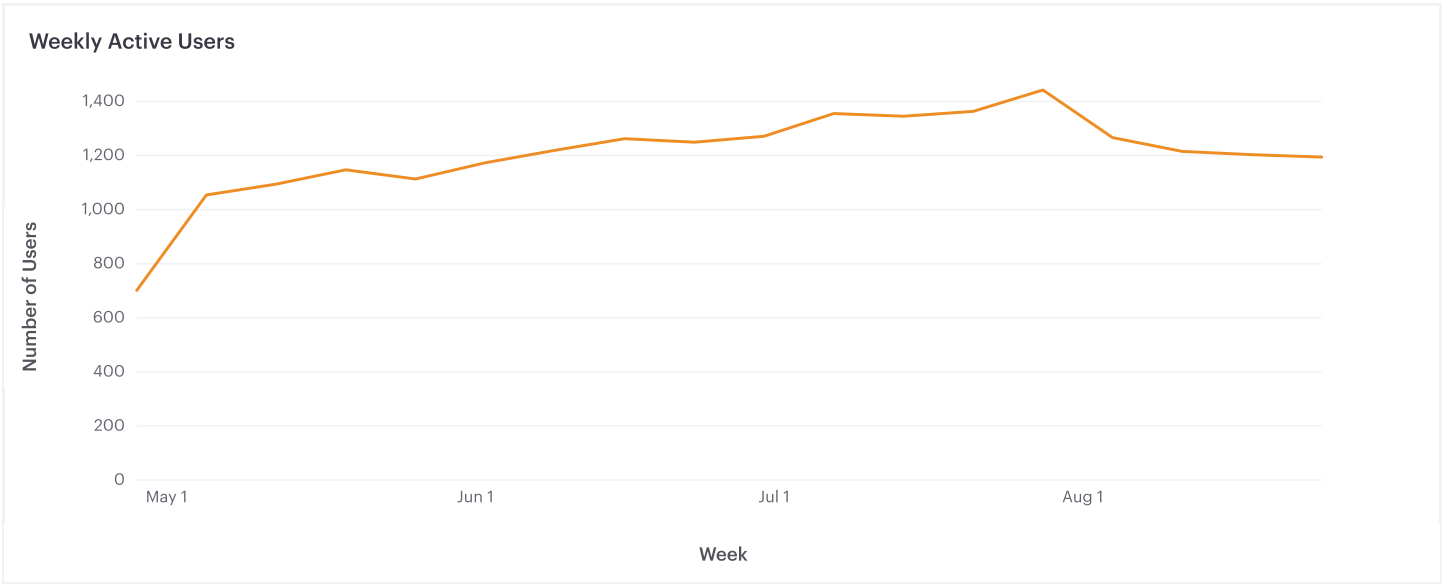
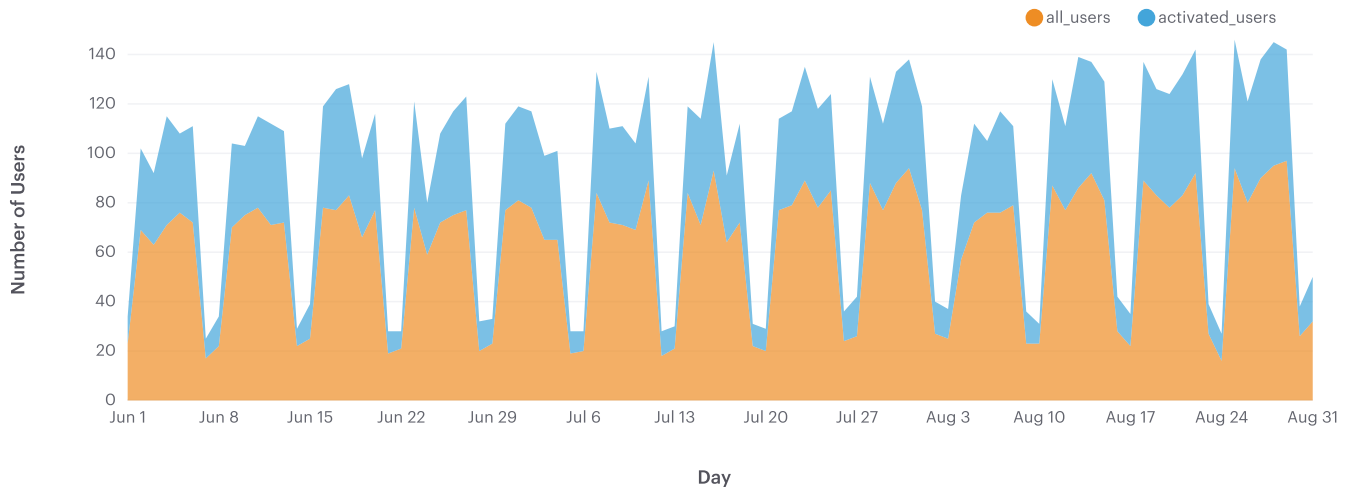


