Adobe Analytics

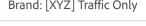
Last 13 full months

Jun 1 2016 - Jun 30 2017

Key Metrics trended daily view

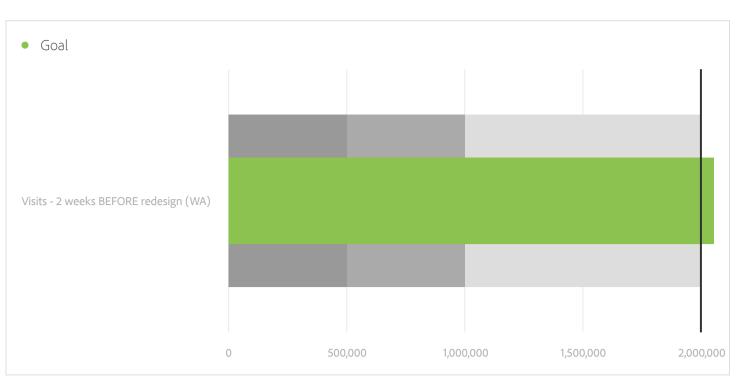
10-Feb-2016 Lego layout went live

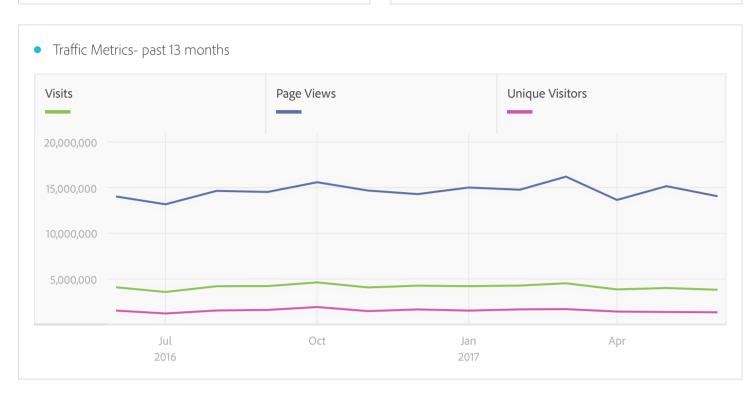
Brand: [XYZ] Traffic Only



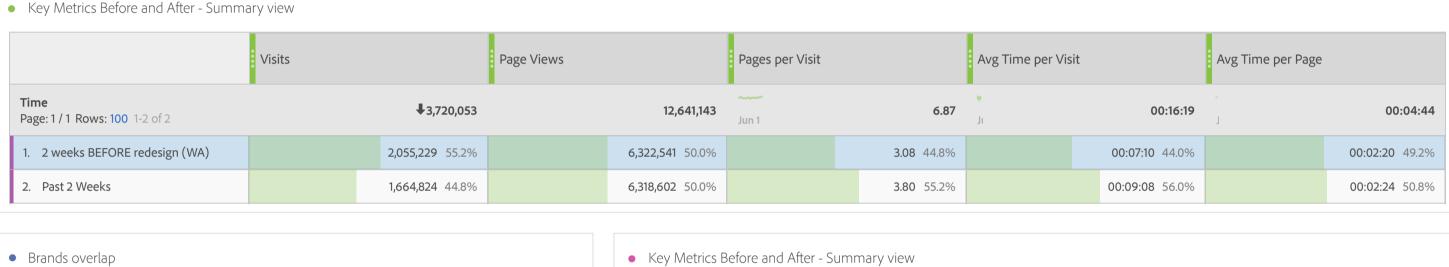


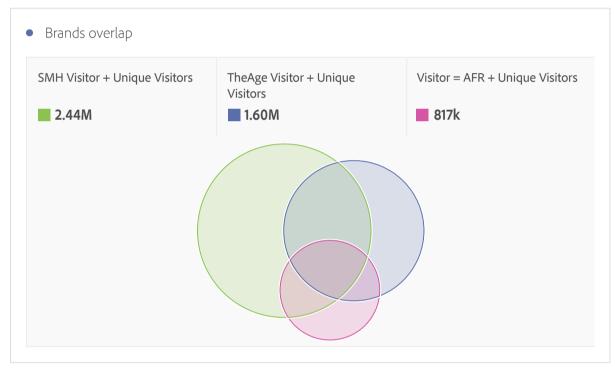
Pages per visit % change Pages per Visit: 2 weeks BEFORE redesign (WA) Pages per Visit: Past 2 Weeks











|  | Visits              | Page Views        | Pages per Visit | Avg Time per Visit | Avg Time per Page |
|--|---------------------|-------------------|-----------------|--------------------|-------------------|
| Referring Domain Page: 1 / 1,402 > Rows: 5 | <b>↓</b> 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 86.29    |

