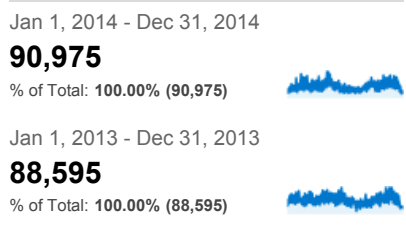


My Dashboard

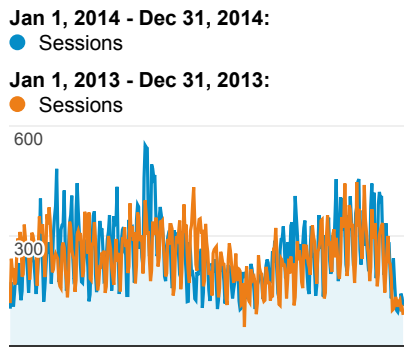
Jan 1, 2014 - Dec 31, 2014
Compare to: Jan 1, 2013 - Dec 31, 2013

All Sessions
+0.00%

Visits



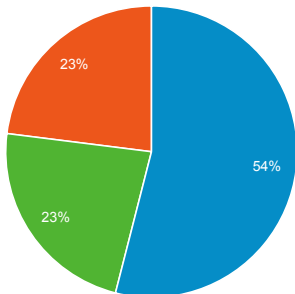
Visits and Visits



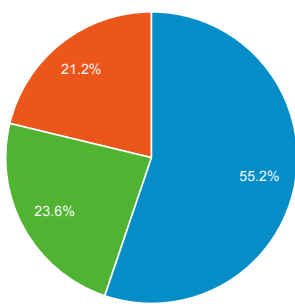
Visits by Traffic Type

■ organic ■ direct ■ referral

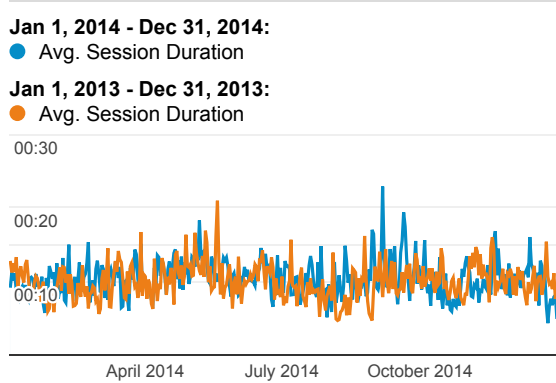
Jan 1, 2014 - Dec 31, 2014



Jan 1, 2013 - Dec 31, 2013



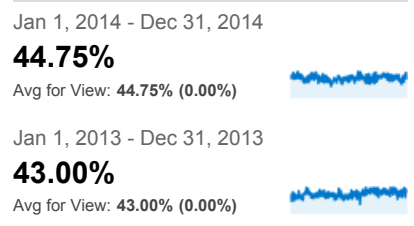
Avg. Visit Duration



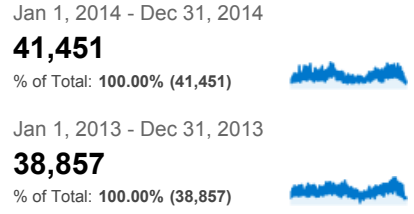
Visits and Avg. Visit Duration by Country / Territory

| Country | Sessions | Avg. Session Duration |
|----------------------------|----------------|-----------------------|
| United States | | |
| Jan 1, 2014 - Dec 31, 2014 | 26,378 | 00:10:39 |
| Jan 1, 2013 - Dec 31, 2013 | 25,086 | 00:10:38 |
| % Change | 5.15% | 0.08% |
| Colombia | | |
| Jan 1, 2014 - Dec 31, 2014 | 7,569 | 00:16:37 |
| Jan 1, 2013 - Dec 31, 2013 | 7,039 | 00:16:52 |
| % Change | 7.53% | -1.46% |
| Germany | | |
| Jan 1, 2014 - Dec 31, 2014 | 4,848 | 00:07:40 |
| Jan 1, 2013 - Dec 31, 2013 | 5,765 | 00:06:40 |
| % Change | -15.91% | 14.94% |
| Spain | | |
| Jan 1, 2014 - Dec 31, 2014 | 3,622 | 00:12:23 |
| Jan 1, 2013 - Dec 31, 2013 | 3,843 | 00:09:29 |
| % Change | -5.75% | 30.52% |
| India | | |
| Jan 1, 2014 - Dec 31, 2014 | 3,412 | 00:11:46 |
| Jan 1, 2013 - Dec 31, 2013 | | |