Yammer User Engagement



Weekly Active Users		
	week	weekly_active_users
1	2014-04-28 00:00:00	701
2	2014-05-05 00:00:00	1054
3	2014-05-12 00:00:00	1094
4	2014-05-19 00:00:00	1147
5	2014-05-26 00:00:00	1113
6	2014-06-02 00:00:00	1173
7	2014-06-09 00:00:00	1219
8	2014-06-16 00:00:00	1262
9	2014-06-23 00:00:00	1249
10	2014-06-30 00:00:00	1271
11	2014-07-07 00:00:00	1355
12	2014-07-14 00:00:00	1345
13	2014-07-21 00:00:00	1363
14	2014-07-28 00:00:00	1442
15	2014-08-04 00:00:00	1266
16	2014-08-11 00:00:00	1215
17	2014-08-18 00:00:00	1203
18	2014-08-25 00:00:00	1194

Daily Signups



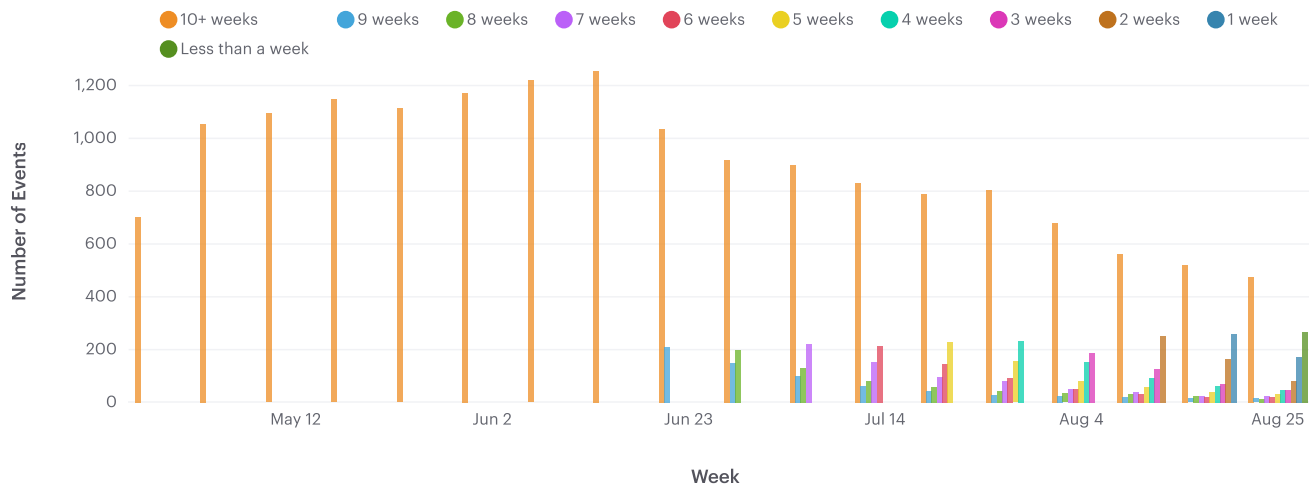
Daily Signups

	day	all_users	activated_users
1	2014-06-01 00:00:00	23	11
2	2014-06-02 00:00:00	69	33
3	2014-06-03 00:00:00	63	29
4	2014-06-04 00:00:00	71	44
5	2014-06-05 00:00:00	76	32
6	2014-06-06 00:00:00	72	39
7	2014-06-07 00:00:00	17	8
8	2014-06-08 00:00:00	22	12
9	2014-06-09 00:00:00	70	34
10	2014-06-10 00:00:00	75	28
11	2014-06-11 00:00:00	78	37
12	2014-06-12 00:00:00	71	41
13	2014-06-13 00:00:00	72	37
14	2014-06-14 00:00:00	22	7
15	2014-06-15 00:00:00	25	14
16	2014-06-16 00:00:00	78	41
17	2014-06-17 00:00:00	77	49
18	2014-06-18 00:00:00	83	45
19	2014-06-19 00:00:00	66	32
20	2014-06-20 00:00:00	77	39
21	2014-06-21 00:00:00	19	9
22	2014-06-22 00:00:00	21	7
23	2014-06-23 00:00:00	78	43
24	2014-06-24 00:00:00	59	21
25	2014-06-25 00:00:00	72	36
26	2014-06-26 00:00:00	75	42
27	2014-06-27 00:00:00	77	46
28	2014-06-28 00:00:00	20	12

29	2014-06-29 00:00:00	23	10
30	2014-06-30 00:00:00	77	35
31	2014-07-01 00:00:00	81	38
32	2014-07-02 00:00:00	78	39
33	2014-07-03 00:00:00	65	34
34	2014-07-04 00:00:00	65	36
35	2014-07-05 00:00:00	19	9
