

LBS E-BROCHURE ANALYSIS

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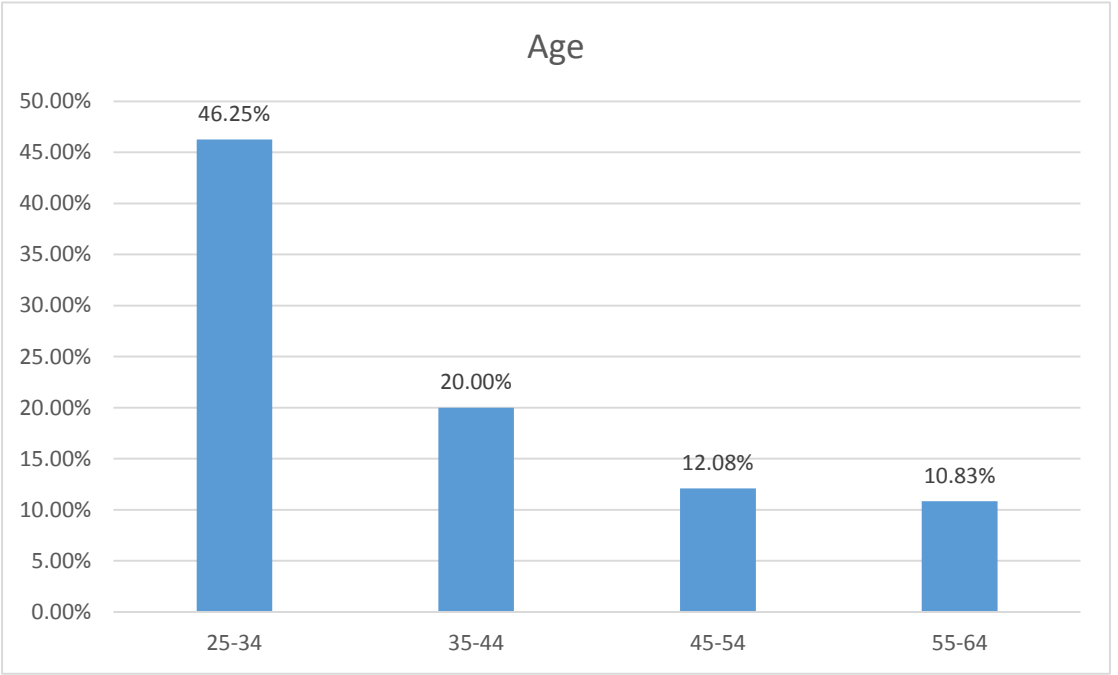
1.Overall

Session s	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate	% Sessions	New
1,458	1,143	2,445	1.68	0:01:56	74.55%	69.55%	



