

WEBSITE TRAFFIC OVERVIEW

Total Site Visits
2,698,171
↑ 30%

Unique Visitors
1,908,810
↑ 33%

First Time Visitors
1,871,262
↑ 33%

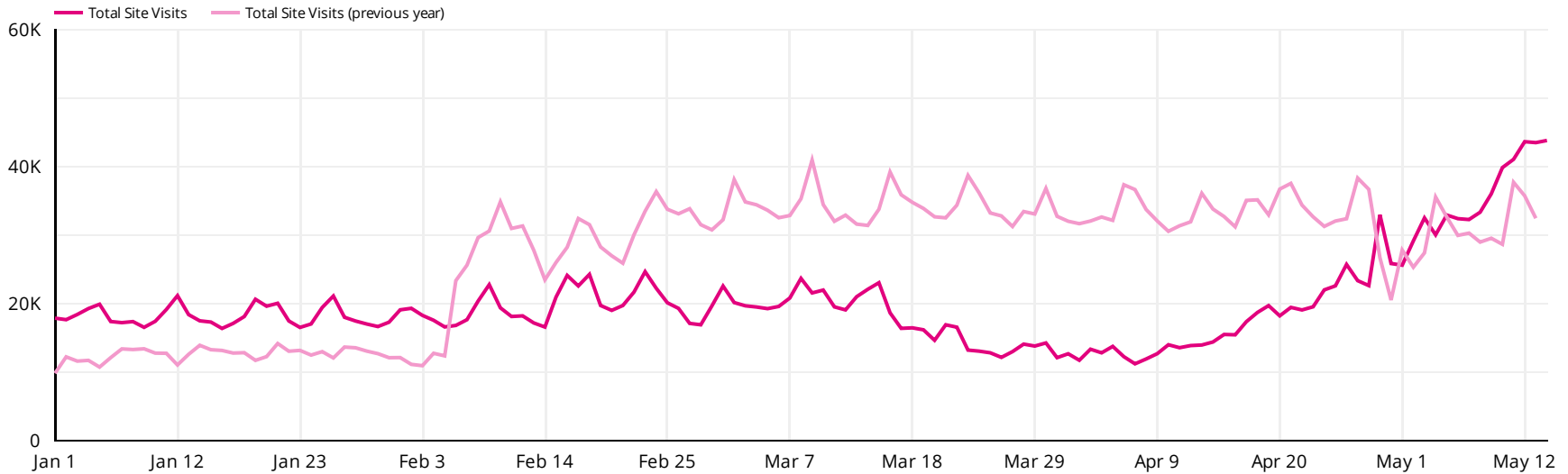
Avg. Visit Time
00:04:18
↑ 8%

Total Conversions
1,461,393
↑ 36%

Conversion Rate
54.16%
↑ 4%

All data compared to previous equal time period

WEBSITE VISITS OVER TIME



TOP SOURCES OF WEBSITE TRAFFIC

	TRAFFIC SOURCE	SITE VISITS	UNIQUE VISITORS	AVG. VISIT TIME	AVG. PAGES/VISIT	CONVERSIONS
1.	Organic Search	1,396,554	1,037,916	00:01:14	4.99	852,519
2.	Paid Search	798,152	642,671	00:01:07	4.14	386,658
3.	Direct	356,426	256,163	00:01:17	3.82	160,171
4.	Email	69,184	41,177	00:01:11	3.66	17,319
5.	Referral	65,823	46,485	00:01:14	4.91	40,330

