



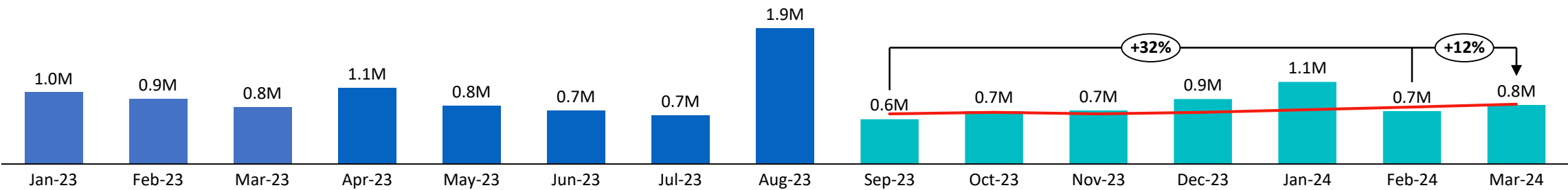
TheGrio.com Monthly Performance

March 2024

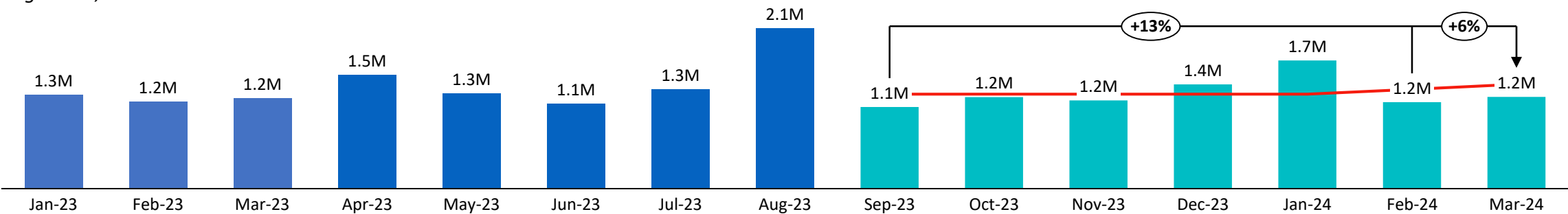
TheGrio.com Monthly Performance



Unique Visitors
Total UVs, Millions



Pageviews
Pageviews, Millions



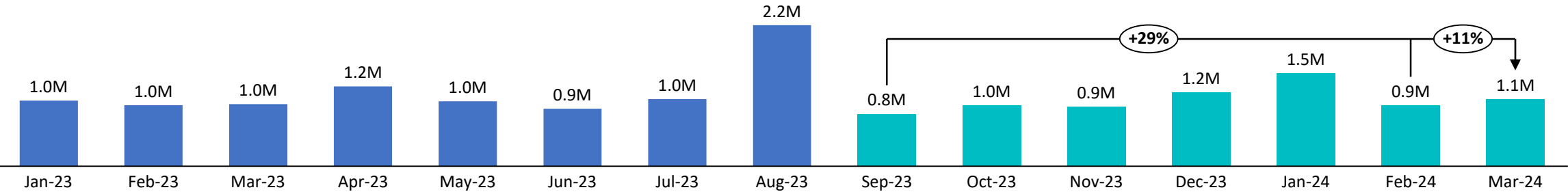
| | SEP 23 | OCT 23 | NOV 23 | DEC 23 | JAN 24 | FEB 24 | MAR 24 |
|-------------------|--------|--------|--------|--------|--------|--------|--------|
| MONTHLY USER GOAL | 0.7 | 0.7 | 0.7 | 0.7 | 0.8 | 0.8 | 0.8 |
| MONTHLY USERS | 0.6 | 0.7 | 0.7 | 0.9 | 1.1 | 0.7 | 0.8 |
| % TO GOAL | 89% | 102% | 107% | 126% | 151% | 93% | 100% |

| | SEP 23 | OCT 23 | NOV 23 | DEC 23 | JAN 24 | FEB 24 | MAR 24 |
|-----------------|--------|--------|--------|--------|--------|--------|--------|
| MONTHLY PV GOAL | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 | 1.4 |
| MONTHLY PV | 1.1 | 1.2 | 1.2 | 1.4 | 1.7 | 1.2 | 1.2 |
| % TO GOAL | 86% | 97% | 93% | 110% | 135% | 87% | 88% |

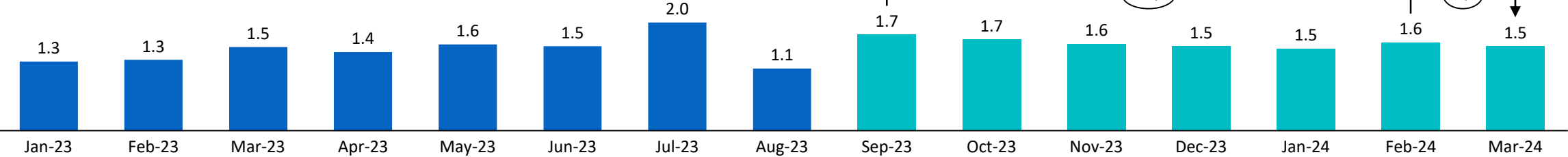
Source: Google Analytics | Organic Traffic Only

TheGrio.com Monthly Performance

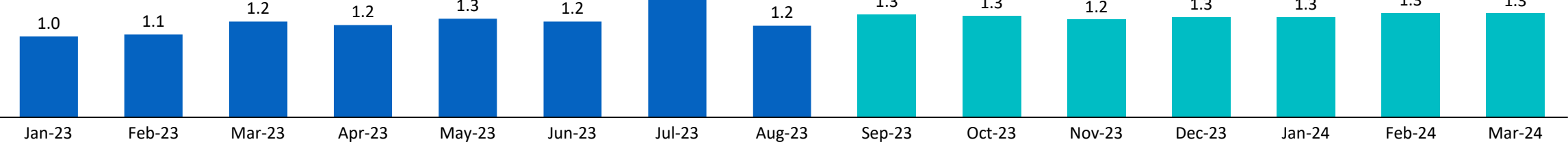
Total Active Users (MAUs)
Total MAUs, Millions



