	17,340	\$535,216	59,141	0	\$0	655	\$26,511	40,439	43,419	\$45,328	914	\$46,220	908,772	43,419	\$45,328	17,340	\$535,216
Total			18,018,346	1,009,298	\$1,033,488	290,296	\$9,677,549	1,316,060	0	\$0	13,481	\$633,544	950,826	1,009,298	\$1,033,488	18,217	\$1,065,807	18,018,346	1,009,298	\$1,033,488	290,296	\$9,677,549

			All Sessions					Organic Traffic					Paid Traffic					Sessions with Transactions				
#	Year	Month	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue	Sessions	Ad Clicks	Ad Cost	Completions	Revenue
1	2015	January	1,125,359	73,824	\$55,038	20,730	\$619,271	74,086	0	\$0	708	\$27,013	60,113	73,824	\$55,038	960	\$46,849	1,125,359	73,824	\$55,038	20,730	\$619,271
2	2015	February	1,833,182	294,497	\$185,790	33,406	\$530,935	72,680	0	\$0	850	\$20,755	148,688	294,497	\$185,790	1,727	\$46,420	1,833,182	294,497	\$185,790	33,406	\$530,935
3	2015	March	1,714,124	229,831	\$138,715	38,828	\$1,300,589	79,611	0	\$0	881	\$38,555	109,115	229,831	\$138,715	1,561	\$85,020	1,714,124	229,831	\$138,715	38,828	\$1,300,589
4	2015	April	931,571	171,673	\$65,509	20,494	\$657,290	70,155	0	\$0	726	\$35,801	60,078	171,673	\$65,509	947	\$60,556	931,571	171,673	\$65,509	20,494	\$657,290
5	2015	May	975,479	133,867	\$47,329	21,985	\$787,492	72,288	0	\$0	735	\$44,842	47,510	133,867	\$47,329	987	\$78,943	975,479	133,867	\$47,329	21,985	\$787,492
Total			6,579,715	903,692	\$492,381	135,443	\$3,895,577	368,820	0	\$0	3,900	\$166,966	425,504	903,692	\$492,381	6,182	\$317,788	6,579,715	903,692	\$492,381	135,443	\$3,895,577

AdWords Campaigns Analysis (05/01/2015 - 05/31/2015)



Sessions	% New Sessions	New Users
47,510 (▼23.08%)	62.41% (▼4.46%)	29,652 (▼26.51%)
Bounce Rate	Pages/Session	Avg. Session Duration
44.53% (▼4.68%)	3.48 (▲2.46%)	0:03:37 (▲9.77%)
Goal Conversion Rate	Goal Completions	Goal Value
3.96% (▲30.14%)	1,882 (▲0.11%)	\$0.00 (▲∞%)

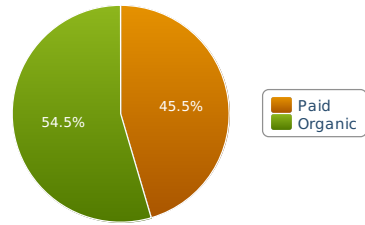
AdWords Campaign Analysis (cont.) In order to provide you with a real life example, the Traffic Metrics and AdWords Metrics tables are being displayed as an image with customer identifiable data blurred.