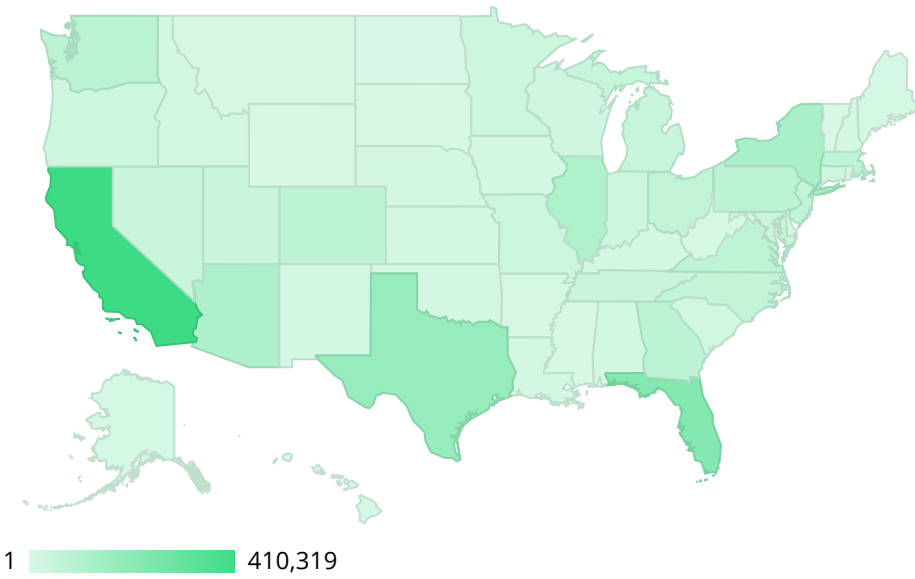
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MOST VIEWED PAGES

	PAGE	TOTAL VIEWS	ENTRANCES	SITE EXITS
1.		1,286,811	785,725	232,186
2.		805,518	66,165	71,755
3.		735,984	28,863	260,270
4.		680,406	205,923	106,111
5.	Blocked for Privacy	624,879	48,224	145,029
6.		572,796	50,478	171,445
7.		449,182	34,117	91,010
8.		215,717	21,803	28,223
9.		171,333	14,104	43,325
10.		155,721	12,251	18,779

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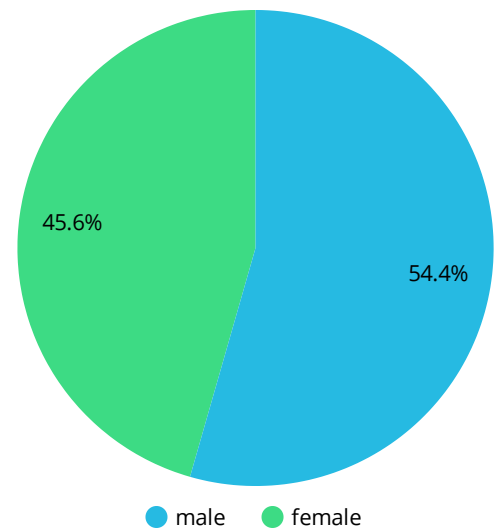
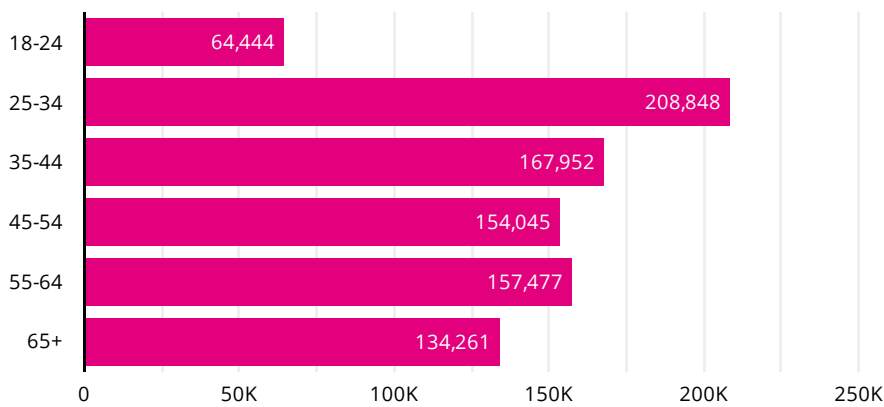
SITE VISITOR LOCATIONS (UNITED STATES ONLY)