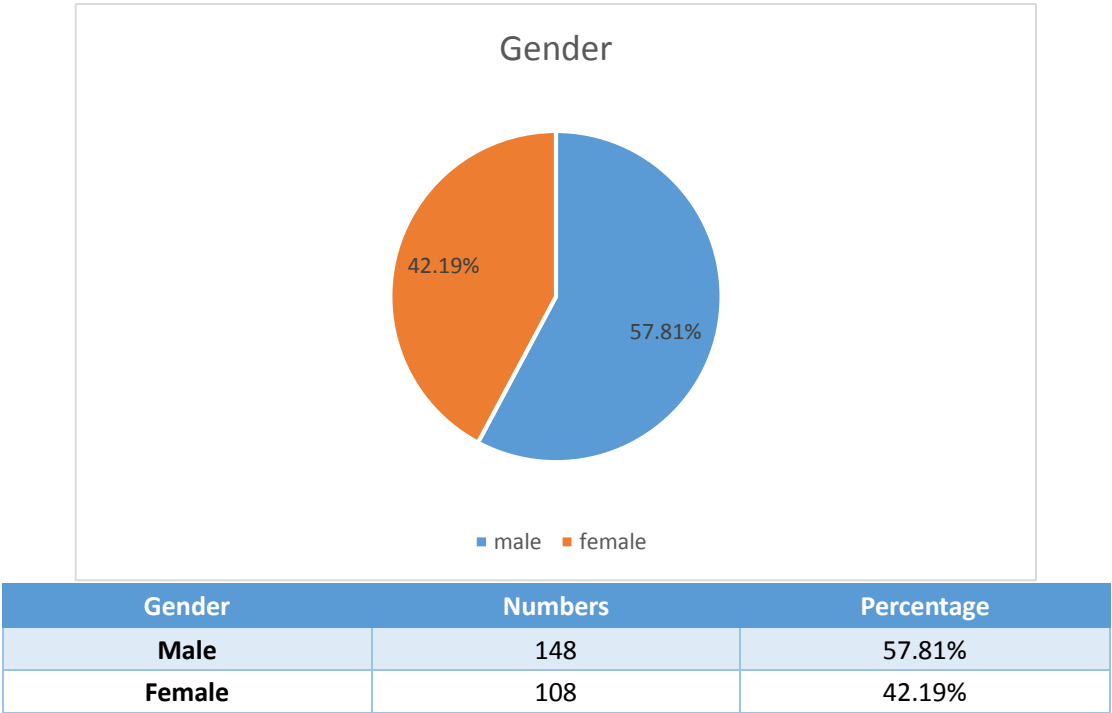
2.Age & Gender

2.1 Age



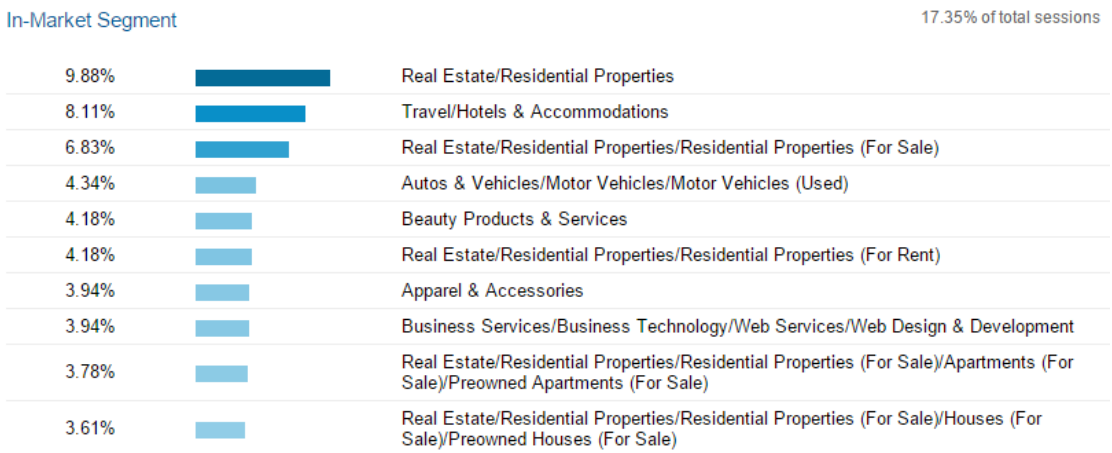
Age	Sessions	Percentage
25-34	111	46.25%
35-44	48	20.00%
45-54	29	12.08%
55-64	26	10.83%

2.2 Gender



3.Interests: Overview

3.1 In-Market Segment



3.2 Affinity Category

Affinity Category (reach)

19.89% of total sessions

6.56%		Travel Buffs
5.94%		Movie Lovers
5.90%		News Junkies & Avid Readers/Entertainment & Celebrity News Junkies
5.70%		TV Lovers
5.59%		Technophiles
4.19%		News Junkies & Avid Readers
3.80%		Avid Investors
3.49%		Mobile Enthusiasts
3.26%		Cooking Enthusiasts/Aspiring Chefs
3.14%		Music Lovers/Pop Music Fans