Traffic Metrics									
Campaign	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,693 (▲175.28%)	77.79% (▼5.08%)	1,317 (▲161.31%)	58.83% (▼6.99%)	1.94 (▲2.90%)	0:01:33 (▼1.07%)	3.90% (▼0.10%)	66 (▲175.00%)	\$0.00 (▲∞%)
	1,235 (▲1,160.20%)	83.89% (▼3.28%)	1,036 (▲1,118.82%)	31.58% (▼16.36%)	3.90 (▲5.03%)	0:04:16 (▲5.54%)	2.11% (▲∞%)	26 (▲∞%)	\$0.00 (▲∞%)
	1,045 (▲11.53%)	7.18% (▼23.58%)	75 (▼14.77%)	42.68% (▼17.03%)	2.87 (▲29.84%)	0:02:58 (▲77.29%)	2.87% (▲92.14%)	30 (▲114.29%)	\$0.00 (▲∞%)
	883 (▲1,535.19%)	80.63% (▼9.29%)	712 (▲1,383.33%)	29.67% (▼23.70%)	5.01 (▲17.09%)	0:06:08 (▲13.29%)	2.94% (▼20.50%)	26 (▲1,200.00%)	\$0.00 (▲∞%)
	729 (▲6.42%)	49.38% (▼4.98%)	360 (▲1.12%)	27.16% (▲5.11%)	3.99 (▲0.94%)	0:04:35 (▼1.09%)	6.04% (▲14.85%)	44 (▲22.22%)	\$0.00 (▲∞%)
	627 (▲23.67%)	81.82% (▲2.42%)	513 (▲26.67%)	19.62% (▼11.98%)	5.33 (▲2.73%)	0:05:06 (▼6.33%)	2.23% (▲41.51%)	14 (▲75.00%)	\$0.00 (▲∞%)
	533 (▲123.01%)	84.24% (▲0.67%)	449 (▲124.50%)	25.14% (▲22.63%)	5.40 (▼8.70%)	0:04:52 (▼9.77%)	1.50% (▼10.32%)	8 (▲100.00%)	\$0.00 (▲∞%)
	396 (▲197.74%)	81.06% (▲2.68%)	321 (▲205.71%)	16.41% (▲14.90%)	6.21 (▼8.57%)	0:05:50 (▼8.96%)	1.52% (▲∞%)	6 (▲∞%)	\$0.00 (▲∞%)
	237 (▲178.82%)	2.53% (▼56.96%)	6 (▲20.00%)	17.30% (▲5.03%)	6.92 (▼30.31%)	0:06:16 (▼35.05%)	5.06% (▼28.27%)	12 (▲100.00%)	\$0.00 (▲∞%)
	234 (▲377.55%)	5.13% (▲151.28%)	12 (▲1,100.00%)	20.51% (▲43.59%)	6.64 (▲8.83%)	0:04:50 (▼20.38%)	2.56% (▼79.06%)	6 (▲0.00%)	\$0.00 (▲∞%)

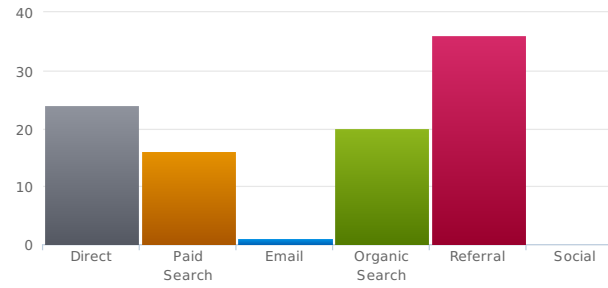
AdWords Metrics					
Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost
	2,034 (▲1,220.78%)	56,860 (▲1,098.82%)	3.58% (▲10.17%)	\$0.60 (▲∞%)	\$1,212.39 (▲1,517.38%)
	1,943 (▲165.44%)	55,144 (▲15.46%)	3.52% (▲129.90%)	\$1.05 (▼1.68%)	\$2,037.68 (▲160.98%)
	1,774 (▲22.60%)	143,646 (▲520.85%)	1.23% (▼80.25%)	\$1.07 (▲∞%)	\$1,903.32 (▲74.22%)
	1,550 (▲0.85%)	123,371 (▼6.76%)	1.26% (▲8.16%)	\$1.31 (▼4.71%)	\$2,028.40 (▼3.91%)
	1,044 (▲13.11%)	287,621 (▲3.14%)	0.36% (▲∞%)	\$0.84 (▼∞%)	\$877.46 (▲10.37%)
	899 (▲1,262.12%)	121,536 (▲1,243.24%)	0.74% (▲∞%)	\$1.50 (▼2.44%)	\$1,352.22 (▲1,228.83%)
	793 (▲0.25%)	5,249 (▼6.62%)	15.11% (▲7.36%)	\$0.59 (▲∞%)	\$471.29 (▲27.17%)
	607 (▲25.93%)	30,393 (▲12.58%)	2.00% (▲11.86%)	\$1.28 (▼1.68%)	\$775.23 (▲23.81%)
	548 (▲125.51%)	44,050 (▲89.35%)	1.24% (▲19.10%)	\$0.96 (▼∞%)	\$525.36 (▲118.01%)
	401 (▲194.85%)	39,976 (▲160.89%)	1.00% (▲∞%)	\$1.92 (▼4.77%)	\$771.06 (▲180.78%)