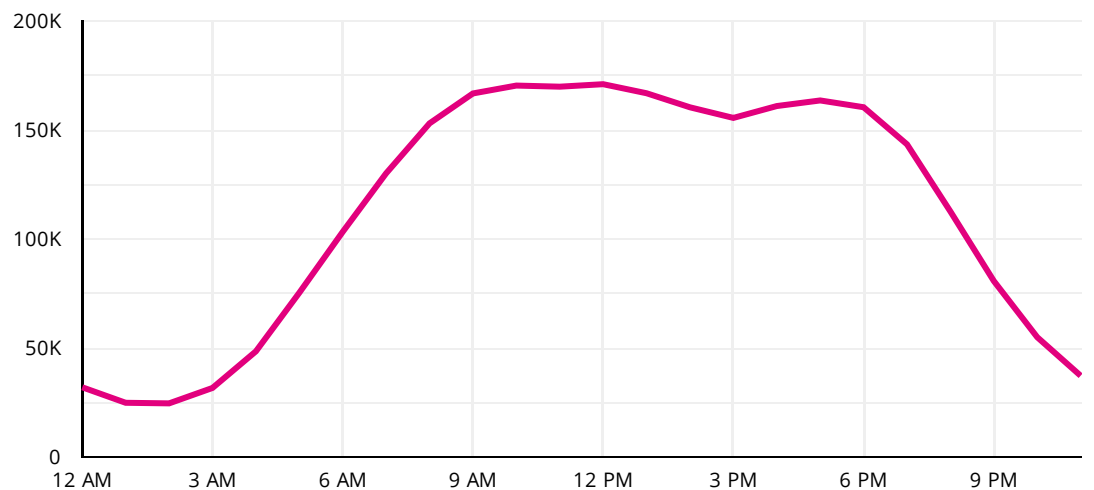
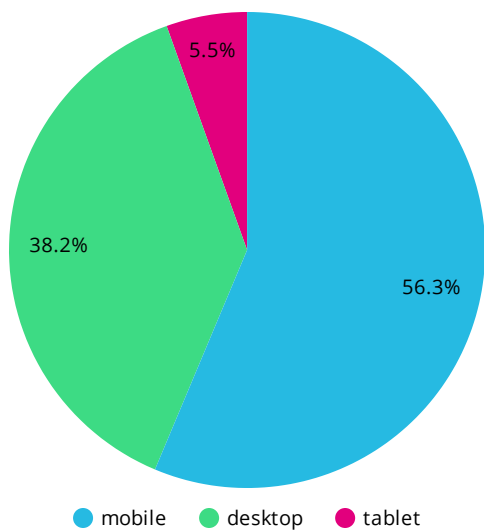
STATE	TOTAL SITE VISITS
1. California	1,909,034
2. Florida	1,004,305
3. Texas	752,986
4. New York	565,983
5. Arizona	547,471
6. Illinois	491,932
7. Washington	380,963
8. Colorado	347,088
9. Pennsylvania	330,530
10. Massachusetts	316,002

