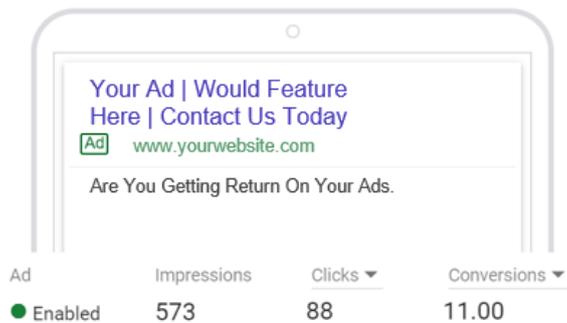


DIGITAL DATA SUMMARY EXAMPLE

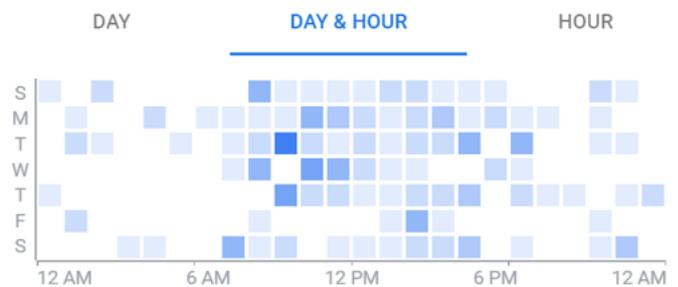
PAY PER CLICK CAMPAIGN SUMMARY

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Your Campaign	453	1,405	32.2%	£0.14	£63.42	82	£0.77	18.1%

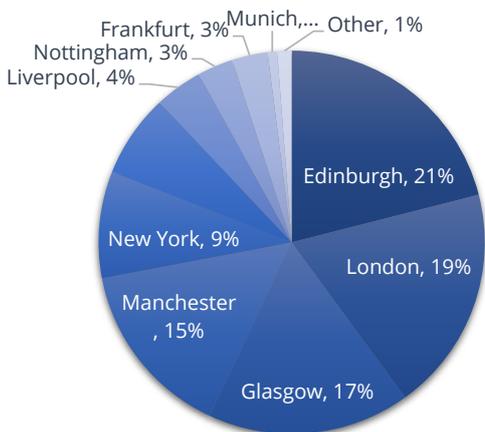
AD PERFORMANCE



TIME OF DAY PEOPLE CLICKED ON AD



TOP 10 CITIES VISITING YOUR SITE



HOW PEOPLE ARE GETTING TO YOUR SITE

	Number of people	%age of Total
Organic Search	10935	46%
Direct	8330	35%
Paid Search	3445	15%
Social	562	2%
Email	241	1%
Referral	189	1%

MOST POPULAR WEBSITE PAGES

Page	Pageviews	%age of Pageviews	Average Time on Page (s)
1 Homepage	10,704	52.80%	3.10
2 About Us	5,865	28.93%	1.89
3 Shop	2,590	12.78%	1.53
4 Blog	890	4.39%	0.34
5 Contact Us	223	1.1%	3.48

SOCIAL MEDIA REFERRALS

	Number of people	%age of Total
Facebook	234	40.98%
Twitter	169	29.60%
LinkedIn	112	19.61%
Instagram	56	9.81%