

Company X
 September 2007 Web Performance

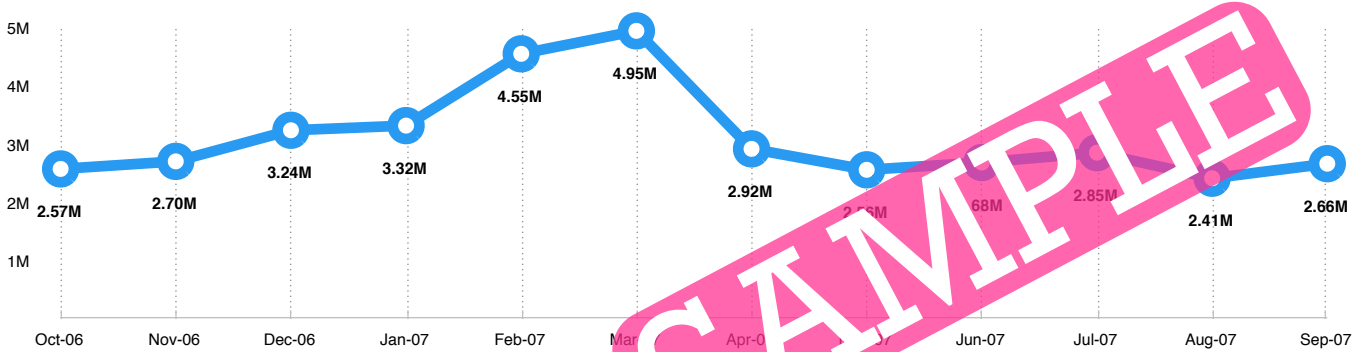
Summary

- Total visitor traffic is up 250K visitors from the prior month.
- New leads boosted the conversion rate to 7.5%
- 133K sent emails resulted in 2,437 new email contacts.
- Google proved again to be the top referral website.

Site Traffic

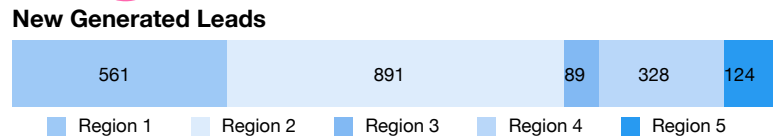
2.66M	1.33 M	3	3	2
Visitor Sessions	Unique Visitors	Pages Viewed per Visit	Average Minutes Spent	Median Minutes Spent
% Change from 1YR Prior 12%	% of All Visitor Sessions 54%			

Visitor Traffic for 12 Months



Franchise Lead Generation & Conversion

7.49%	1,993
Conversion Rate (Leads/Visitors)	New Leads



Referring Activity

Top Search Terms

Term	Referrals	Term	Referrals
1 company x	4,357	11 company x widgets	398
2 company x widgets	3,198	12 company x widgets	368
3 company x franchises	1,793	13 my company x	326
4 company x corporation	981	14 bread widgets	210
5 company x widgetss	896	15 company x widgets bread	185
6 company x corp	651	16 smooth widgets bread	132
7 mycompany x.com	456	17 cizr	115
8 company x widgets.com	440	18 company x corp	67
9 company x original widgets	406	19 www.mycompany x.com	55
10 www.company x widgets.com	401	20 company x bread	55

Top Referral Sites

Term	Referrals
1 company x widgets.com	6,405
2 google.com	3,905
3 search.yahoo.com	1,346
4 phx.corporate-ir.net	238
5 widgetscarecenters.com	237
6 search.msn.com	210
7 forum.doctissimo.fr	123
8 reflectionscenter.com	100
9 finance.yahoo.com	79
10 yahoo.co.kr	65

E-mail Campaign Summary

Goal: Promote Signup Campaign for Building Contacts

1.83%	2,437	3,217	49,537	133,216
Conversion Rate (Signups/Sent Emails)	Signups	Click-Throughs	Opened Emails	Sent Emails
1,274	372	291	3,457	
Bouncebacks	Unwidgetscribes	Referrals	New List Additions	

Site Usage

Top Pages

URL	Visitors
1 /	202,496
2 / products/	37,062
3 / flashservices/gateway/	52,893
4 / myCompany X/index.cfm?task=login	95,680
5 / myCompany X/index.cfm?task=main	33,378
6 / myCompany X/index.cfm?task=support	30,659
7 / about/index.cfm?task=whatsNew	23,595
8 / products/index.cfm?task= subLASE	23,244
9 / myCompany X/index.cfm?task= processLogin	23,144
10 / scows/index.cfm?task= practSearch	21,861
11 / products/index.cfm?task= overview	21,093
12 / about/index.cfm?task=contact	20,837
13 / products/index.cfm?task= subyag	18,740
14 / scows/index.cfm?task= beforeAfter	17,896
15 / Campaign/index.cfm?task= workshops	15,168
16 / products/index.cfm?task=vbread	14,169
17 / products/index.cfm?task= bread	13,198
18 / about/index.cfm?task=careers	12,737
19 / about/index.cfm?task=irOverview	12,098
20 / about/index.cfm?task=overview	10,988

Online Media

Goal: Create interactive branding at top web destinations for extending brand awareness.

Top Media Placements

Page Title	Views
1 AOL Food	101,249
2 Yahoo Food	60,465
3 Google AdWords Directories	24,228
4 Yahoo General	11,781
5 MSN	5,859
6 MSN Canada	4,180
7 USA Today General	3,642
8 Gamespot	2,122
9 PopSugar	1,742
10 Myspace	1,742

Top Multimedia Forms

Page Title	Positions
1 300x250	4,988
2 250x250	3,534
3 728x90	2,520
4 300x100	1,603
5 120x600	1,510
6 300x600	804