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SITE VISITOR DEMOGRAPHICS



DEVICE USAGE AND TIME OF DAY



ORGANIC SEARCH TRAFFIC OVERVIEW

Search Impressions
18,868,721
↑ 17%

Search Clicks
998,418
↑ 47%

Search Click Rate
5.29%
↑ 26%

Total Search Visits
1,397,415
↑ 52%

Search Conversions
851,077
↑ 57%

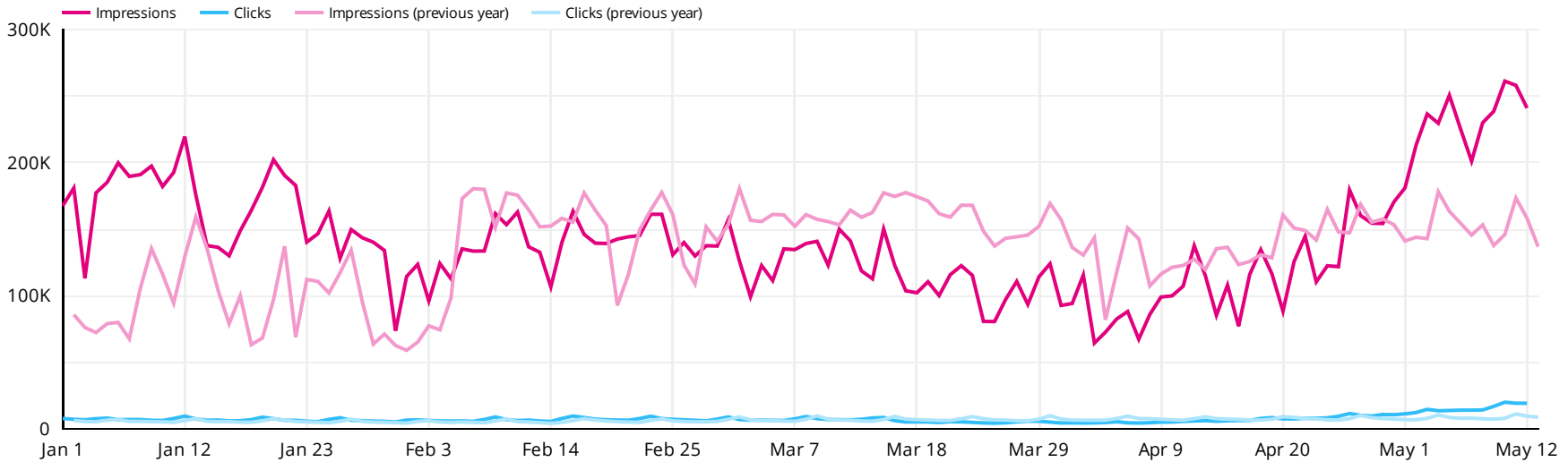
Search Conv. Rate
60.90%
↑ 3%

Google search engine results page only

All search engines

All data compared to previous equal time period

GOOGLE SEARCH IMPRESSIONS AND CLICKS OVER TIME



TOP LANDING PAGES FROM ORGANIC SEARCH

SEARCH LANDING PAGE	SITE VISITS	UNIQUE VISITORS	AVG. VISIT TIME	CONVERSIONS
1.	584,442	506,855	00:01:10	414,151
2.	178,505	165,991	00:01:15	119,048
3. Blocked for Privacy	31,724	22,321	00:01:03	12,939
4.	27,931	22,445	00:01:48	8,260
5.	26,856	25,347	00:01:13	14,881

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TOP PERFORMING ORGANIC SEARCH KEYWORDS

SEARCH PHRASE	SEARCH IMPRESSIONS	CLICKS	CLICK-THROUGH RATE	AVERAGE POSITION
1.	179,282	129,370	72.16%	1.55
2.	795,661	97,085	12.2%	4.05
3.	25,239	20,211	80.08%	1.81
4.	188,657	19,787	10.49%	4.04
5. Blocked for Privacy	99,870	17,958	17.98%	3.20
6.	135,514	17,782	13.12%	5.01
7.	24,072	17,628	73.23%	2.04
8.	17,010	12,222	71.85%	1.95
9.	79,926	11,476	14.36%	3.69
10.	99,210	9,670	9.75%	5.18

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ORGANIC SOCIAL MEDIA TRAFFIC OVERVIEW