Pageviews per UV
Average Views per UV

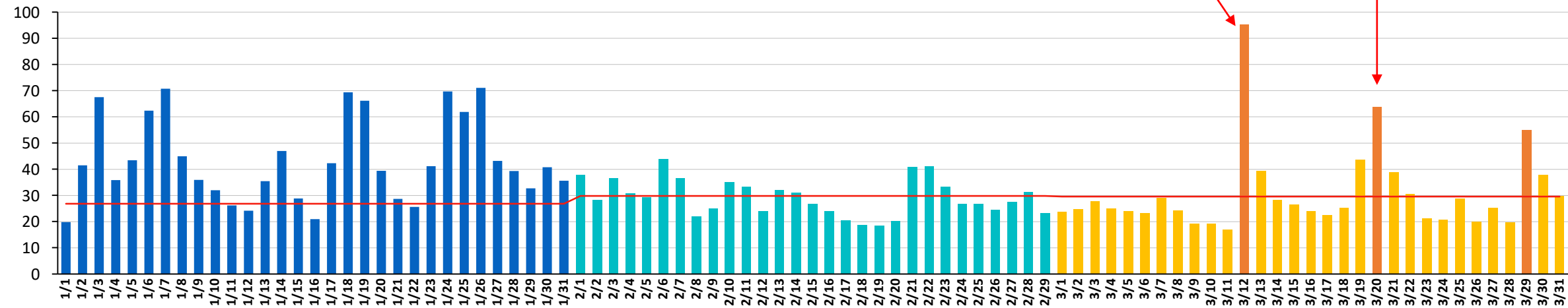


Sessions per UV
Average Sessions per UV



TheGrio.com 2024 Daily Performance YTD

Total Users YTD
Daily Users, Thousands



Most Impactful Posts

3/12 – “A Black woman's boss told her being 'articulate and sharp' made her 'intimidating' and ineligible for promotion, she says” –TheGrio

Original headline “Equal education, unequal pay: Why is there still a gender pay gap in 2024?”

3/19 - The saga of Fani Willis and romantic relationship in Trump fraud case isn't over – TheGrio

3/19 - Black twin sisters buy Woodland Plantation, site of the largest US uprising of enslaved people – TheGrio

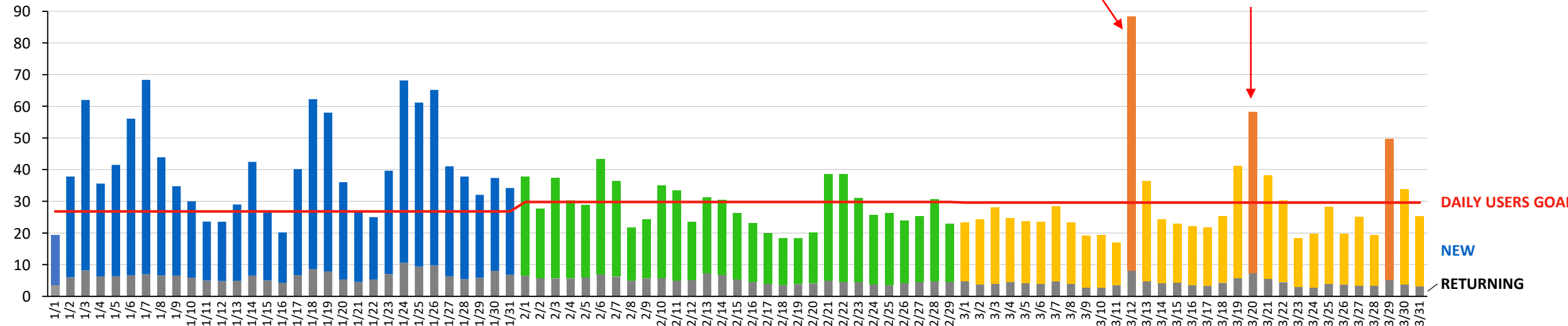
Original headline “Louisiana Sisters Buy Plantation House”

3/29 - Trump’s \$60 Bible pitch not just ‘ridiculous’ but a threat to Black and marginalized communities, critics caution - TheGrio

| | JAN 24 | FEB 24 | MAR 24 |
|-----------------|--------|--------|--------|
| DAILY USER GOAL | 26.8 | 29.8 | 29.6 |
| DAILY USER AVG | 43.3 | 29.3 | 30.8 |
| % TO GOAL | 162% | 98% | 104% |

TheGrio.com 2024 Daily Performance YTD w/User Breakdown

Total Users YTD
Daily Users, Thousands



Most Impactful Posts

3/12 – “A Black woman's boss told her being 'articulate and sharp' made her 'intimidating' and ineligible for promotion, she says” –TheGrio

Original headline “Equal education, unequal pay: Why is there still a gender pay gap in 2024?”