36	2014-07-06 00:00:00	20	8
37	2014-07-07 00:00:00	84	49
38	2014-07-08 00:00:00	72	38
39	2014-07-09 00:00:00	71	40
40	2014-07-10 00:00:00	69	35
41	2014-07-11 00:00:00	89	42
42	2014-07-12 00:00:00	18	10
43	2014-07-13 00:00:00	21	9
44	2014-07-14 00:00:00	84	35
45	2014-07-15 00:00:00	71	43
46	2014-07-16 00:00:00	93	52
47	2014-07-17 00:00:00	64	27
48	2014-07-18 00:00:00	72	40
49	2014-07-19 00:00:00	22	9
50	2014-07-20 00:00:00	20	9
51	2014-07-21 00:00:00	77	37
52	2014-07-22 00:00:00	79	38
53	2014-07-23 00:00:00	89	46
54	2014-07-24 00:00:00	78	40
55	2014-07-25 00:00:00	85	39
56	2014-07-26 00:00:00	24	12
57	2014-07-27 00:00:00	26	16
58	2014-07-28 00:00:00	88	43
59	2014-07-29 00:00:00	77	35
60	2014-07-30 00:00:00	88	45
61	2014-07-31 00:00:00	94	44
62	2014-08-01 00:00:00	77	42
63	2014-08-02 00:00:00	27	13
64	2014-08-03 00:00:00	25	12
65	2014-08-04 00:00:00	57	26
66	2014-08-05 00:00:00	72	40
67	2014-08-06 00:00:00	76	29
68	2014-08-07 00:00:00	76	41
69	2014-08-08 00:00:00	79	32
70	2014-08-09 00:00:00	23	13
71	2014-08-10 00:00:00	23	8
72	2014-08-11 00:00:00	87	43
73	2014-08-12 00:00:00	77	34
74	2014-08-13 00:00:00	86	53

75	2014-08-14 00:00:00	92	45
76	2014-08-15 00:00:00	81	48
77	2014-08-16 00:00:00	28	14
78	2014-08-17 00:00:00	22	13
79	2014-08-18 00:00:00	89	48
80	2014-08-19 00:00:00	83	43
81	2014-08-20 00:00:00	78	46
82	2014-08-21 00:00:00	83	49
83	2014-08-22 00:00:00	92	50
84	2014-08-23 00:00:00	27	12
85	2014-08-24 00:00:00	16	11
86	2014-08-25 00:00:00	94	52
87	2014-08-26 00:00:00	80	41
88	2014-08-27 00:00:00	90	48
89	2014-08-28 00:00:00	95	50
90	2014-08-29 00:00:00	97	45
91	2014-08-30 00:00:00	26	12
92	2014-08-31 00:00:00	32	18