Total Social Visits

11,691

↓ -23%

Unique Visitors

10,221

↓ -23%

First Time Visitors

9,222

↓ -25%

Avg. Visit Time

00:03:01

↑ 35%

Social Conversions

4,342

↑ 4%

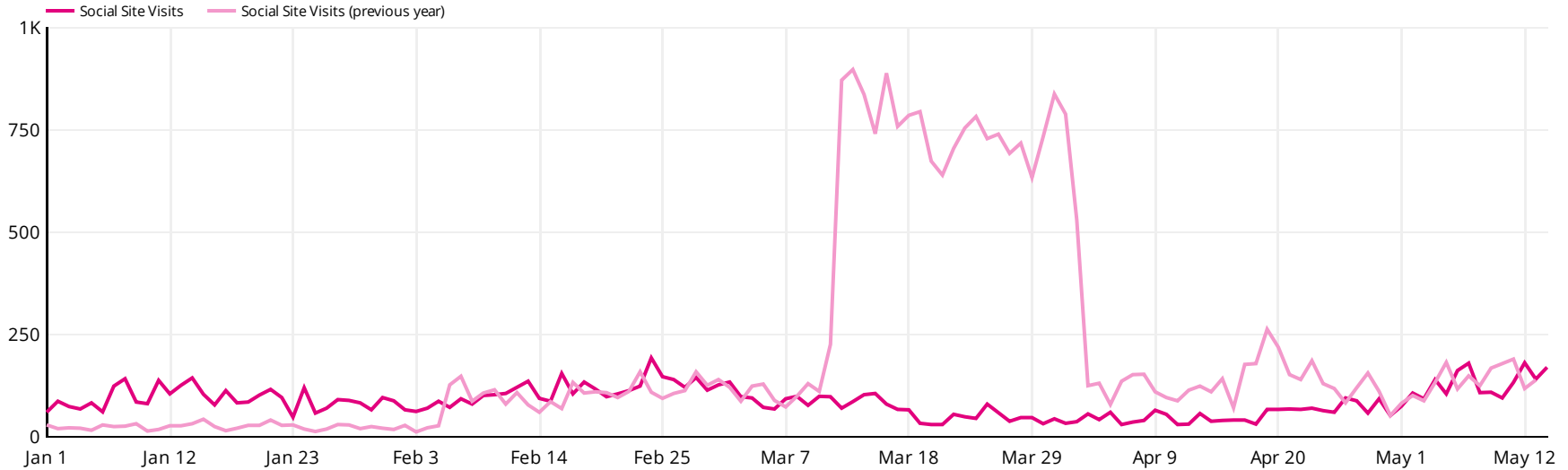
Social Conv. Rate

37.14%

↑ 34%

All data compared to previous equal time period

TRAFFIC FROM ORGANIC SOCIAL MEDIA OVER TIME



TRAFFIC BY SOCIAL MEDIA NETWORK

	SOCIAL NETWORK	SITE VISITS	UNIQUE VISITORS	AVG. VISIT TIME	CONVERSIONS
1.	Facebook	8,225	7,288	00:01:15	2,452
2.	Yelp	1,241	1,084	00:01:10	791
3.	Instagram	591	512	00:01:07	260
4.	YouTube	374	301	00:01:47	138
5.	Naver	298	225	00:01:07	225

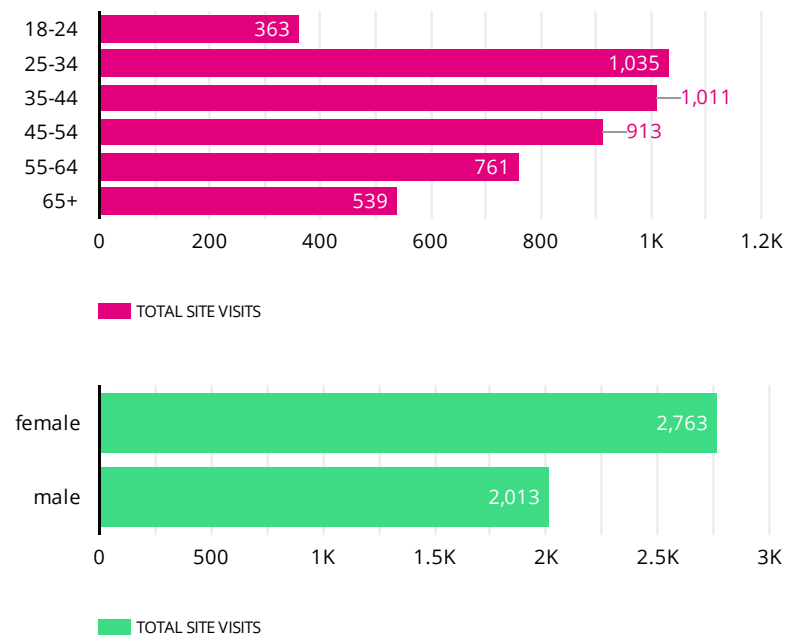
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TOP SOCIAL MEDIA LANDING PAGES