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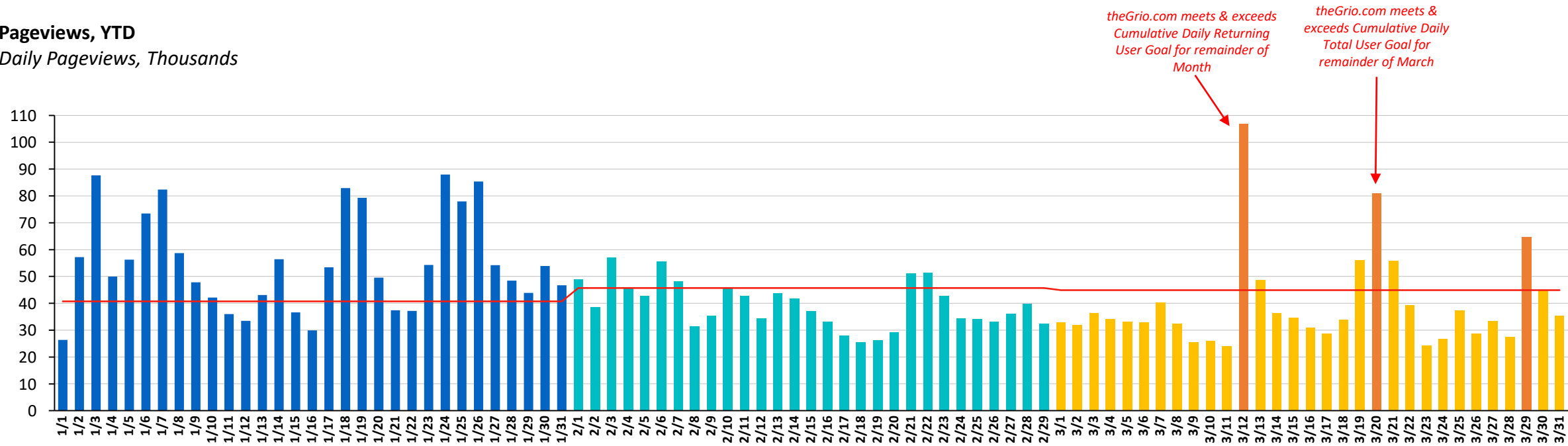
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TheGrio.com 2024 Daily Performance YTD

Pageviews, YTD
Daily Pageviews, Thousands



Most Impactful Posts

3/12 – “A Black woman's boss told her being 'articulate and sharp' made her 'intimidating' and ineligible for promotion, she says” –TheGrio

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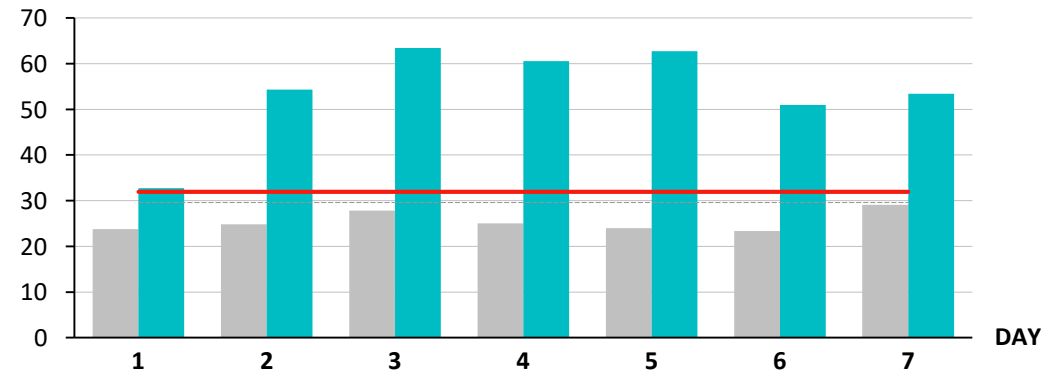
Original headline “Louisiana Sisters Buy Plantation House”

3/29 - Trump’s \$60 Bible pitch not just ‘ridiculous’ but a threat to Black and marginalized communities, critics caution - TheGrio

| | JAN 24 | FEB 24 | MAR 24 |
|---------------|--------|--------|--------|
| DAILY PV GOAL | 40.7 | 45.7 | 44.9 |
| DAILY PV AVG | 55.1 | 39.6 | 39.5 |
| % TO GOAL | 135% | 87% | 88% |

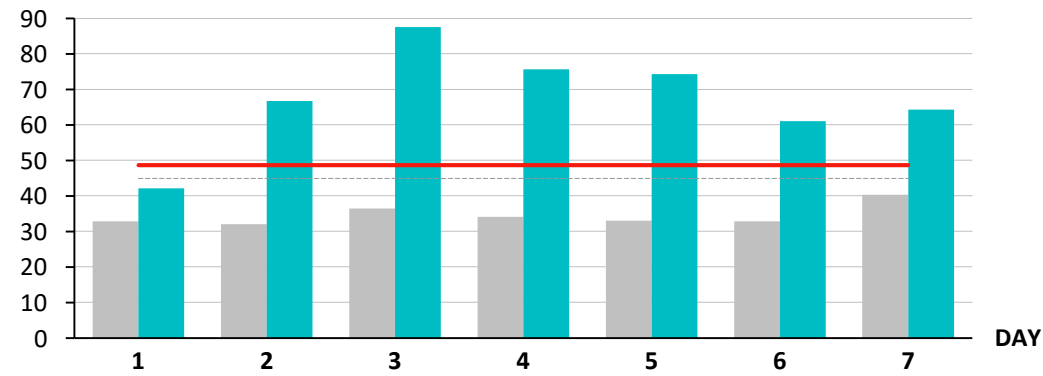
TheGrio.com Daily Performance - April vs March 2024 MTD

Users, MTD
Daily Users, Thousands



| | APR 1-7 | MAR 1-7 |
|---------------|---------|---------|
| MTD USER GOAL | 223,475 | 206,969 |
| MTD USERS | 350,846 | 165,240 |
| % TO GOAL | 157% | 80% |

