

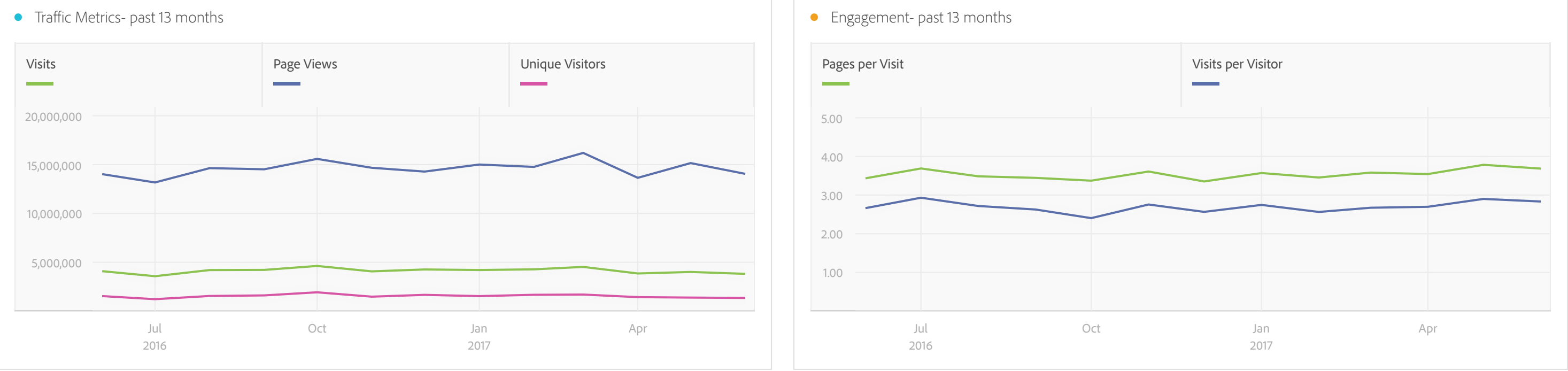


Key Metrics trended daily view

Last 13 full months  
Jun 1 2016 - Jun 30 2017

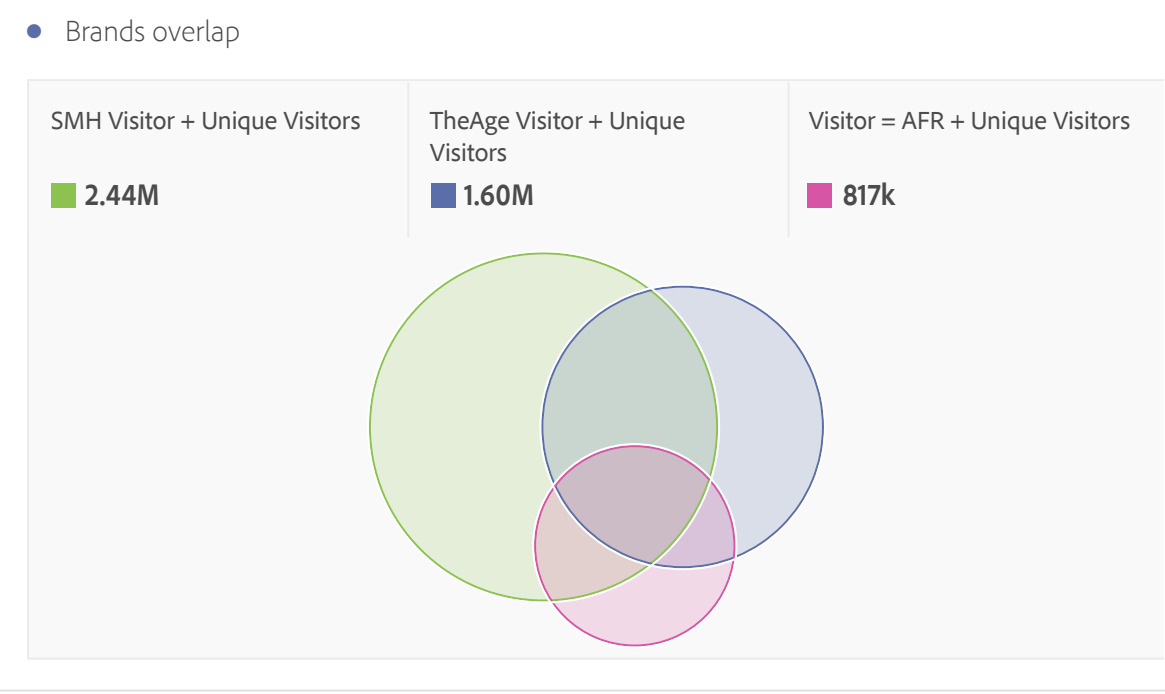
10-Feb-2016 Lego layout went live

Brand: [XYZ] Traffic Only



Key Metrics Before and After - Summary view

	Visits	Page Views	Pages per Visit	Avg Time per Visit	Avg Time per Page
Time Page: 1 / 1 Rows: 100 1-2 of 2	↓3,720,053	12,641,143	Jun 1 6.87	00:16:19	00:04:44
1. 2 weeks BEFORE redesign (WA)	2,055,229 55.2%	6,322,541 50.0%	3.08 44.8%	00:07:10 44.0%	00:02:20 49.2%
2. Past 2 Weeks	1,664,824 44.8%	6,318,602 50.0%	3.80 55.2%	00:09:08 56.0%	00:02:24 50.8%