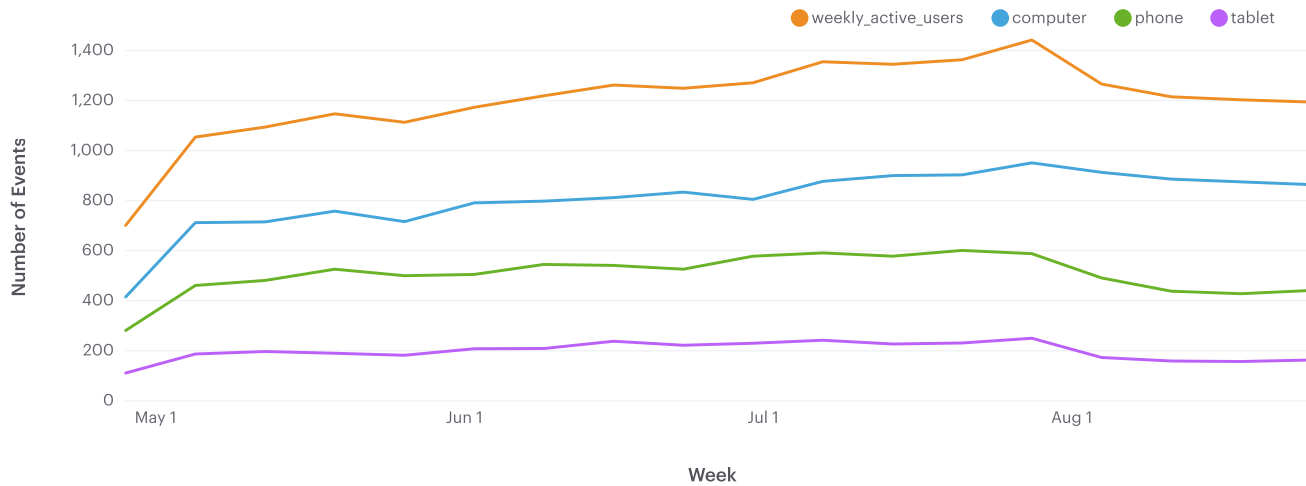
Engagement by User Age



Engagement by User Age

	week	10+ weeks	9 weeks	8 weeks	7 weeks	6 weeks	5 weeks	4 weeks	3 weeks	2 weeks	1 week	Less than a
1	2014-04-28 00:00:...	701	0	0	0	0	0	0	0	0	0	
2	2014-05-05 00:00:...	1054	0	0	0	0	0	0	0	0	0	
3	2014-05-12 00:00:...	1094	0	0	0	0	0	0	0	0	0	
4	2014-05-19 00:00:...	1147	0	0	0	0	0	0	0	0	0	
5	2014-05-26 00:00:...	1113	0	0	0	0	0	0	0	0	0	
6	2014-06-02 00:00:...	1173	0	0	0	0	0	0	0	0	0	
7	2014-06-09 00:00:...	1219	0	0	0	0	0	0	0	0	0	
8	2014-06-16 00:00:...	1255	0	0	0	0	0	0	0	0	0	
9	2014-06-23 00:00:...	1034	210	0	0	0	0	0	0	0	0	
10	2014-06-30 00:00:...	917	151	199	0	0	0	0	0	0	0	
11	2014-07-07 00:00:...	899	100	130	223	0	0	0	0	0	0	
12	2014-07-14 00:00:...	832	62	82	152	215	0	0	0	0	0	
13	2014-07-21 00:00:...	791	44	60	95	144	228	0	0	0	0	
14	2014-07-28 00:00:...	805	30	43	83	91	155	234	0	0	0	
15	2014-08-04 00:00:...	678	24	34	52	52	82	154	189	0	0	
16	2014-08-11 00:00:...	562	19	33	39	33	59	94	126	250	0	
17	2014-08-18 00:00:...	522	15	26	26	19	40	64	69	163	259	
18	2014-08-25 00:00:...	474	15	14	23	20	31	47	48	82	173	