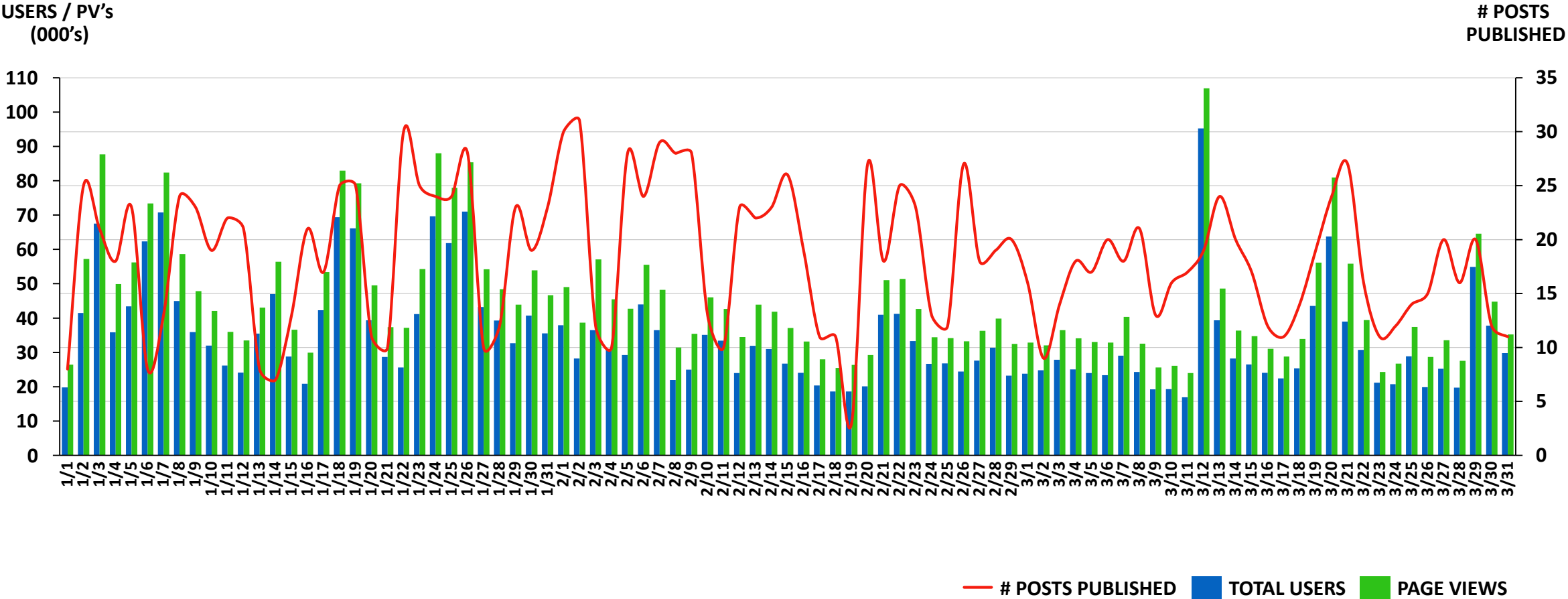
Pageviews, MTD
Daily Pageviews, Thousands



| | APR 1-7 | MAR 1-7 |
|-------------|---------|---------|
| MTD PV GOAL | 340,900 | 341,195 |
| MTD PV | 471,756 | 241,749 |
| % TO GOAL | 138% | 71% |

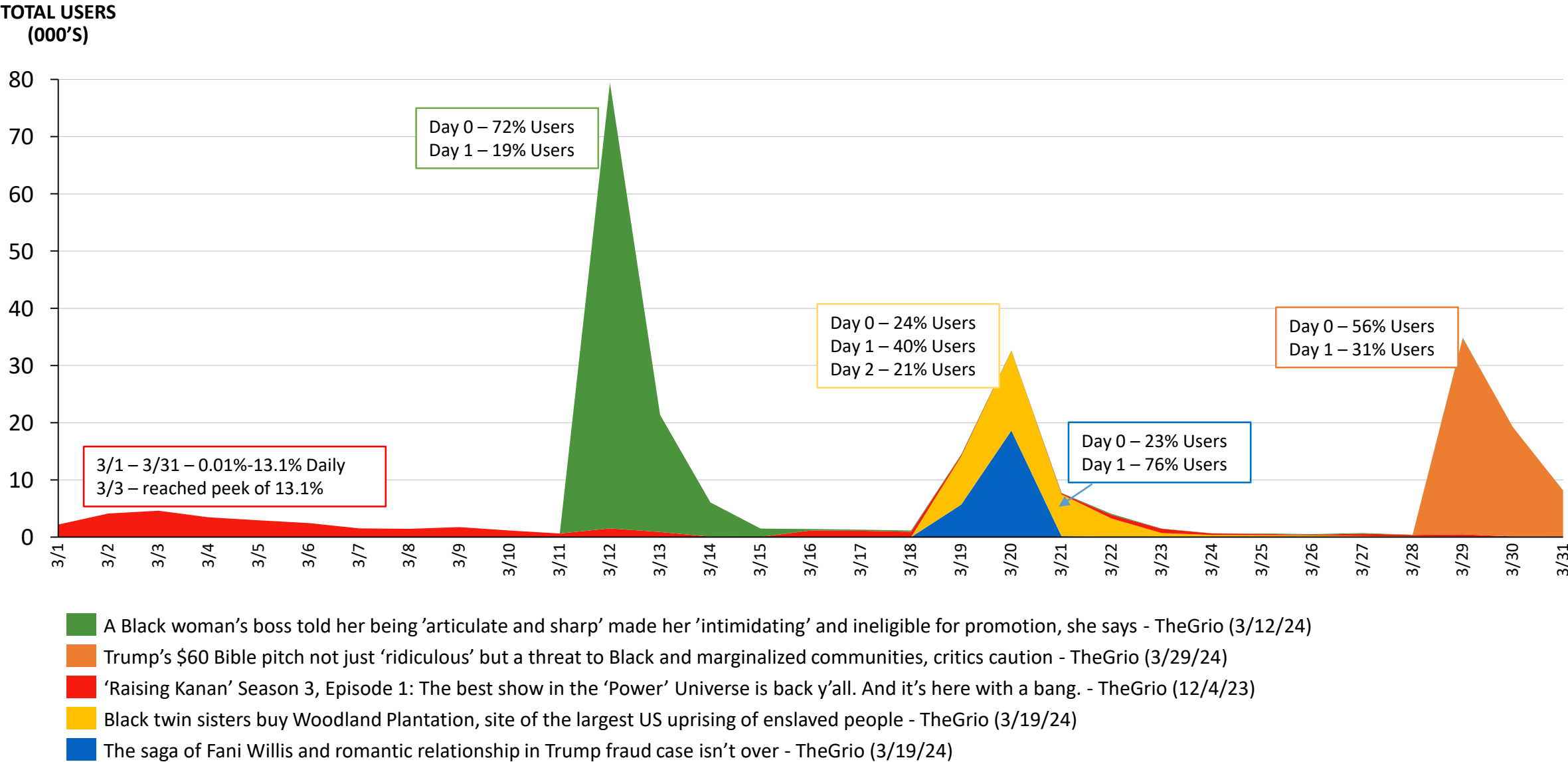
----- MARCH GOAL ——— APRIL GOAL █ MARCH █ APRIL