Traffic Sources

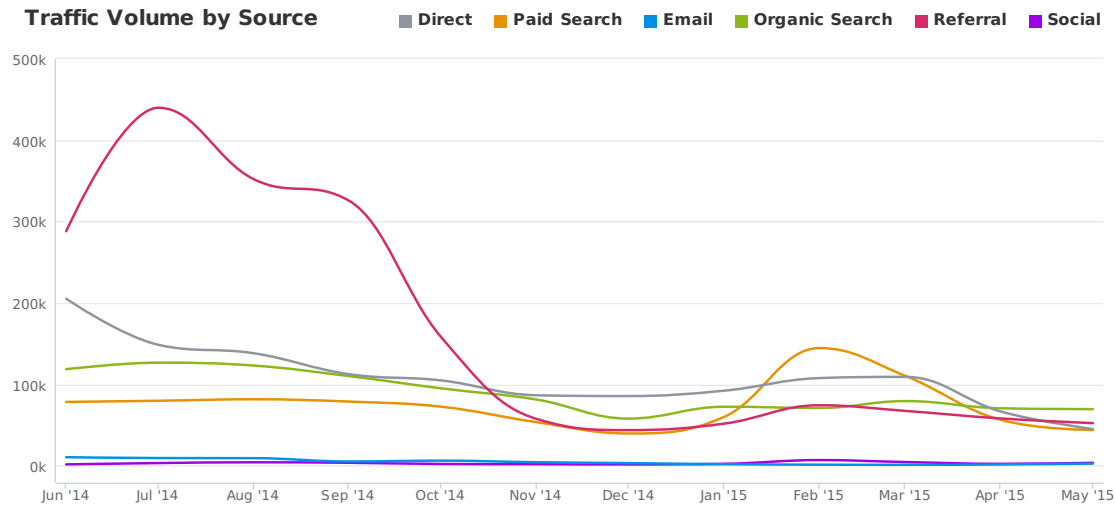
Paid vs. Organic Traffic



Traffic by Source



Traffic Volume by Source



Marketing KPI: Revenue Traffic Sources

Jun 01, 2013 - May 31, 2015

			Direct Traffic			Paid Traffic			Referral Traffic			Search Traffic		
#	Year	Month	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue
6	2013	June	168,259	14,685	\$1,344,084	173,408	3,169	\$188,115	73,021	3,489	\$215,309	386,040	5,694	\$334,351
7	2013	July	283,185	3,138	\$165,371	122,046	2,287	\$130,771	148,042	7,568	\$339,031	370,418	4,336	\$237,971
8	2013	August	159,257	3,091	\$220,881	111,281	2,370	\$131,941	89,161	2,985	\$166,893	345,828	4,829	\$267,046
9	2013	September	142,556	2,761	\$197,914	108,678	2,313	\$134,014	64,933	3,074	\$178,772	271,812	4,188	\$225,975
10	2013	October	121,077	2,452	\$153,104	129,343	2,748	\$151,580	60,454	2,225	\$122,554	278,375	4,557	\$234,174
11	2013	November	95,582	1,829	\$84,383	81,825	1,892	\$99,212	50,892	2,115	\$82,494	208,419	3,345	\$162,634
12	2013	December	86,277	1,626	\$86,248	62,976	1,515	\$81,248	46,466	1,633	\$70,190	171,576	2,712	\$132,817
Total			1,056,193	29,582	\$2,251,985	789,557	16,294	\$916,881	532,969	23,089	\$1,175,243	2,032,468	29,661	\$1,594,968