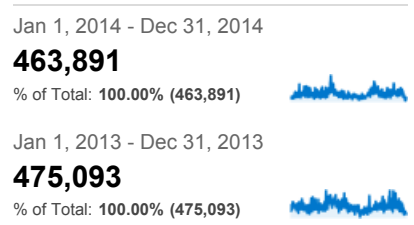
% New Visits



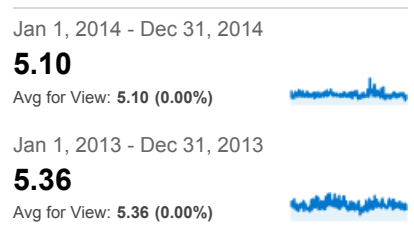
Unique Visitors



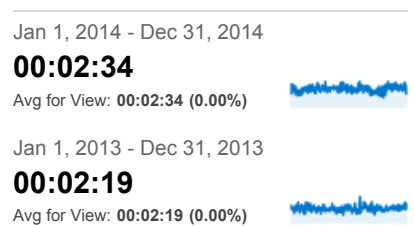
Pageviews



Pages / Visit



Avg. Time on Page



Visits and Pageviews by Mobile

| Mobile (Including Tablet) | Sessions | Pageviews | | | |
|----------------------------|---------------|---------------|----------------------------|----------------|---------------|
| | | | Jan 1, 2013 - Dec 31, 2013 | 2,977 | 00:08:30 |
| | | | % Change | 14.61% | 38.57% |
| | | | Italy | | |
| No | | | Jan 1, 2014 - Dec 31, 2014 | 3,066 | 00:09:51 |
| Jan 1, 2014 - Dec 31, 2014 | 87,315 | 456,831 | Jan 1, 2013 - Dec 31, 2013 | 3,152 | 00:09:05 |
| Jan 1, 2013 - Dec 31, 2013 | 86,259 | 471,132 | % Change | -2.73% | 8.46% |
| % Change | 1.22% | -3.04% | Brazil | | |
| Yes | | | Jan 1, 2014 - Dec 31, 2014 | 2,961 | 00:11:57 |
| Jan 1, 2014 - Dec 31, 2014 | 3,660 | 7,060 | Jan 1, 2013 - Dec 31, 2013 | 2,065 | 00:11:03 |
| Jan 1, 2013 - Dec 31, 2013 | 2,336 | 3,961 | % Change | 43.39% | 8.03% |
| % Change | 56.68% | 78.24% | China | | |
| | | | Jan 1, 2014 - Dec 31, 2014 | 2,756 | 00:11:25 |
| | | | Jan 1, 2013 - Dec 31, 2013 | 2,140 | 00:10:50 |
| | | | % Change | 28.79% | 5.45% |
| | | | Canada | | |
| | | | Jan 1, 2014 - Dec 31, 2014 | 2,696 | 00:08:32 |
| | | | Jan 1, 2013 - Dec 31, 2013 | 3,361 | 00:09:03 |
| | | | % Change | -19.79% | -5.74% |
| | | | United Kingdom | | |
| | | | Jan 1, 2014 - Dec 31, 2014 | 2,644 | 00:10:20 |
| | | | Jan 1, 2013 - Dec 31, 2013 | 2,068 | 00:08:31 |
| | | | % Change | 27.85% | 21.22% |