	PAGE	Entrances
1.		3,939
2.		379
3.		336
4.		219
5.	Blocked for Privacy	187
6.		187
7.		144
8.		141
9.		116
10.		114

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SOCIAL MEDIA VISITOR DEMOGRAPHICS

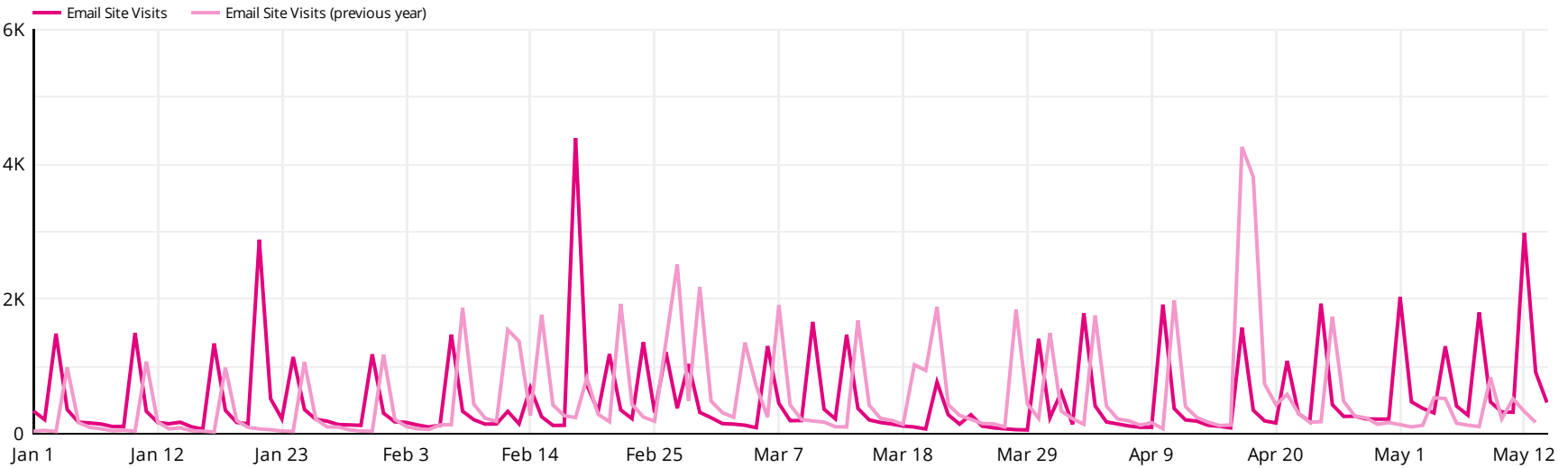


EMAIL MARKETING TRAFFIC OVERVIEW

Total Email Visits 69,184 ↑ 389%	Unique Visitors 41,177 ↑ 356%	Avg. Visit Time 00:03:10 ↑ 28%	Avg. Pages per Visit 3.66 ↑ 13%	Email Conversions 17,319 ↑ 762%	Email Conv. Rate 25.03% ↑ 76%
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All data compared to previous equal time period