Daily Performance vs # Posts Published



NOTES: Source of # Posts Published ~ Parse.ly

TheGrio.com Post Performance - Top 5 Posts - % of Monthly Visitors / Day



TheGrio.com Post Performance - Top 5 Posts

| | | | | | |
|---------------------------------|---|--|---|---|---|
| Page title | <i>'Raising Kanan' Season 3, Episode 1: The best show in the 'Power' Universe is back y'all. And it's here with a bang. - TheGrio</i> | <i>A Black woman's boss told her being 'articulate and sharp' made her 'intimidating' and ineligible for promotion, she says - TheGrio</i> | <i>The saga of Fani Willis and romantic relationship in Trump fraud case isn't over - TheGrio</i> | <i>Black twin sisters buy Woodland Plantation, site of the largest US uprising of enslaved people - TheGrio</i> | <i>Trump's \$60 Bible pitch not just 'ridiculous' but a threat to Black and marginalized communities, critics caution - TheGrio</i> |
| Category | Opinion | Business | Elections | News | Elections |
| Author | Panama Jackson | AP | Gerren Keith Gaynor | TheGrio Staff | Gerren Keith Gaynor |
| Primary Referrer | Google - 98.6% | Newsbreakapp.com - 93.9% | Newsbreakapp.com - 97.4% | Newsbreakapp.com 82.1% | Newsbreakapp.com - 98.3% |
| | | | | | |
| Publish Date | 12/4/2023 | 3/12/2024 | 3/19/2024 | 3/19/2024 | 3/29/2024 |
| Peak Performance Date | 3/3/2024 | 3/12/2024 | 3/20/2024 | 3/20/2024 | 3/29/2024 |
| | | | | | |
| Article Share of Web - Peak Day | | | | | |
| Users | 17% | 82% | 29% | 22% | 63% |
| Views | 14% | 76% | 24% | 18% | 55% |

Referral Traffic

| | Dec-24 | Jan-24 | Feb-24 | Mar-24 | MoM | PRIOR MONTH |
|-----------------------------|------------------------|------------------------|------------------------|------------------------|----------|-------------|
| SOURCE / MEDIUM | TOTAL USERS (000'S) | TOTAL USERS (000'S) | TOTAL USERS (000'S) | TOTAL USERS (000'S) | % CHANGE | % CHANGE |
| google / organic | 253 | 358 | 278 | 258 | -7.3% | -22% |
| newsbreakapp.com / referral | 207 | 258 | 76 | 227 | 199.1% | -71% |
| (direct) / (none) | 172 | 271 | 171 | 159 | -7.4% | -37% |
| m.facebook.com / referral | 49 | 46 | 34 | 44 | 27.9% | -26% |
| t.co / referral | 64 | 26 | 27 | 32 | 18.2% | 6% |
| facebook / news_tab | 11 | 36 | 37 | 14 | -63.6% | 2% |
| bing / organic | 9 | 11 | 12 | 11 | -5.2% | 10% |
| lm.facebook.com / referral | 11 | 6 | 7 | 10 | 41.7% | 15% |
| TheGrio / email | 9 | 9 | 9 | 9 | 4.0% | -4% |
| (not set) | 7 | 6 | 6 | 8 | 32.6% | -5% |
| yahoo.com / referral | 24 | 37 | 1 | 4 | 175.1% | -96% |
| yahoo / organic | 6 | 5 | 6 | 5 | -7.2% | 18% |

TheGrio.com Monthly Performance



| Top 5 - Page title | Top 5 - Session source / medium | Views | Total users |
|---|---------------------------------|---------------|---------------|
| A Black woman's boss told her being 'articula... | newsbreakapp.com / referral | 102.9K | 97.7K |
| | m.facebook.com / referral | 3.1K | 3.3K |
| | (direct) / (none) | 2.3K | 1.8K |
| | lm.facebook.com / referral | 981.0 | 964.0 |
| | google / organic | 598.0 | 406.0 |
| | Total (46) ⓘ | 111.7K | 105.9K |
| Trump's \$60 Bible pitch not just 'ridiculous' b... | newsbreakapp.com / referral | 62.1K | 59.7K |
| | (direct) / (none) | 453.0 | 402.0 |
| | google / organic | 297.0 | 243.0 |
| | bing / organic | 60.0 | 54.0 |
| | m.facebook.com / referral | 56.0 | 56.0 |
| | Total (27) ⓘ | 63.2K | 60.8K |
| 'Raising Kanan' Season 3, Episode 1: The bes... | (direct) / (none) | 29.1K | 26.3K |
| | google / organic | 9.5K | 8.6K |
| | (not set) | 53.0 | 202.0 |
| | pushly / (not set) | 47.0 | 38.0 |
| | t.co / referral | 12.0 | 11.0 |
| | Total (16) ⓘ | 38.7K | 35.2K |