Key Metrics Before and After - Summary view

	Visits	Page Views	Pages per Visit	Avg Time per Visit	Avg Time per Page
Referring Domain Page: 1 / 1,402 > Rows: 5	↓53,690,192	156,980,296	2.92	00:08:35	00:02:56
1. Typed/Bookma...	25,602,962 47.7%	116,458,370 74.2%	4.55 100.0%	00:10:56 100.0%	00:02:24 81.9%
2. facebook.com	12,992,452 24.2%	15,389,145 9.8%	1.18 40.5%	00:02:06 24.6%	00:01:47 60.8%
3. google.com.au	5,948,636 11.1%	17,820,576 11.4%	3.00 100.0%	00:05:34 64.9%	00:01:51 63.3%
4. google.com	987,372 1.8%	1,434,309 0.9%	1.45 49.7%	00:02:25 28.2%	00:01:40 56.8%
5. outbrain.com	354,816 0.7%	1,127,444 0.7%	3.18 100.0%	00:08:02 93.7%	00:02:32 86.2%

Key Engagement Metrics: Desktop

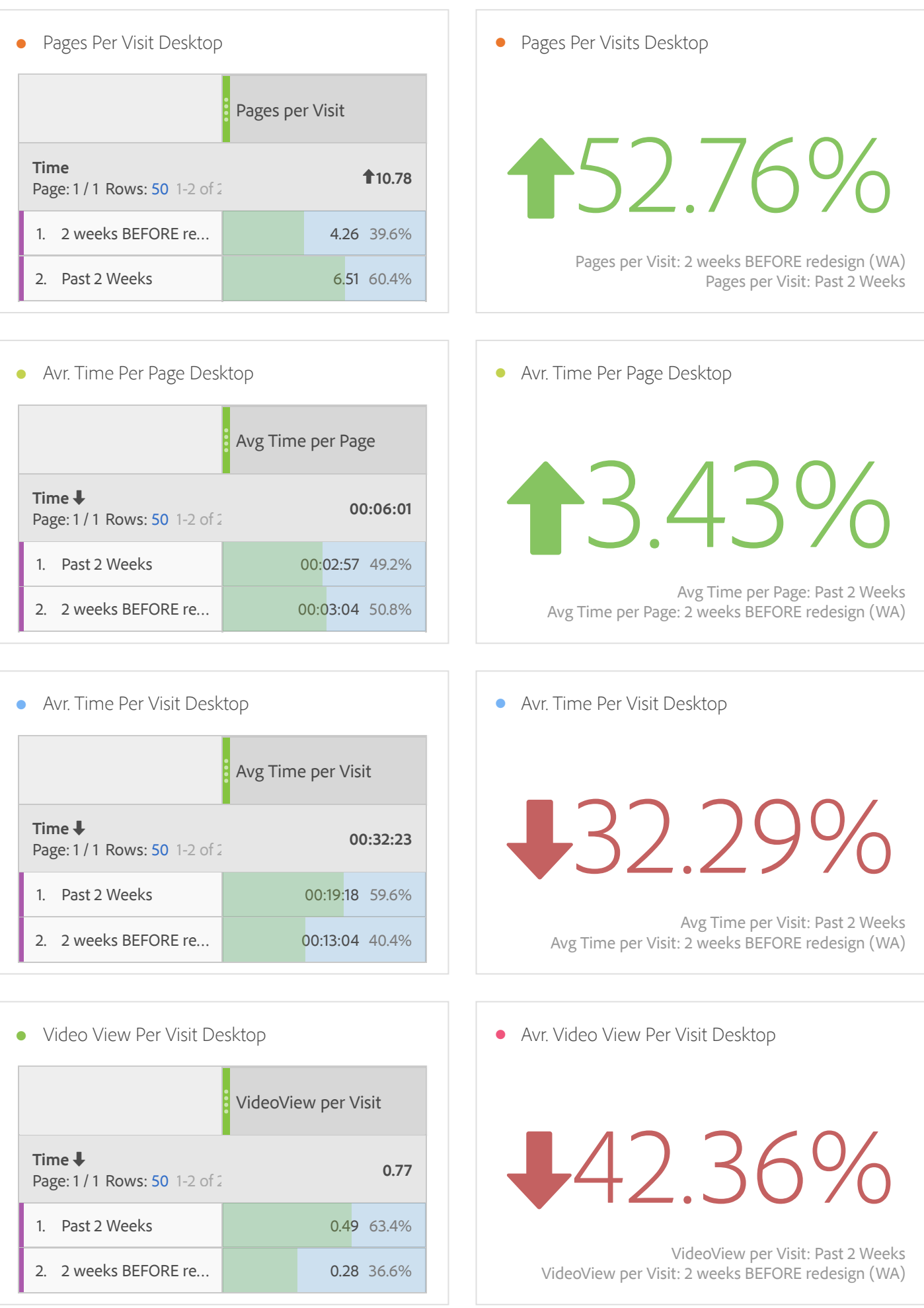
Last 90 days  
Apr 15 2017 - Jul 13 2017

Comparing data for 2 weeks PRIOR and 2 weeks AFTER the launch:

Before the launch: 28-Jan-2016 to 10-Feb-2016  
After the launch: 11-Feb-2016 to 24-Feb-2016

Desktop Devices usage

Brand: [XYZ] Traffic Only



Key Engagement Metrics: Mobile Device

Last 90 days  
Apr 15 2017 - Jul 13 2017

Comparing data for 2 weeks PRIOR and 2 weeks AFTER the launch:

Before the launch: 28-Jan-2016 to 10-Feb-2016  
After the launch: 11-Feb-2016 to 24-Feb-2016

Smartphone Traffic

Brand: [XYZ] Traffic Only