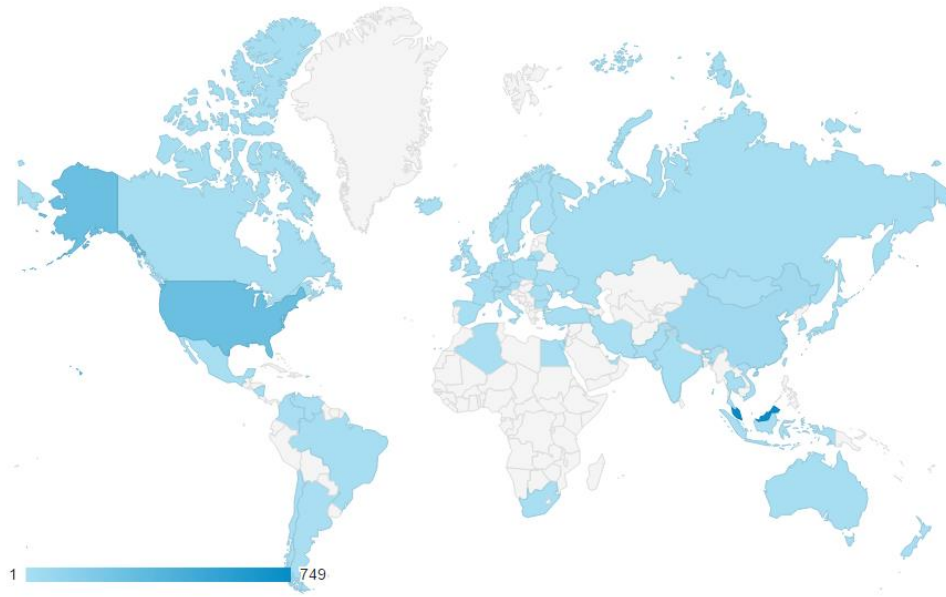
3.3 Other Category

Other Category

18.38% of total sessions

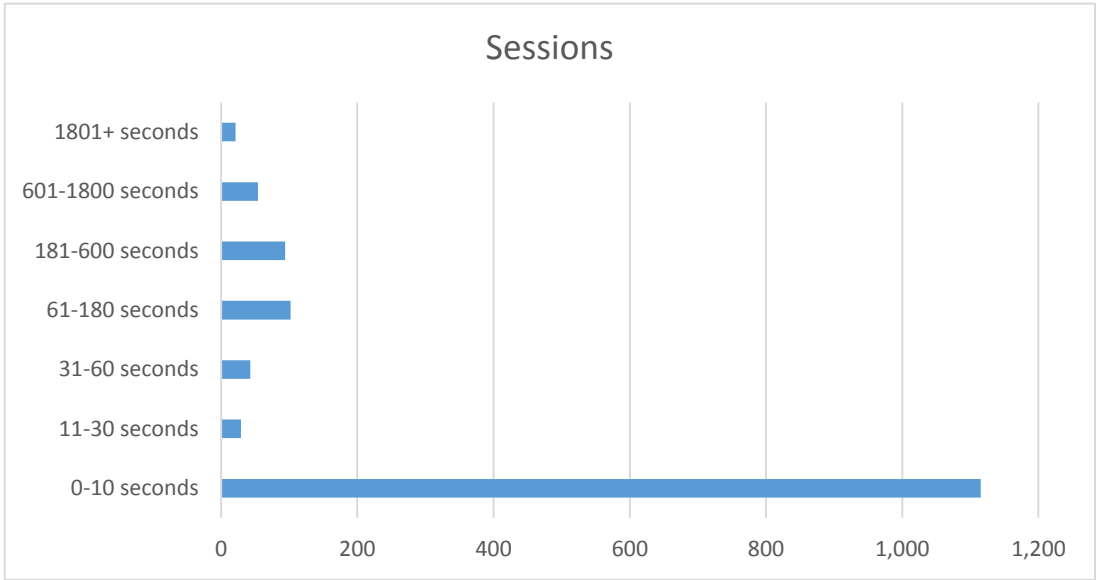
14.09%		Arts & Entertainment/Celebrities & Entertainment News
12.97%		Books & Literature/E-Books
11.02%		Shopping/Classifieds
10.32%		Real Estate/Real Estate Listings
8.37%		Arts & Entertainment/TV & Video/Online Video
6.69%		News/Politics
4.04%		Online Communities/Social Networks
3.77%		Beauty & Fitness/Hair Care
3.63%		Autos & Vehicles
3.07%		News/Newspapers