Source: Google Analytics | Organic Traffic Only

TheGrio.com Monthly Performance

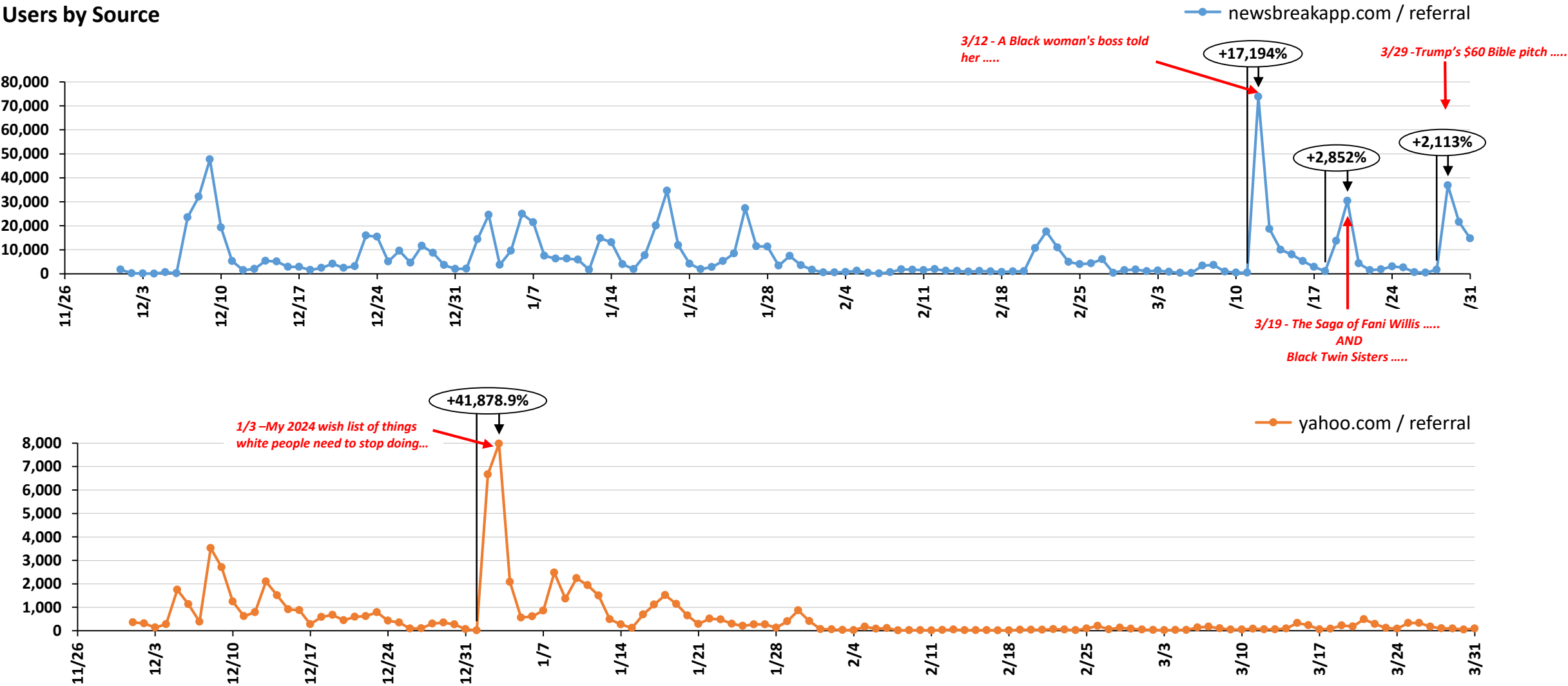


| Top 5 - Page title | Top 5 - Session source / medium | Views | Total users |
|--|---------------------------------|--------------|--------------|
| Black twin sisters buy Woodland Plantation, ... | newsbreakapp.com / referral | 24.3K | 22.9K |
| | (direct) / (none) | 4.2K | 3.6K |
| | flipboard / referral | 2.4K | 2.4K |
| | m.facebook.com / referral | 1.5K | 1.6K |
| | TheGrio / email | 1.3K | 1.1K |
| | Total (41) ⓘ | 36.7K | 34.5K |
| The saga of Fani Willis and romantic relation... | newsbreakapp.com / referral | 24.8K | 23.7K |
| | smartnews.com / referral | 1.2K | 112.0 |
| | (direct) / (none) | 212.0 | 184.0 |
| | google / organic | 108.0 | 80.0 |
| | t.co / referral | 93.0 | 90.0 |
| | Total (34) ⓘ | 26.7K | 24.5K |

TheGrio.com Monthly Performance



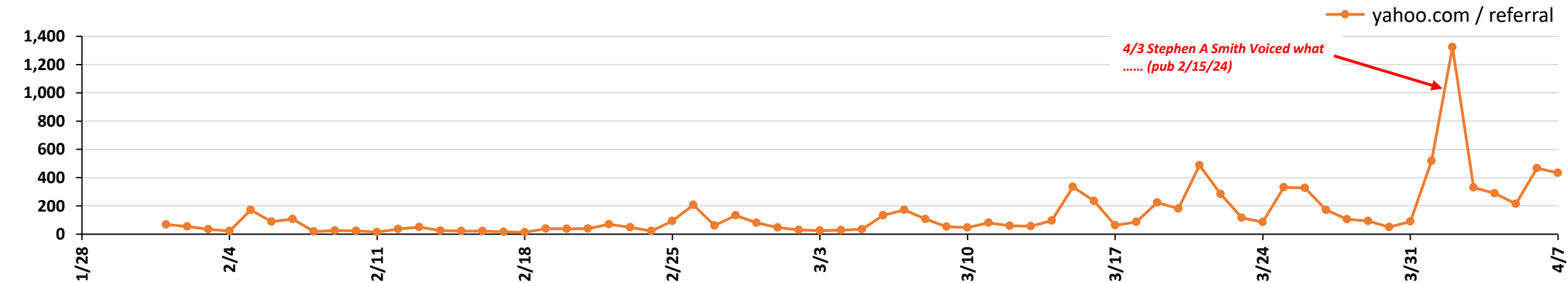
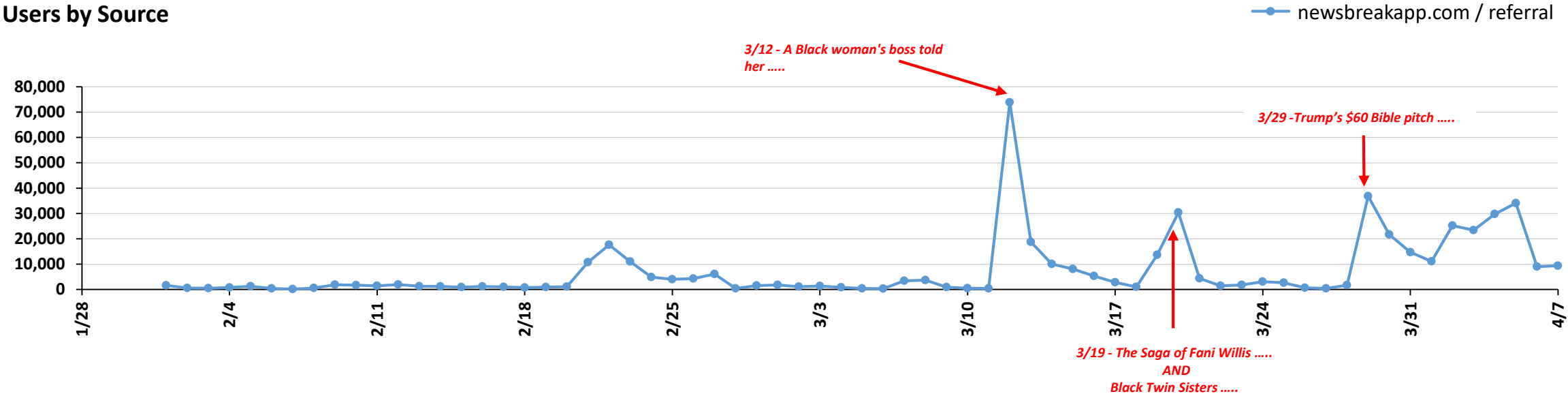
Users by Source