TRAFFIC FROM EMAIL MARKETING OVER TIME

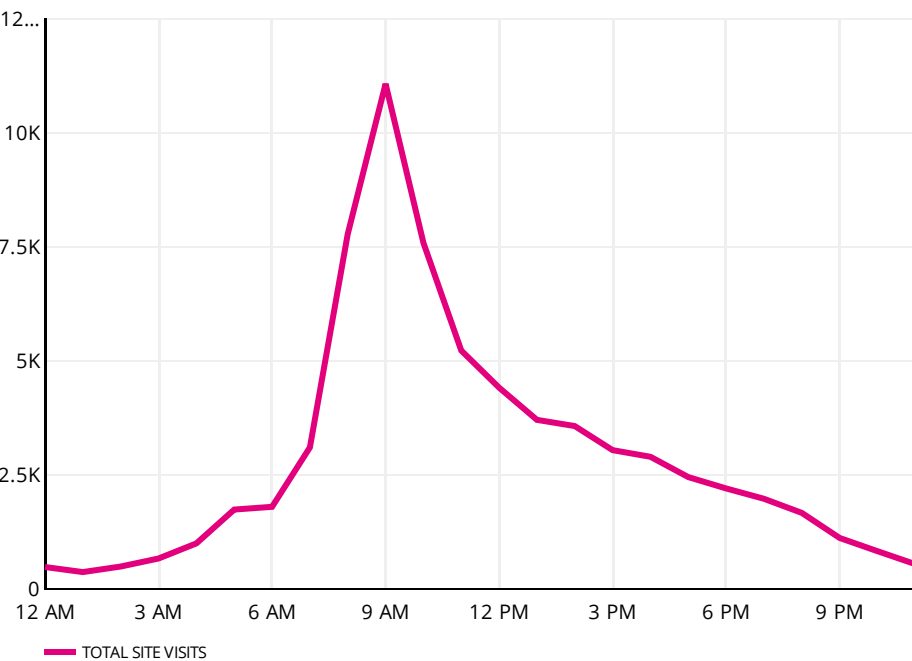


TRAFFIC EMAIL MARKETING LANDING PAGES

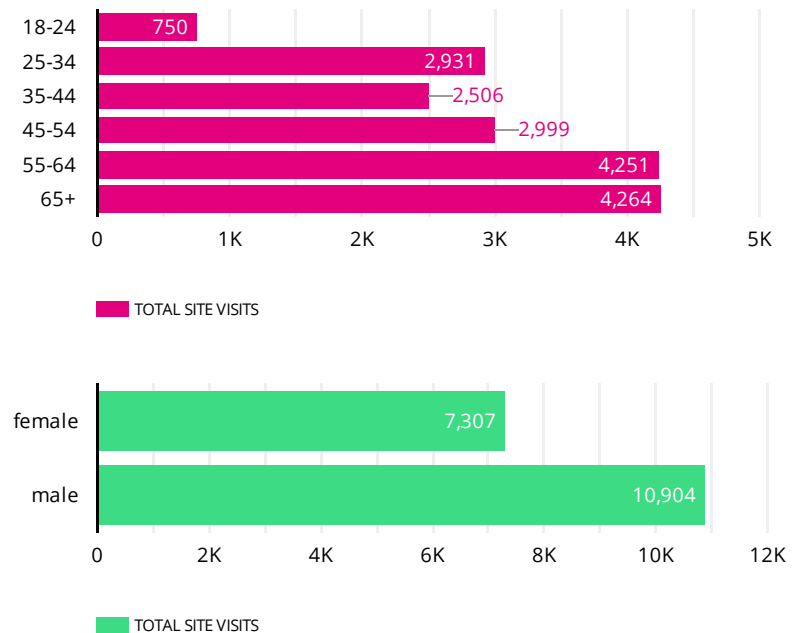
PAGE	ENTRANCES	BOUNCE RATE	PAGE VIEWS	
1.	8,867	18.3%	34,105	
2.	6,071	23.55%	11,763	
3.	Blocked for Privacy	5,150	67.71%	11,408
4.	4,091	24.96%	10,395	
5.	4,010	62.49%	12,310	

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EMAIL MARKETING VISITS BY TIME OF DAY