## Key Engagement Metrics: Desktop

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

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

Brand: [XYZ] Traffic Only

After the launch: 11-Feb-2016 to 24-Feb-2016

Smartphone Traffic

Desktop Devices usage

Brand: [XYZ] Traffic Only



**1**52.76% Pages per Visit: 2 weeks BEFORE redesign (WA) Pages per Visit: Past 2 Weeks

Pages Per Visits Desktop

 Avr. Time Per Page Desktop Avg Time per Page 00:06:01 Page: 1 / 1 Rows: 50 1-2 of 2 1. Past 2 Weeks 00:02:57 49.2% 2. 2 weeks BEFORE re... 00:03:04 50.8%

 Avr. Time Per Page Desktop **1**3.43% Avg Time per Page: Past 2 Weeks Avg Time per Page: 2 weeks BEFORE redesign (WA)

 Avr. Time Per Visit Desktop Avg Time per Visit Time **↓** 00:32:23 Page: 1 / 1 Rows: 50 1-2 of 2 1. Past 2 Weeks 00:19:18 59.6% 00:13:04 40.4% 2. 2 weeks BEFORE re... Video View Per Visit Desktop

VideoView per Visit Time **↓** 0.77 Page: 1 / 1 Rows: 50 1-2 of 2 0.49 63.4% 1. Past 2 Weeks 2. 2 weeks BEFORE re... 0.28 36.6% Avr. Time Per Visit Desktop

**J**32.29% Avg Time per Visit: Past 2 Weeks Avg Time per Visit: 2 weeks BEFORE redesign (WA)

**1**42.36% VideoView per Visit: Past 2 Weeks

VideoView per Visit: 2 weeks BEFORE redesign (WA)

Avr. Video View Per Visit Desktop

Key Engagement Metrics: Mobile Device

Pages Per Visit Mobile

Pages per Visit Time **↓** 4.10 Page: 1 / 1 Rows: 50 1-2 of 2 2.06 50.2% 1. Past 2 Weeks 2. 2 weeks BEFORE re... 2.04 49.8%

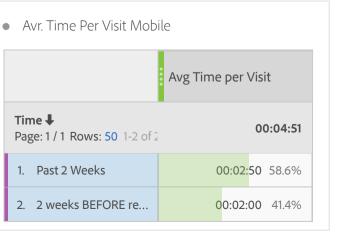
 Pages Per Visits Mobile Pages per Visit: Past 2 Weeks Pages per Visit: 2 weeks BEFORE redesign (WA)

Last 90 days

Apr 15 2017 - Jul 13 2017

 Avr. Time Per Page Mobile Avg Time per Page **1**00:02:21 Page: 1 / 1 Rows: 50 1-2 of 2 1. 2 weeks BEFORE re... 00:00:59 41.7% 2. Past 2 Weeks 00:01:22 58.3%

 Avr. Time Per Page Mobile Avg Time per Page: 2 weeks BEFORE redesign (WA)



 Avr. VideoView Per Visit Mobile VideoView per Visit Time **↓** 0.09 Page: 1 / 1 Rows: 50 1-2 of 2 1. Past 2 Weeks 0.02 21.8% 2. 2 weeks BEFORE re... 0.07 78.2%  Avr. Time Per Visit Mobile **1**29.30%

Avg Time per Page: Past 2 Weeks

Avg Time per Visit: Past 2 Weeks Avg Time per Visit: 2 weeks BEFORE redesign (WA) VideoView Per Visit Mobile

**1**257.77%

VideoView per Visit: 2 weeks BEFORE redesign (WA)

VideoView per Visit: Past 2 Weeks