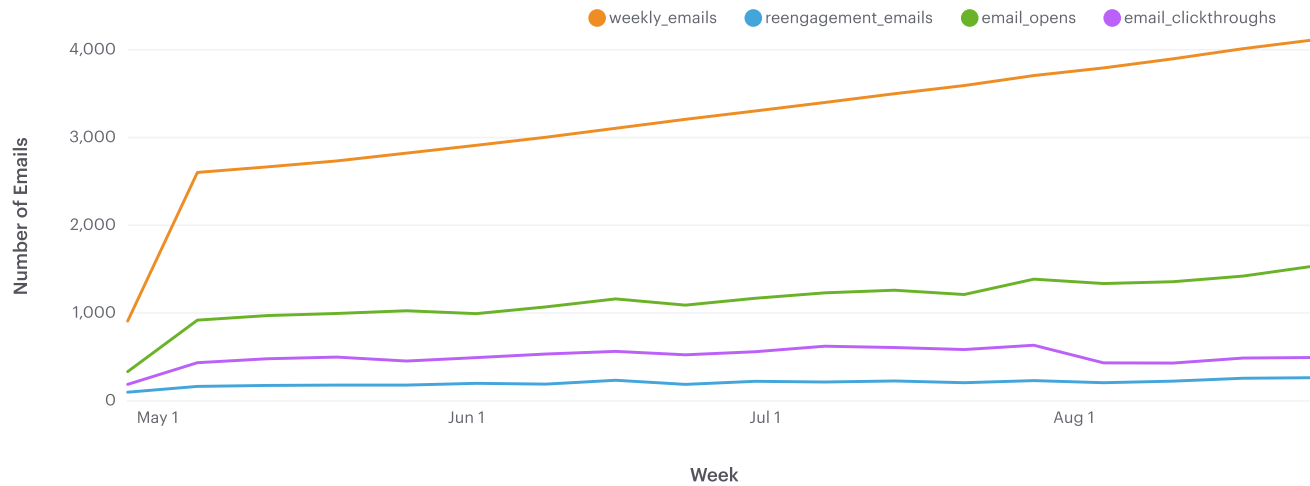
Engagement by Device



Engagement by Device

	week	weekly_active_users	computer	phone	tablet
1	2014-04-28 00:00:00	701	415	281	111
2	2014-05-05 00:00:00	1054	712	461	187
3	2014-05-12 00:00:00	1094	715	481	197
4	2014-05-19 00:00:00	1147	758	526	190
5	2014-05-26 00:00:00	1113	716	500	182
6	2014-06-02 00:00:00	1173	791	505	208
7	2014-06-09 00:00:00	1219	798	545	209
8	2014-06-16 00:00:00	1262	812	541	238
9	2014-06-23 00:00:00	1249	834	526	222
10	2014-06-30 00:00:00	1271	805	578	230
11	2014-07-07 00:00:00	1355	877	591	242
12	2014-07-14 00:00:00	1345	900	578	227
13	2014-07-21 00:00:00	1363	903	601	231
14	2014-07-28 00:00:00	1442	951	588	250
15	2014-08-04 00:00:00	1266	913	491	173
16	2014-08-11 00:00:00	1215	886	438	159
17	2014-08-18 00:00:00	1203	875	428	157
18	2014-08-25 00:00:00	1194	864	441	163