4.Geo-Location



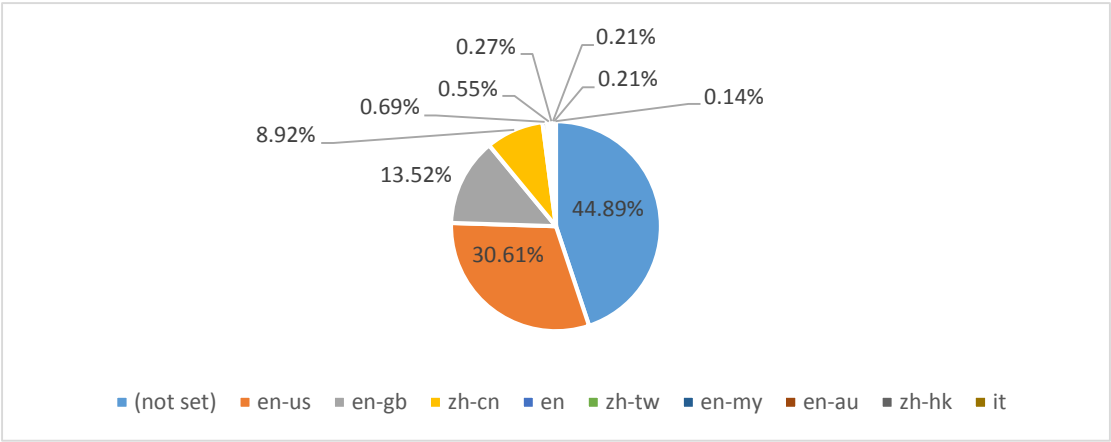
Location	Numbers
Malaysia	749(51.37%)
United States	288(19.75%)
(not set)	149(10.22%)
China	44(3.02%)
Germany	18(1.23%)
Japan	14(0.96%)
South Korea	14(0.96%)
Russia	14(0.96%)
Singapore	14(0.96%)
Canada	11(0.75%)

5.Session Duration



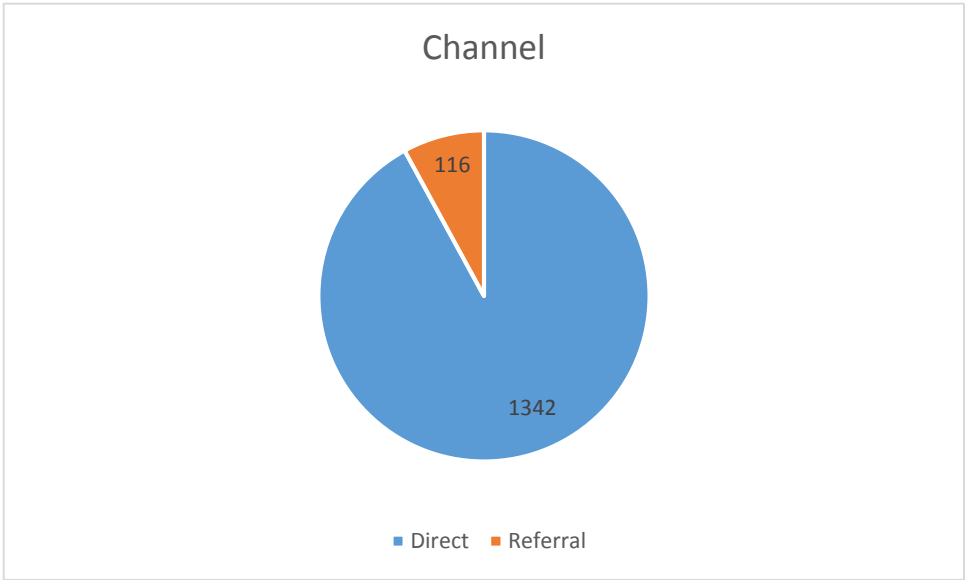
Session Duration	Sessions
0-10 seconds	1,115
11-30 seconds	29
31-60 seconds	43
61-180 seconds	102
181-600 seconds	94
601-1800 seconds	54
1801+ seconds	21

6.Language



Language	Acquisition
(not set)	654
en-us	446
en-gb	197
zh-cn	130
en	10
zh-tw	8
en-my	4
en-au	3
zh-hk	3
it	2

7.Channel



Channel	
Direct	1342
Referral	116

Referral			
1	guardlink.org	20	17.39%
2	www.event-tracking.com	18	15.65%
3	www4.free-social-buttons.com	15	13.04%
4	free-social-buttons.com	14	12.17%
5	www1.free-social-buttons.com	14	12.17%
6	www5.free-social-buttons.com	12	10.43%
7	172.16.0.1:1000	11	9.57%
8	www3.free-social-buttons.com	6	5.22%
9	www.Get-Free-Traffic-Now.com	4	3.48%
10	www10.free-social-buttons.com	1	0.87%