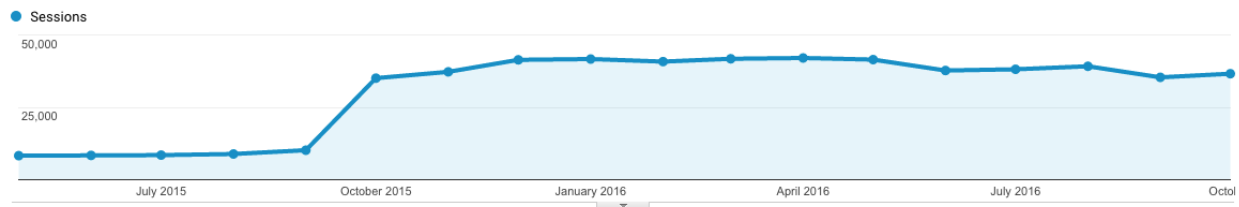


APBDRF Website Traffic Report

Period: May, 1 2015 - October, 31 2016

Sessions

- The total number of sessions in this 18 month period was **552,654** with **505,727** unique users.
- The number of sessions in May 2015 was **8,302**
- The number of sessions in October 2016 was **36,598**. An increase of **+ 340%**

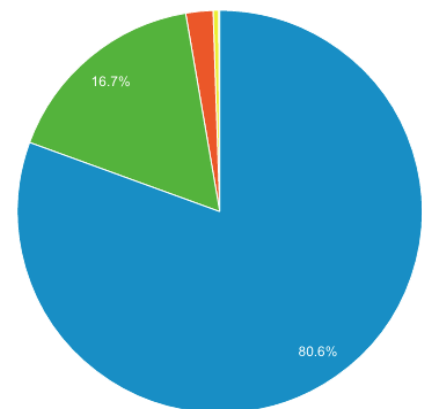


Month to month number of sessions

Traffic Sources

- Adwords (paid) traffic generated **445,320** visits in May 2015 was **7,541** / in October 2016 was **20,327**
Increase: **+ 169.55%**
- Search engine (organic) traffic, **92,420** visits
In May 2015 was **461** / in October 2016 was **14,690**
Increase: **+ 3,086.55%**
- Direct traffic (people typing http://apbdrf.org) **11,991**
In May 2015 was **180** / in October 2016 was **1,473**
Increase: **+ 718.33%**
- Referral traffic from third party sites **2,398** visits
- Visits generated from emails **342**
- Visits generated from Twitter **183**

■ paid ■ organic ■ direct ■ referral ■ email ■ Other



Top 10 visitor countries

- Argentina 97,646 (change **+ 244.36%**)
- United Kingdom 72,438 (change **+ 884.46%**)
- Brazil 65,597 (change **+ 51.65%**)
- United States 62,320 (change **+1,395.95%**)
- Peru 47,506 (change **+ 2,614.29%**)
- Chile 43,384 (change **+96%**)
- Mexico 42,325 (change **+ 20.17%**)
- South Africa 21,987 (change **+711.79%**)
- Poland 19,847 (change **+ 48.46%**)
- Canada 18,235 (change **+ 2,050.00%**)