TheGrio.com Monthly Performance



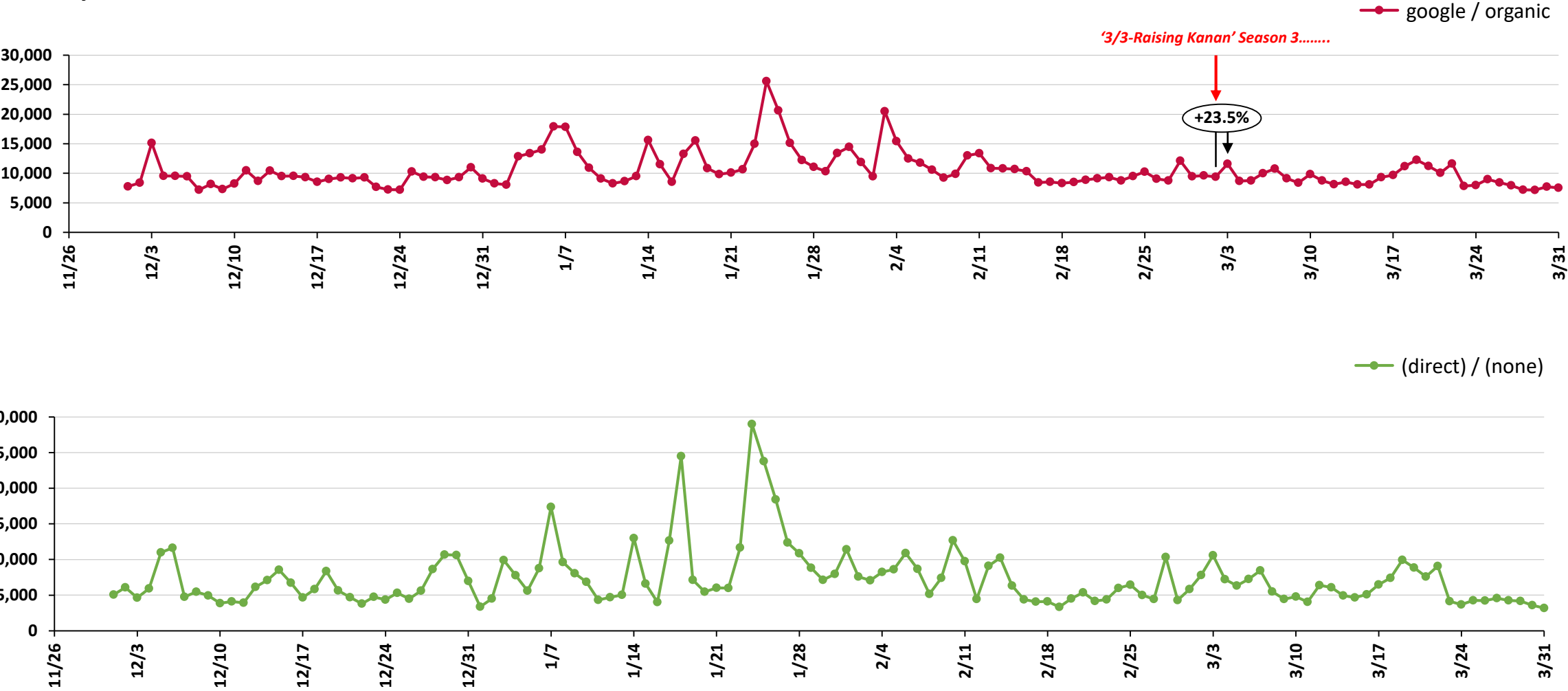
Users by Source



TheGrio.com Monthly Performance



Users by Source

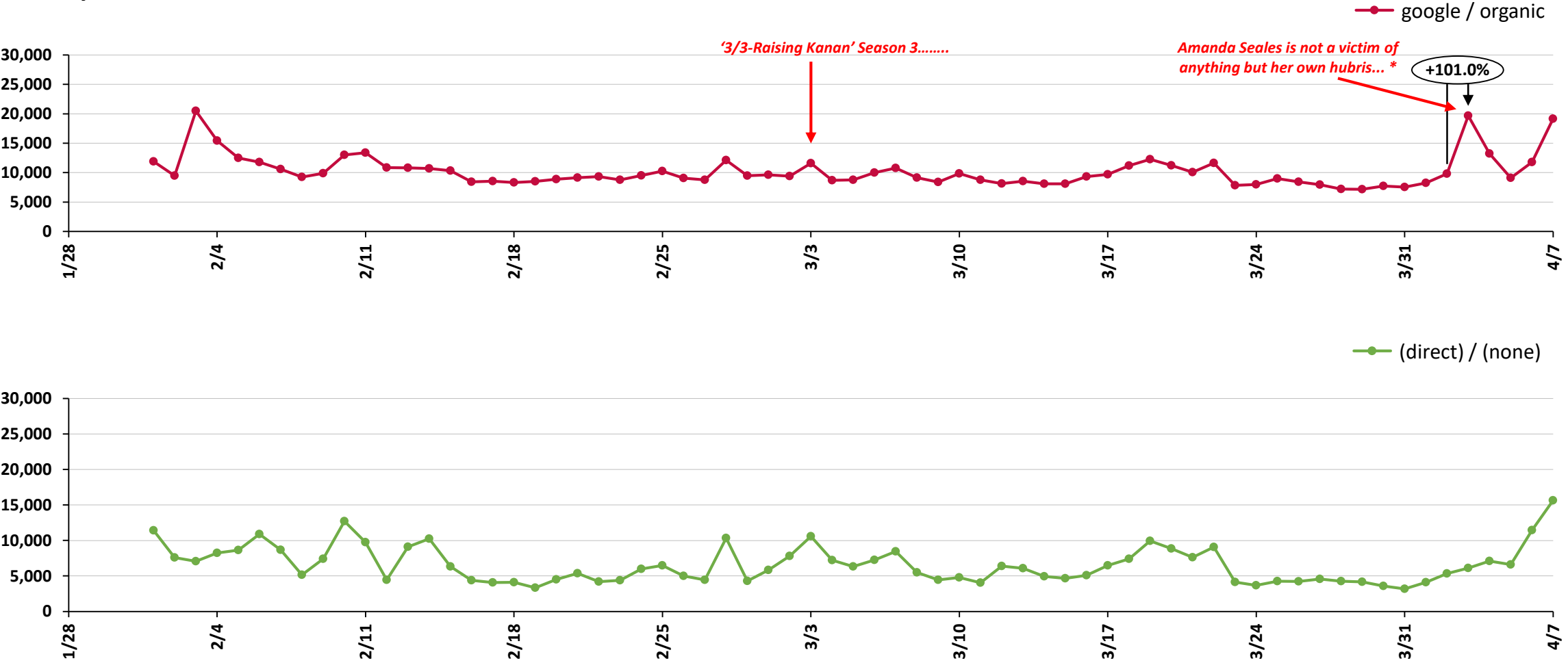


Source: Google Analytics | Organic Traffic Only

TheGrio.com Monthly Performance



Users by Source



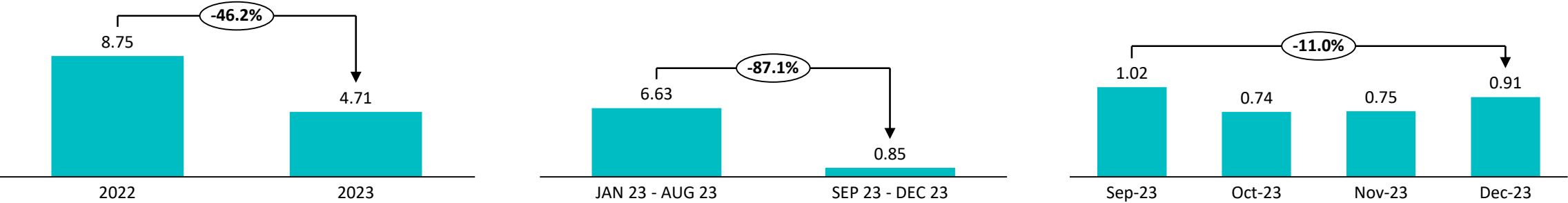