			Direct Traffic			Paid Traffic			Referral Traffic			Search Traffic		
#	Year	Month	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue
1	2014	January	119,697	2,134	\$108,854	124,386	2,209	\$117,725	71,085	2,175	\$70,487	272,773	3,712	\$180,522
2	2014	February	139,224	1,729	\$96,068	75,290	1,343	\$75,728	60,328	1,892	\$54,002	204,159	2,588	\$130,283
3	2014	March	155,830	1,886	\$103,736	102,057	2,076	\$111,379	168,434	2,261	\$81,645	220,845	3,316	\$174,390
4	2014	April	136,347	2,339	\$79,415	95,508	1,924	\$107,221	231,100	3,422	\$111,405	209,234	3,139	\$168,656
5	2014	May	142,677	2,490	\$84,912	76,701	1,563	\$87,229	112,463	2,848	\$89,030	188,933	2,711	\$140,725
6	2014	June	201,330	1,907	\$81,171	76,817	1,432	\$126,267	287,187	2,397	\$86,212	192,881	2,590	\$180,353
7	2014	July	145,111	1,777	\$82,695	77,602	1,527	\$120,273	442,561	2,098	\$141,970	201,244	2,694	\$179,778
8	2014	August	133,461	1,748	\$62,640	78,668	1,331	\$77,189	360,456	1,839	\$102,667	194,291	2,320	\$125,361
9	2014	September	110,543	1,548	\$56,322	76,183	1,341	\$73,489	325,052	1,680	\$59,609	183,020	2,471	\$129,831
10	2014	October	106,535	1,676	\$48,993	73,393	1,410	\$70,289	160,101	1,945	\$57,537	166,280	2,455	\$119,741
11	2014	November	88,644	1,563	\$67,321	53,782	1,147	\$52,798	59,725	1,450	\$32,803	133,646	2,133	\$96,979
12	2014	December	85,911	1,280	\$54,820	40,439	914	\$46,220	46,744	1,388	\$35,084	99,580	1,569	\$72,730
Total			1,565,310	22,077	\$926,947	950,826	18,217	\$1,065,807	2,325,236	25,395	\$922,451	2,266,886	31,698	\$1,699,349

			Direct Traffic			Paid Traffic			Referral Traffic			Search Traffic		
#	Year	Month	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue
1	2015	January	94,248	1,715	\$44,071	60,113	960	\$46,849	58,057	1,753	\$44,779	134,199	1,668	\$73,861
2	2015	February	104,788	2,054	\$34,480	148,688	1,727	\$46,420	78,545	2,208	\$26,690	221,368	2,577	\$67,175
3	2015	March	111,392	2,363	\$97,810	109,115	1,561	\$85,020	70,198	2,422	\$67,228	188,726	2,442	\$123,576
4	2015	April	69,219	1,434	\$50,029	60,078	947	\$60,556	60,619	1,853	\$47,062	130,233	1,673	\$96,357
5	2015	May	47,255	1,312	\$47,044	47,510	987	\$78,943	57,712	1,892	\$55,733	119,798	1,722	\$123,786
Total			426,902	8,878	\$273,434	425,504	6,182	\$317,788	325,131	10,128	\$241,492	794,324	10,082	\$484,755

Marketing KPI: Mobile Traffic Revenue

Jun 01, 2013 - May 31, 2015

			Android Traffic			iOS Traffic			Mobile Traffic			Tablet Traffic		
#	Year	Month	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue
6	2013	June	50,689	513	\$18,398	193,459	3,305	\$171,517	64,703	591	\$19,018	183,193	3,247	\$171,421
7	2013	July	73,841	863	\$29,371	253,665	3,848	\$178,376	106,639	1,163	\$35,467	225,800	3,569	\$172,519
8	2013	August	64,063	773	\$27,642	212,783	3,362	\$151,737	91,733	938	\$31,082	189,341	3,229	\$149,336
9	2013	September	50,211	745	\$25,233	171,640	3,237	\$154,245	73,018	1,008	\$32,851	151,662	3,003	\$147,458
10	2013	October	50,820	709	\$22,849	170,666	3,105	\$128,915	68,815	1,019	\$31,822	155,264	2,822	\$120,802
11	2013	November	39,978	647	\$20,759	123,797	2,528	\$114,923	56,496	889	\$27,508	109,447	2,298	\$108,585
12	2013	December	39,980	642	\$20,651	107,543	2,180	\$103,665	54,988	894	\$33,305	94,728	1,940	\$91,566
Total			369,582	4,892	\$164,903	1,233,553	21,565	\$1,003,378	516,392	6,502	\$211,053	1,109,435	20,108	\$961,687

			Android Traffic			iOS Traffic			Mobile Traffic			Tablet Traffic		
#	Year	Month	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue
1	2014	January	73,307	859	\$26,608	196,734	3,155	\$144,559	84,462	996	\$33,293	188,822	3,043	\$138,656
2	2014	February	46,339	618	\$18,501	120,161	2,306	\$91,384	49,427	602	\$17,592	119,138	2,337	\$92,536
3	2014	March	43,666	668	\$17,023	171,659	3,339	\$130,978	8,053	84	\$2,024	207,528	3,924	\$146,044
4	2014	April	41,914	743	\$23,794	167,290	3,173	\$121,373	8,373	90	\$1,431	201,161	3,832	\$143,970
5	2014	May	36,572	603	\$17,815	146,668	2,782	\$101,935	7,879	113	\$2,730	175,688	3,273	\$117,196
6	2014	June	42,284	363	\$14,067	154,526	2,031	\$98,916	12,836	187	\$6,189	189,250	2,352	\$111,655
7	2014	July	47,260	386	\$18,511	175,897	1,970	\$104,418	20,052	300	\$9,539	216,736	2,335	\$122,664
8	2014	August	37,089	351	\$14,088	151,892	1,823	\$95,522	16,245	299	\$10,494	183,782	2,146	\$107,770
9	2014	September	21,769	248	\$9,615	84,497	1,418	\$63,723	13,440	219	\$5,513	101,101	1,650	\$72,955
10	2014	October	18,823	260	\$7,121	68,572	1,169	\$38,875	13,174	228	\$4,852	82,211	1,415	\$45,949
11	2014	November	21,414	232	\$7,459	72,739	1,125	\$42,041	11,620	236	\$7,407	89,292	1,319	\$48,314
12	2014	December	30,628	330	\$11,607	99,865	1,683	\$65,017	20,697	320	\$9,982	118,127	1,917	\$72,857
Total			461,065	5,661	\$186,209	1,610,500	25,974	\$1,098,741	266,258	3,674	\$111,046	1,872,836	29,543	\$1,220,566

			Android Traffic			iOS Traffic			Mobile Traffic			Tablet Traffic		
#	Year	Month	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue	Sessions	Completions	Revenue
1	2015	January	43,080	491	\$15,390	143,665	2,389	\$86,385	17,192	361	\$8,948	181,381	2,886	\$102,468
2	2015	February	126,078	1,591	\$20,565	270,233	4,392	\$74,796	104,894	1,937	\$22,215	313,793	4,601	\$83,255
3	2015	March	74,600	965	\$29,697	208,713	4,072	\$150,408	33,652	755	\$24,456	274,791	5,061	\$181,874
4	2015	April	27,832	418	\$13,076	89,620	1,690	\$63,019	18,235	322	\$8,644	109,853	2,106	\$76,508
5	2015	May	37,729	580	\$18,971	109,179	2,272	\$87,722	26,317	598	\$16,646	133,301	2,602	\$100,736
Total			309,319	4,045	\$97,699	821,410	14,815	\$462,330	200,290	3,973	\$80,909	1,013,119	17,256	\$544,841