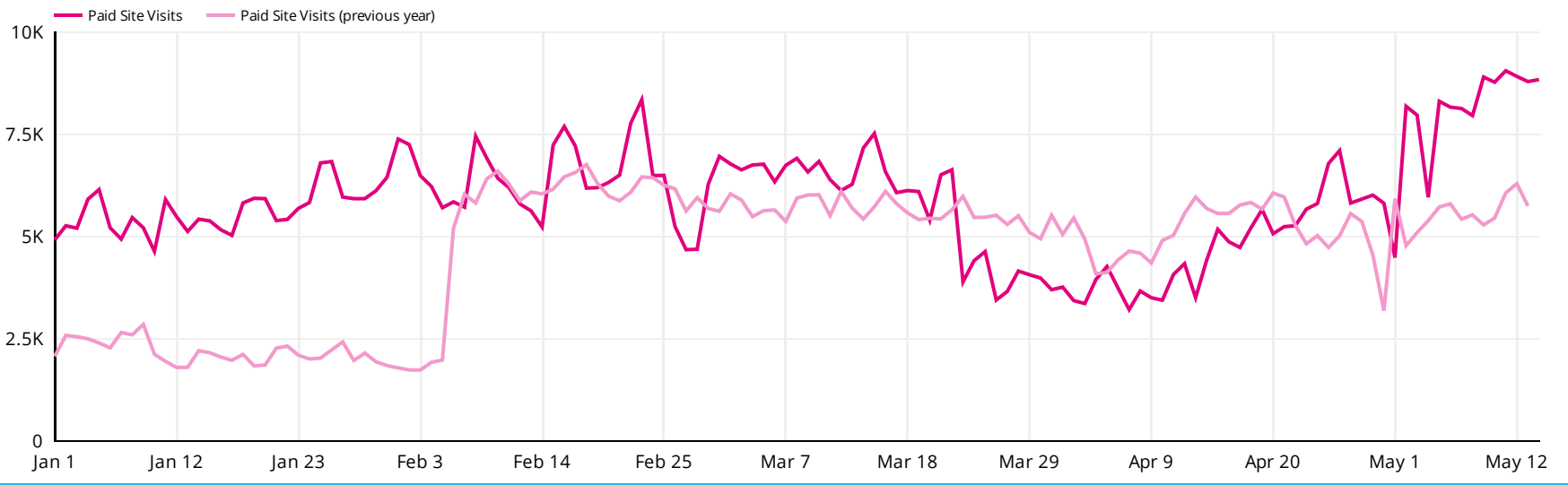
EMAIL MARKETING VISITOR DEMOGRAPHICS



PAID MEDIA TRAFFIC OVERVIEW

<p>Google Spend</p> <p>\$1.39M</p> <p>↓ -7%</p> <p>Google Ads platform</p>	<p>Impressions</p> <p>4,374,582</p> <p>↑ 9%</p> <p>Google Ads platform</p>	<p>Paid Site Visits</p> <p>795,982</p> <p>↑ 8%</p> <p>Google Analytics</p>	<p>Paid Conversions</p> <p>384,946</p> <p>↑ 2%</p> <p>Google Analytics</p>	<p>Paid Conv. Rate</p> <p>48.36%</p> <p>↓ -6%</p> <p>Google Analytics</p>	<p>Google Conv. Rate</p> <p>\$1,049</p> <p>↑ 69%</p> <p>Google Ads platform</p>
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PAID MEDIA TRAFFIC OVER TIME



TOP SOURCES OF PAID MEDIA TRAFFIC

	TRAFFIC SOURCE	SITE VISITS	UNIQUE VISITORS	AVG. VISIT TIME	AVG. PAGES/VISIT	CONVERSIONS
1.	Paid Search	795,938	637,088	00:01:07	4.12	384,936
2.	Display	43	19	00:00:52	7.30	11

GOOGLE ADS CAMPAIGN PERFORMANCE

	CAMPAIGN	SPEND	IMPRESSIONS	CLICKS	CTR	CONV.	COST / CONV
1.		\$876,721	2,901,253	441,122	15.20%	1,135	\$773
2.		\$305,426	692,981	120,906	17.45%	45	\$6,787
3.		\$50,034	185,591	28,405	15.31%	31	\$1,614
4.		\$48,025	191,066	35,374	18.51%	10	\$4,803
5.	Blocked for Privacy	\$41,710	135,731	41,974	30.92%	70	\$598
6.		\$32,499	101,547	13,991	13.78%	23	\$1,413
7.		\$12,084	109,888	6,828	6.21%	4	\$3,021
8.		\$9,416	16,366	2,963	18.10%	3	\$3,139
9.		\$5,625	19,980	2,824	14.13%	1	\$5,625
10.		\$3,470	14,013	1,789	12.77%	1	\$3,470