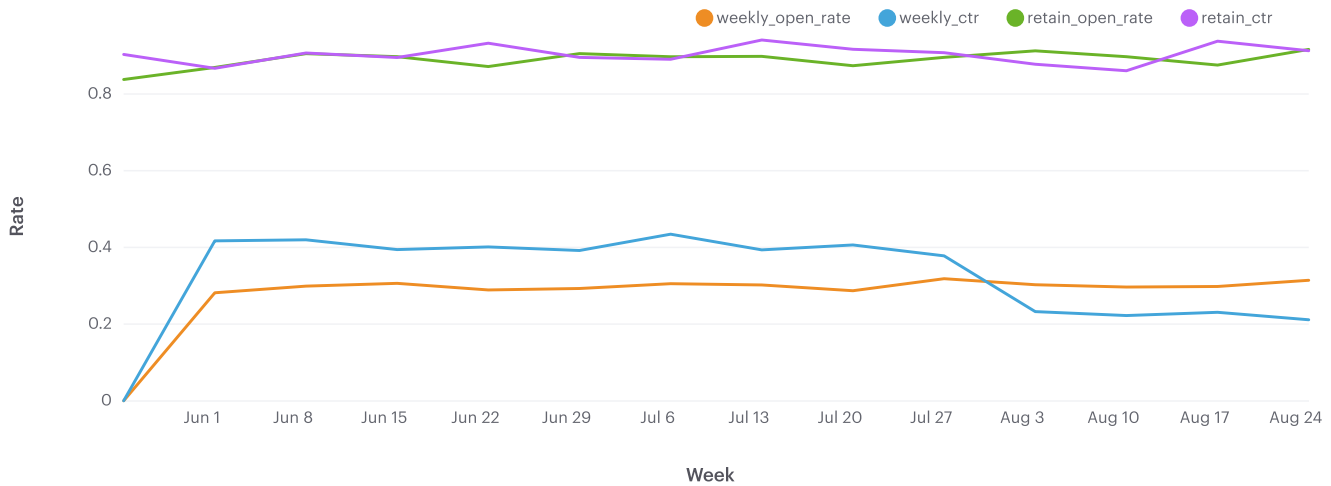
Email Actions



Email Actions

	week	weekly_emails	reengagement_emails	email_opens	email_clickthroughs
1	2014-04-28 00:00:00	908	98	332	187
2	2014-05-05 00:00:00	2602	164	919	434
3	2014-05-12 00:00:00	2665	175	971	479
4	2014-05-19 00:00:00	2733	179	995	498
5	2014-05-26 00:00:00	2822	179	1026	453
6	2014-06-02 00:00:00	2911	199	993	492
7	2014-06-09 00:00:00	3003	190	1070	533
8	2014-06-16 00:00:00	3105	234	1161	563
9	2014-06-23 00:00:00	3207	187	1090	524
10	2014-06-30 00:00:00	3302	222	1168	559
11	2014-07-07 00:00:00	3399	214	1230	622
12	2014-07-14 00:00:00	3499	226	1260	607
13	2014-07-21 00:00:00	3592	206	1211	584
14	2014-07-28 00:00:00	3706	230	1386	633
15	2014-08-04 00:00:00	3793	206	1336	432
16	2014-08-11 00:00:00	3897	224	1357	430
17	2014-08-18 00:00:00	4012	257	1421	487
18	2014-08-25 00:00:00	4111	263	1533	493

Email Rates



Email Rates

	week	weekly_open_rate	weekly_ctr	retain_open_rate	retain_ctr
1	2014-05-26 00:00:00	0	0	0.837837837838	0.903225806452
2	2014-06-02 00:00:00	0.281690140845	0.417073170732	0.869346733668	0.867052023121
3	2014-06-09 00:00:00	0.299034299034	0.419821826281	0.905263157895	0.906976744186
4	2014-06-16 00:00:00	0.306280193237	0.394321766562	0.897435897436	0.895238095238
5	2014-06-23 00:00:00	0.289055191768	0.401294498382	0.871657754011	0.932515337423
6	2014-06-30 00:00:00	0.292852816475	0.391933815926	0.905405405405	0.89552238806
7	2014-07-07 00:00:00	0.305383936452	0.434489402697	0.897196261682	0.890625
8	2014-07-14 00:00:00	0.302086310374	0.393566698202	0.898230088496	0.940886699507
9	2014-07-21 00:00:00	0.287026726058	0.406401551891	0.873786407767	0.916666666667
10	2014-07-28 00:00:00	0.318402590394	0.377966101695	0.895652173913	0.907766990291
11	2014-08-04 00:00:00	0.302662799895	0.232578397213	0.912621359223	0.877659574468
12	2014-08-11 00:00:00	0.296638439826	0.2223183391	0.897321428571	0.860696517413
13	2014-08-18 00:00:00	0.298105682951	0.230769230769	0.875486381323	0.937777777778
14	2014-08-25 00:00:00	0.314278764291	0.211300309598	0.916349809886	0.912863070539