* ORIGINAL HEADLINE: "OP-ED: Amanda Seales did NOT accuse Myron Rolle of sexual harassment, so why is sis being dragged?" – 3/7/2019



APPENDIX

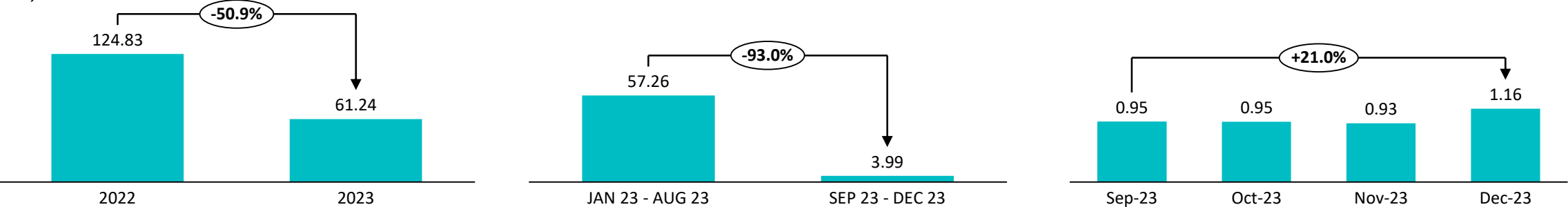
Average Monthly Unique Visitors

Total UVs, Millions



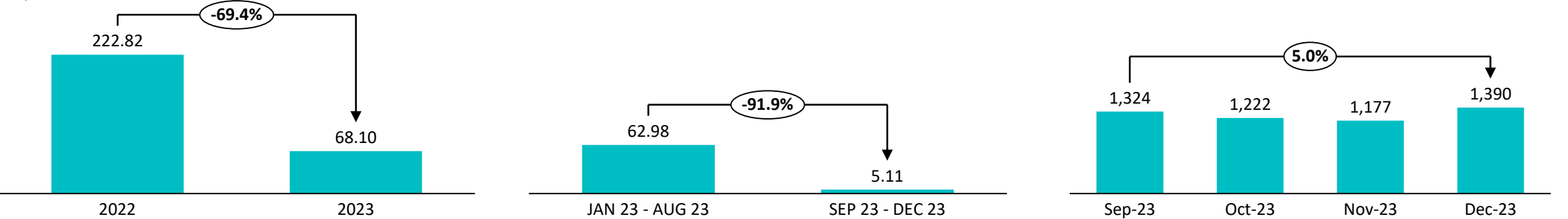
Total Active Users (MAUs)

Total, Millions



Total Pageviews

Total, millions



Notes: