



MARKETING RESULTS 04/2019

A look at how our metrics are performing



EXECUTIVE SUMMARY

The following results are based on data for April 1, 2019 through April 30, 2019.

arifleet.com

Traffic on our site increased by 3.0% in April, (Fig. 21), even after filtering out traffic from India which had represented 2.0% of traffic in March, so traffic numbers are good for April. The increase came mainly from organic search, (Fig. 22); some SEO corrections were made to the site during April, so we are seeing results of this already.

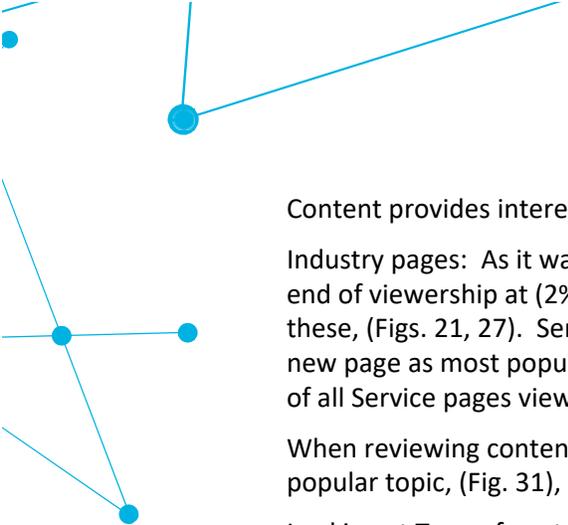
Our Step 1 conversions dropped by 1.8% from March, (Fig. 14). The biggest source of these continue to come from the Services pages, specifically the Maintenance Management page and Vehicle Management landing page, (Fig. 15), which account for over 46% of all Step 1 conversions collectively.

Engagement shows our bounce rate continuing to trend downward, with a drop of 17% in April, (Fig. 18). The Average Time on Site was fairly constant compared to March. A deeper look at Average Time on Site for the past two months shows time on the site is higher on average at the beginning of the month, and lower at the end of the month, (Fig. 20). This trend was also found in the number of Unique Visitors, and New Visitors to the site.

Total page views increased by 3.5%, (Fig. 33). However, average page views of returning visitors and new visitors dropped during April, (2.31 vs. 2.38 pages for new; 2.27 vs. 2.43 pages for returning). The increase in overall page views is attributed to the overall increase in traffic, rather than deeper engagement.

This month's report includes new charts on web events – specific actions that we tagged in the analytics program to measure activity on the website. There is a fair amount of site exploration, and this activity increased in April by 12.9%, (Fig. 08). An interesting thing happened when we moved the “click-bait” link to the top of the client login page – within 24 hours it had a jump in activity of people clicking the link. This was sustained after we switched the content out to a poll, (Fig. 09).

Looking at content with barriers – both gated and content requiring interaction, we looked at the number of times a visitor completed the required actions after visiting the page. We found that White Papers had a greater completion to view rate than Interactives, 17.8% versus 13.9% respectively, (Fig. 16). The inference is that visitors saw more value in the white paper descriptions than the interactives.



Content provides interesting results:

Industry pages: As it was in March, these pages continues to show at the low end of viewership at (2%), with Sales & Driver Centric fleets the most popular of these, (Figs. 21, 27). Service pages remained at the higher end (13%), with a new page as most popular: Maintenance Management, accounting for 23.0% of all Service pages viewed, (Fig. 25).

When reviewing content by Topic, Business Insight continues to be the most popular topic, (Fig. 31), with Data & Analytics running a close second.

Looking at Type of content, News & Events accounts for the greatest number of views, and it also has the greatest number of pieces of content live on the site, (Fig. 29). The longest viewed content was for Interactives, (polls, quizzes, calculators, and assessments), (Fig. 30).

Lead Generation

This report includes information about opportunities generated from web leads since Feb. 11, 2019 when our reengineered site launched. In total, we have generated **92 leads for a total of 197,098 vehicles**. Of these, **9 opportunities were created for a total of 2,572 vehicles**. Our lead generation increased by 38.5% in April. Of note was a significantly large lead for 150,000 vehicles from Fair.com. This company is partnered with Uber, and provides similar services to Uber as Holman does for Lyft. This was a net-new lead for Sales.

Email

The newsletter campaigns results were fairly steady in April, with an open rate of 18.5%, which is an improvement over March's 17.7% open rate, (Fig. 18). We looked deeper into the audience for the Canadian newsletter in French, to see if we could justify streamlining the newsletters and eliminating this low volume publication. We found 33 people read it at 27 companies, representing over 19,000 vehicles.

The Toronto Fleet Forum invite had a very high bounce rate at 25.8%, more than twice the bounce rate of the last event, (NAFA at 12.3%).

Social

The view rate from impressions on the You Tube channel continues to be the highest amongst our social media platforms, (Fig. 47).

Our largest growth in followers came from Linked In, with a gain of 349 followers in April, (Fig. 49).

We had a spike in impressions on Facebook in April, up over 70% from what it was in March, (Fig. 46). Since our followers didn't change significantly (only 1 new follower), this could be due to either more active followers, or a change in Facebook's own algorithms.

SEO

ARI's ranking for some high volume key words increased in April significantly. We moved into the top 10 position (usually a Page 1 result) for "manage fleets", "management fleet", and "alpha romeo". We moved to the 2nd page of results for "/leasing/" and "fleets", which generate 60,500 and 49,500 monthly searches, respectively, (Fig. 43). We ranked for "cars leasing", a new keyword phrase for ARI, with 110,000 monthly searches, though our rank was on the 4th page. Our leasing & purchasing page is the destination for these searches. We are on an upward trend for the number of keywords that we rank for, having just moved ahead of elementfleet.com, (Fig. 45).

Field Events

Registrations for the Toronto Fleet Forum are lagging a week behind where we were last year, but the invitation was also sent a week later than last year as well, (Fig. 58). In addition, as mentioned above, the invitation for this event had a high bounce rate.

Click Heatmaps and Scroll Depth

Patterns of shallow scroll depth on the Home page persist with only 28% of visitors scrolling down to the main CTA, though this is up slightly from last month's scroll depth of 24.4%.

For pages that Mouseflow recorded at least 100 page views, here are the stats for April:

All Heatmaps (490) 01 Apr 2019 - 30 Apr 2019									
PAGE	VIEWS	VISIT TIME	ENGAGEMENT	CLICKS	RENDER	SCROLL	FRICTION	SIZE	
/	7,614	2m 4s	14.9s	9,869	3.27s	63%	0.4	77.51 KB	
/client-login	3,626	8m 7s	14.6s	4,470	0.26s	69%	0.4	77.23 KB	
/company/contact-ari	2,439	6m 30s	31.3s	4,980	2.58s	100%	0.4	124.31 KB	
/services/vehicle-management	706	3m 24s	26.1s	1,029	1.48s	73%	0.3	92.02 KB	
/services/vehicle-management/maintenance-management	704	2m 58s	28.5s	690	5.06s	74%	0.3	98.57 KB	
/company/careers/locations	481	5m 4s	22.7s	403	0.36s	76%	0.3	77.21 KB	
/company/story/about-ari	481	5m 51s	36.4s	610	2.44s	67%	0.3	92.6 KB	
/company/careers	461	4m 5s	13.8s	596	1.28s	70%	1.4	76.16 KB	
/resources/resource-library	232	3m 57s	24.0s	541	0.37s	100%	0.2	138.05 KB	
/resources/updates-projections/build-out-start-up-dates	217	10m 4s	1m 23s	1,931	0.15s	100%	0.6	131.75 KB	
/services/vehicle-management/leasing-purchasing	186	4m 28s	33.2s	247	3.28s	75%	0.3	98.39 KB	
/company/story/executive-team	172	5m 49s	1m 4s	385	0.38s	80%	0.2	95.56 KB	
/services	172	3m 3s	19.0s	188	0.99s	73%	0.3	91.76 KB	
/resources/updates-projections	168	2m 7s	11.6s	214	0.31s	57%	0.4	78.54 KB	
/company/value/holman-business-services	156	3m 6s	33.4s	277	0.31s	77%	0.3	79.94 KB	
/company/story	152	1m 22s	13.0s	167	0.29s	78%	0.2	75.88 KB	
/services/driver-management	146	2m 44s	22.7s	283	1.91s	69%	0.4	107.41 KB	
/services/vehicle-management/garage-management-system	127	4m 3s	35.0s	267	6.75s	73%	0.3	85.22 KB	
/us-english	126	38.6s	5.3s	160	0.10s	58%	0.5	74.18 KB	
/industries/sales-service-others	109	56.1s	12.4s	116	0.59s	81%	0.2	76.66 KB	

RECOMMENDATIONS

To increase completion of interactives:

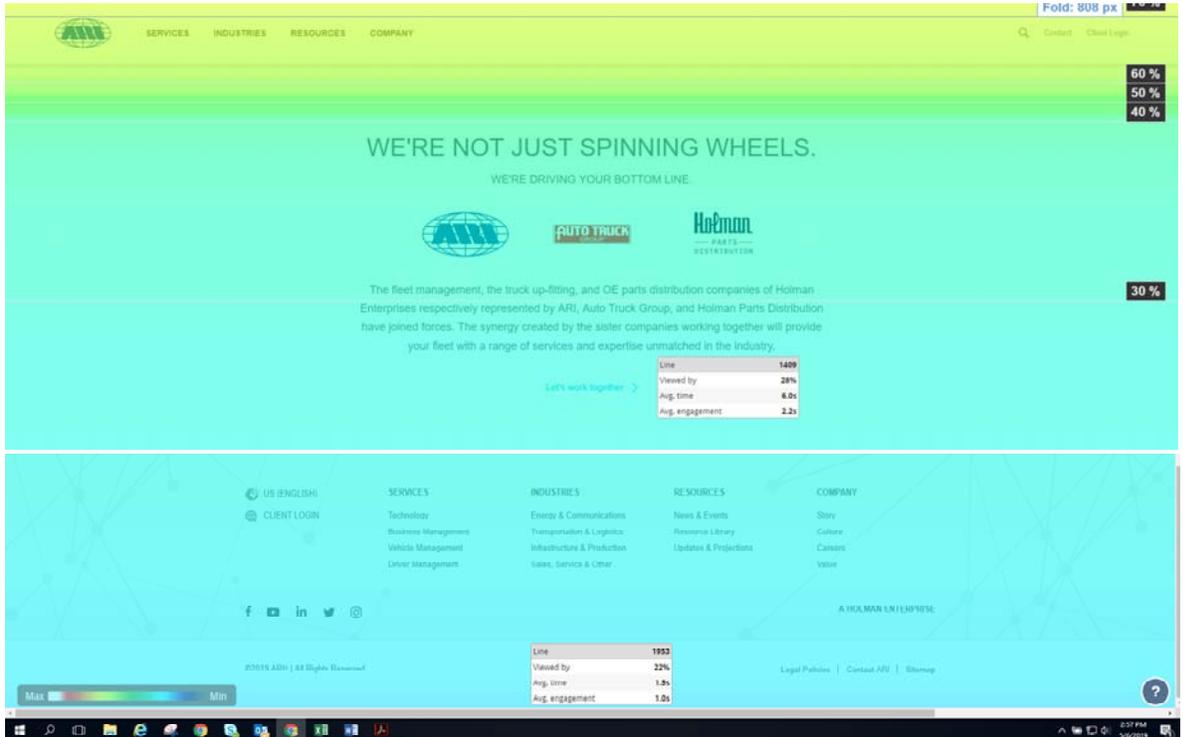
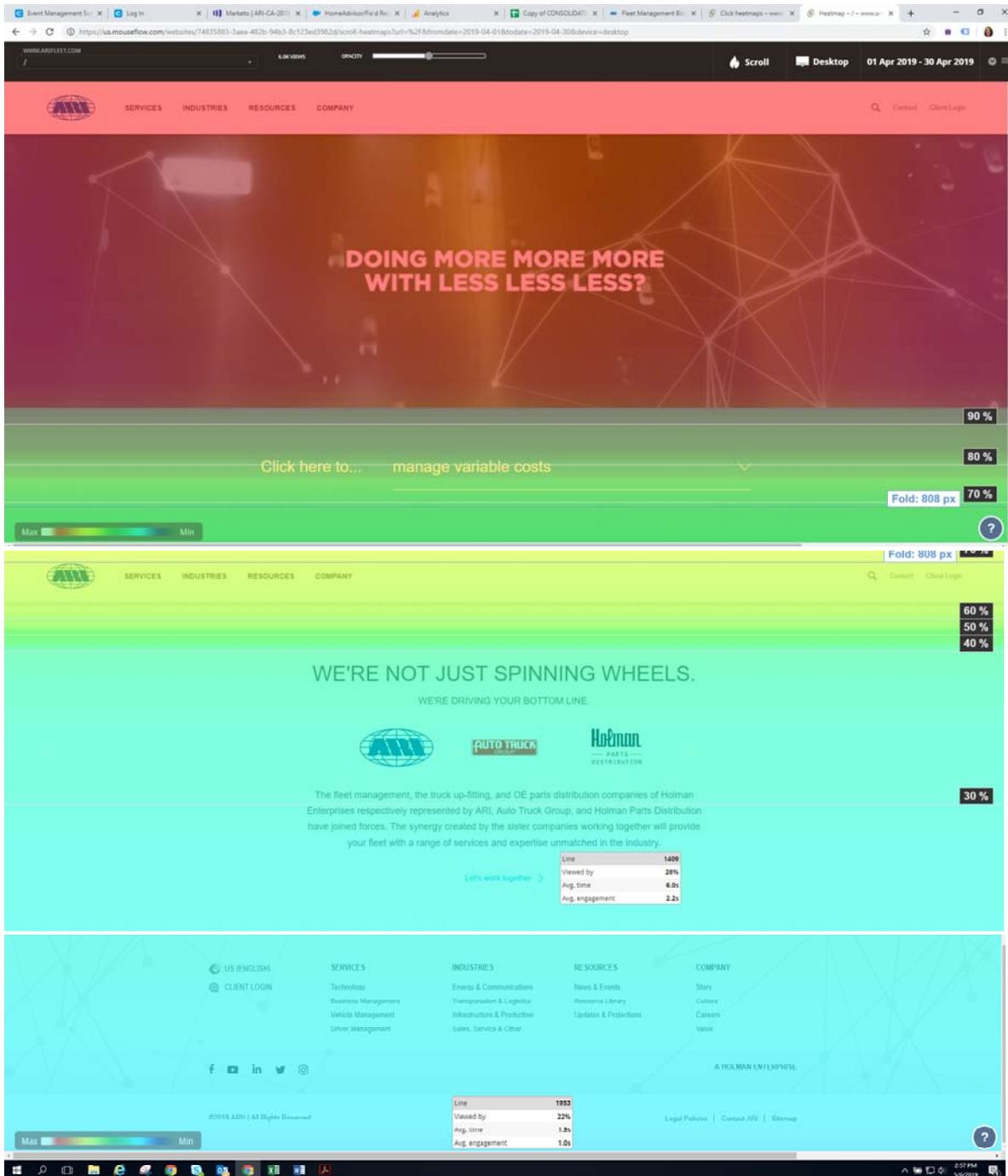
- Eliminate the Welcome page for the calculator, which eliminates a CTA barrier to start the calculator.

To improve conversions:

- Perform an A/B test for a different home page with a CTA higher up in the page.

To improve engagement:

- Discuss what to do with the Business Management Services section which is not getting much traction. Should we consider a concerted promotion effort to bring people to these pages or should we consider sunsetting this section and substituting it for a different section of services? Perhaps we could highlight automotive services available through Holman Enterprises companies (parts delivery, core retrieval, ride sharing/subscription services, retail inventory management, specialty equipment manufacturing, body and equipment upfitting).



MARKETING DASHBOARD - APR. 2019

TOTAL LEADS THIS MONTH

36

GOAL 20

% OF GOAL

180%

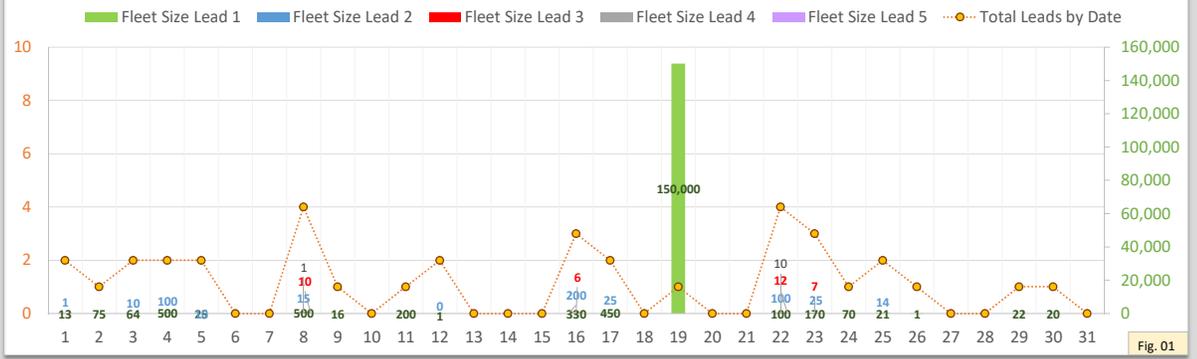


Fig. 01

LEADS PER SOURCE THIS MONTH

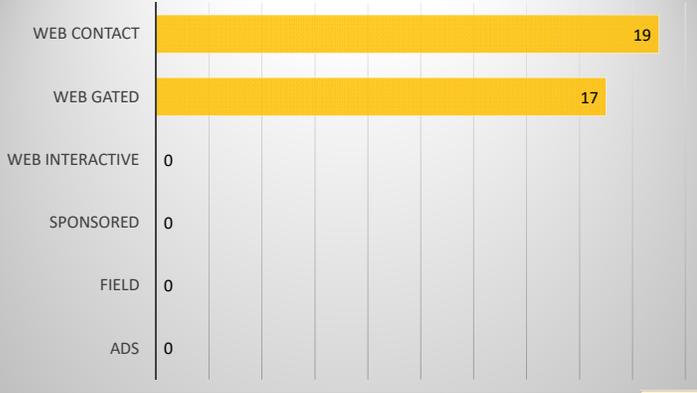


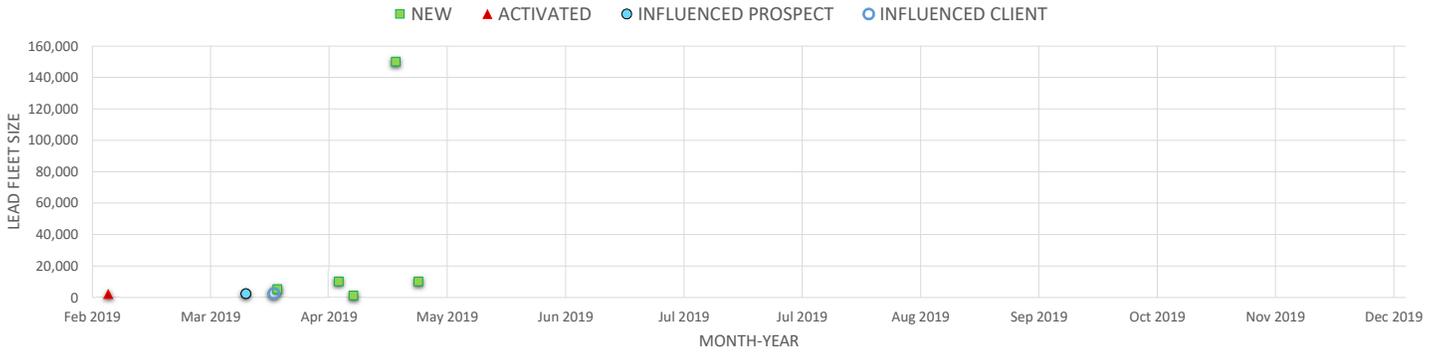
Fig. 02

MARKETING LEADS BY STATUS

PIPELINE STAGE	MARKETING LEADS	FLEET VEHICLES	REVENUE
NEW	35	163,418	
GENERAL INQUIRY	1	5,000	
CLIENT-NEW CONTACT	4	3,377	
NOT IN TARGET	30	15,654	
QUALIFIED PROSPECT	22	9,649	
TOTAL	92	197,098	
OPPORTUNITIES	9	2,572	\$ -
CLOSED-WON	0	0	\$ -
CLOSED-LOST	0	0	\$ -
% Prospects per lead	23.9%		
% Opp. Per lead	9.8%		
% Opp. Closed	0.0%		
% Opp. Won	0.0%		

Fig. 03

WEB LEADS BY FLEET SIZE YTD (1,000+ vehicles)



WEB LEADS BY FLEET SIZE YTD (under 1,000 vehicles)

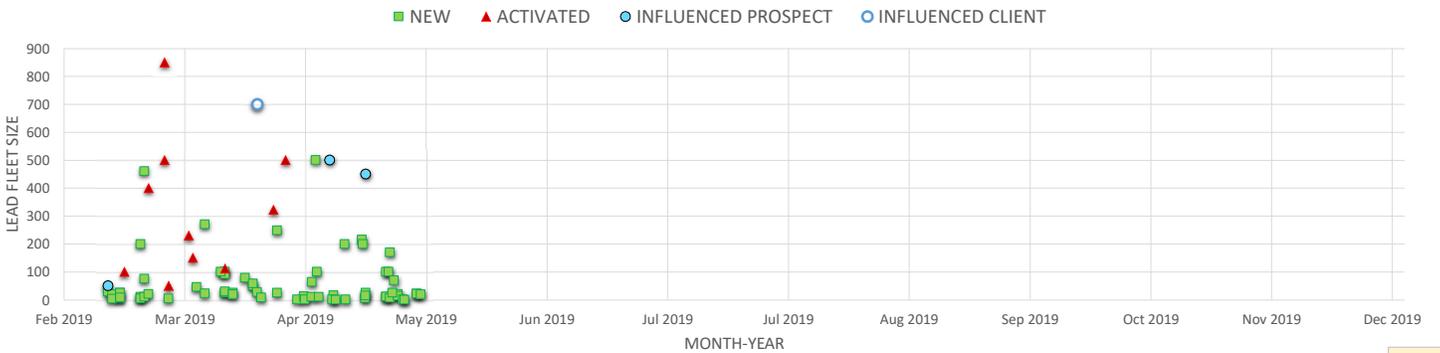


Fig. 04

STATUS OF QUALIFIED PROSPECT WEB LEADS					
Lead Date	Fleet Size	Company	Lead Status	Type	Update of Converted Leads
4/19/2019	150,000	Fair.com	New	New	Confirmed fleet size, and is comprised of three different portfolios (ride share & consumer). May get HSV involved.
4/4/2019	10,000	PepsiCo	New	New	BDR to determine if this is a new segment of PepsiCo fleet that is a new opportunity, or a new lead on an existing account.
3/19/2019	2,500	Direct Energy	Current Client	Client Influenced	Lead classified as "client question" and not converted to existing account.
3/12/2019	2,300	Lincare	Qualified Prospect	Influenced	Webcast set up for 3/21/19. No further notes. Lead not converted from BDR yet to DM.
2/5/2019	2,000	Forward Air Inc.	Qualified Prospect	Activated	Blatnik trying to set up meeting for sometime in April.
4/8/2019	1,000	KPIT	New	New	
2/26/2019	910	Philadelphia Gas Works	Qualified Prospect	Activated	RFP submitted - prospect evaluating - will narrow down to 2-4 providers for presentations. (4/16)
3/21/2019	700	Lee Company	New	Client Influenced	This is a new contact for a client who is considering expanded services. Lead not converted yet as of 4/30.
2/26/2019	500	American Signature Inc.	Qualified Prospect	Activated	DSM met w/prospect in March. Proposal submitted. Awaiting evaluation.
3/28/2019	500	84 Lumber Company	Qualified Prospect	Activated	DSM meeting with prospect on April 6, 2019.
4/8/2019	500	Empire Transport	Qualified Prospect	Influenced	Part of Empire Southwest CAT dealers in AZ. Discovery meeting with DM on 4/12
4/4/2019	500	Crystal Foods Inc	New	New	
2/21/2019	460	Rocky View County	Qualified Prospect	New	Non responsive on outreach so far.
4/17/2019	450	Fabik CAT	Qualified Prospect	Influenced	CFO tasking new lead with researching fleet management solutions. What they're doing isn't working well.
2/22/2019	400	Lakes Gas Co	Qualified Prospect	Activated	Scoping proposal sent on March 20. Prospect evaluating. (4/16)
4/15/2019	330	Guayaki Yerba Mate	New	New	Looking for international solution. Mainly electric vehicles.
3/25/2019	323	Colonial Pipeline	Qualified Prospect	Activated	BDR had hour long call. Prospect is with Leaseplan & VerizonConnect (hates it). DSM trying to connect.
3/8/2019	270	DeLaval	Qualified Prospect	New	DSM had discovery meeting with prospect.
3/26/2019	248	Nestle Purina Petcare	New	New	
3/4/2019	230	Montana Rail Link	Qualified Prospect	Activated	Webcast on 4/4 with General Counsel, CPO, Senior Procurement Mgr, and Procurement Mgr. They were impressed.
4/11/2019	200	GP France	New	New	
4/16/2019	200	Irdeto Connected Transport	New	New	
4/23/2019	170	Mammoet USA	Qualified Prospect	New	DM had discovery call. Meeting set with prospect on May 2.
3/5/2019	150	Compucom	Current Client	Client Influenced	
3/13/2019	112	Frankenmuth Insurance	Qualified Prospect	Activated	Had meeting. Working up sample proposal and towards verbal agreement.
2/16/2019	100	Spectrum Center Schools	Qualified Prospect	Activated	Haven't connected with BDR yet.
3/13/2019	100	ASPCA	New	New	
4/22/2019	100	Buckles-Smith Electric	New	New	
4/22/2019	100	Blue Team Restoration	New	New	
4/4/2019	100	The Blue Team	New	New	
3/12/2019	100	Xyzte	Contacted-Need fleet size	New	
3/13/2019	91	Eagle Pressure Control	Qualified Prospect	New	DSM visit. Webcast held. Proposal sent. Prospect asked for meeting beginning of May to decide how we move forward.
3/18/2019	79	Window Nation	Qualified Prospect	New	Project now at CEO, CFO level. They will be in touch with DSM.
2/21/2019	75	Filtrexx Intl.	Qualified Prospect	New	Prospect visit set for 4/10/2019. Fleet project put on hold for now.
4/2/2019	75	Ago	New	New	
4/24/2019	70	Blackbird	New	New	Good discovery call. Pain point with Verizon Connect. Waiting on credit approval to pursue.
4/3/2019	64	Logan HVAC	New	New	
3/20/2019	58	ICWG	Qualified Prospect	New	Had successful first meeting. Setting up second meeting for 4/18/19.
3/20/2019	50	Royal Oak Enterprises	Qualified Prospect	New	DM call went well. We are exactly what this fast growing company needs. Next steps with CFO.
2/12/2019	50	AECOM	New	Influenced	DM provided quotes - this is part of a 2,600 vehicle prospect
3/6/2019	46	Forney Industries	Qualified Prospect	New	Sent proposal. Prospect eager to move from reimbursement. B'twn ARI and Element. Prospect likes us - former client.
3/13/2019	25	Home Advisor/Fix'd Repair	Qualified Prospect	New	RFP is out (we assisted w/it). Rapidly expanding fleet - plan on 2,000 units w/in 5 years. Need FMC help w/expansion.
4/23/2019	25	County of Tulare	New	New	
4/5/2019	25	Campbell Global LLC	New	New	
3/8/2019	23	Talcott Construction	Contacted - Need Contact	New	
4/29/2019	22	A P I SUPPLY INC.	Client Question	Client Influenced	
4/30/2019	20	AMC	New	New	
4/9/2019	16	Woodcase Fine Cabinetry	New	New	
4/8/2019	15	Mountain State Water	New	New	
4/22/2019	12	SP Scientific	New	New	
4/3/2019	10	Allied Universal	New	Influenced Prospect	
4/8/2019	10	Clearwater Industries	New	New	
4/5/2019	10	The U	Contacted - Need Contact	New	
4/16/2019	6	Cohesive MediRyde	New	New	
2/27/2019	5	Driven	New	New	
3/31/2019	1	Amazingglass	New	New	
4/12/2019	1	Connector	New	New	
4/26/2019	1	Bridge Street Group LLC	New	New	
4/9/2019	-	Joule Property	New	New	
4/26/2019	-	influx communications	Contacted - Need Fleet Siz	New	

Fig. 05

MARKETING DASHBOARD - APR. 2019

DISQUALIFIED WEB LEADS					
Lead Date	Fleet Size	Company	Lead Status	Type	Update of Converted Leads
4/24/2019	10000	Exosite	Contacted - Unqualified	New	Internet of things - Platform for Connected Vehicles
3/20/2019	5000	National Transportation Consultants	General Inquiry	New	Wanted DVIR, and maint. repairs for 150 fleets of 30-50 trucks, some client owned some leased. ARI not interested.
2/20/2019	200	Dean & Company	Not in Target	New	
2/27/2019	50	Central Maine & Quebec Railroad	Not in Target	Activated	
2/12/2019	30	Onsrud	Not in Target	New	
3/13/2019	30	South Austin Nissan	Not in Target	New	
3/21/2019	27	Aculabs, Inc.	Not in Target	New	
2/15/2019	25	Hall Oil and Propane	Not in Target	New	
2/15/2019	25	Lavazza Professional North America	Not in Target	New	
3/15/2019	25	Complete Care	Not in Target	New	
3/26/2019	25	Pure Power Contractors Inc	Not in Target	New	
4/17/2019	25	CleanTek	Not in Target	New	
2/22/2019	21	Pure Power Contractors Inc	Not in Target	New	
4/25/2019	21	SWATA Group LLC	Unqualified	New	
2/13/2019	20	Jagged Peak Energy	Not in Target	New	
3/15/2019	20	Chloeta Fire	Not in Target	New	
4/16/2019	15	PogoZone	Not in Target	New	
4/25/2019	14	Victory Propane	Not in Target	New	
4/1/2019	13	USA Fleet Solutions	Vendor	New	
2/20/2019	10	Beacon Electrical Contractors Inc.	Not in Target	New	
2/21/2019	10	Chief Exhibitus.com	Not in Target	New	
4/22/2019	10	Beyond Energy Services	Not in Target	New	
2/15/2019	8	InStone Co.	Not in Target	New	
3/22/2019	8	Eventup	Not in Target	New	
4/23/2019	7	Refuel Inc.	Not in Target	New	
2/15/2019	6	Magna Imperio Systems	Not in Target	New	
2/20/2019	5	Petrogas West LLC	Not in Target	New	
2/13/2019	3	Spade Fire Supply	Not in Target	New	
4/1/2019	1	Radon Medical Imaging	Not in Target	New	
4/8/2019	1	ORIX Australia	New	Vendor	
2/26/2019		Theseus	Not in Target	New	
4/12/2019	-	Ford Groves	Not in Target	New	

Fig. 06

WEBEVENTS DASHBOARD - APR. 2019

EVENTS

47,540

Last Months Events

39,692

19.8% Change

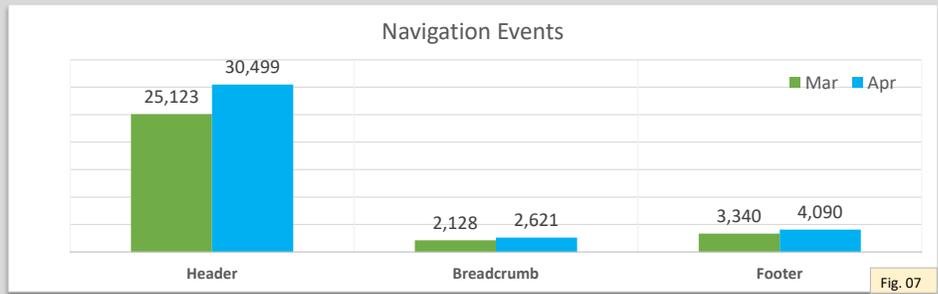


Fig. 07

EVENTS BY EVENT CATEGORY

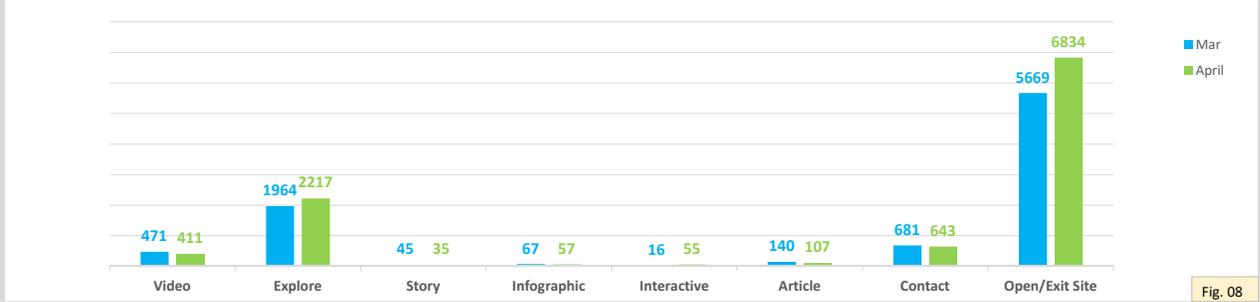


Fig. 08

TARGETED EVENTS BY DAY

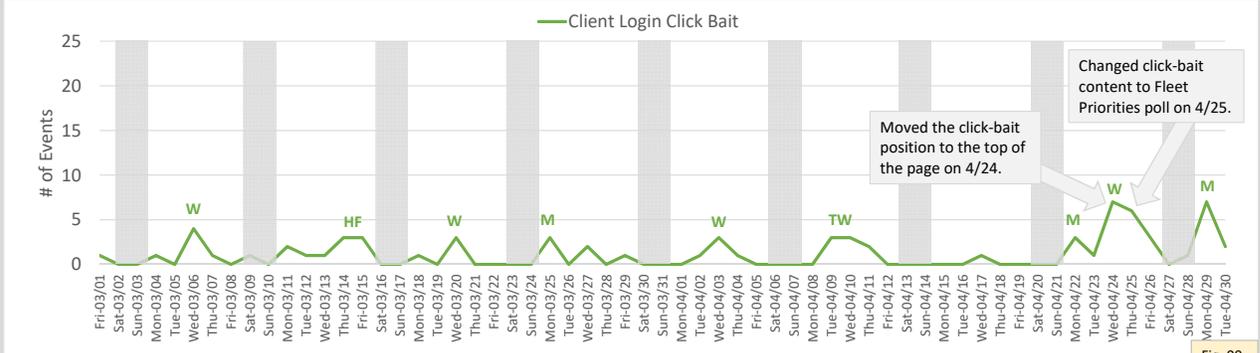


Fig. 09

HIGH TRAFFIC PAGE EVENTS BY DAY

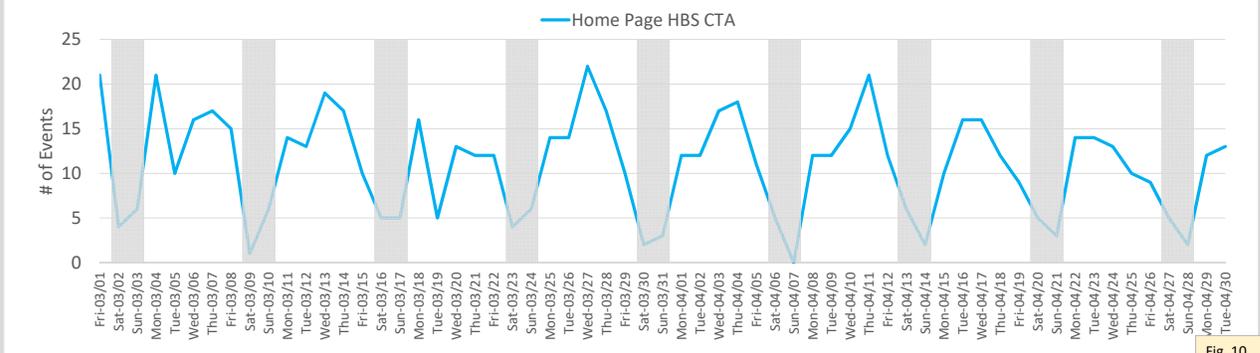


Fig. 10

The landing page gets approximately twice as many page views as the Client Login page on a monthly basis.

CONVERSION DASHBOARD - APR. 2019

CONVERSIONS

21

GOAL 60

% OF GOAL

35%

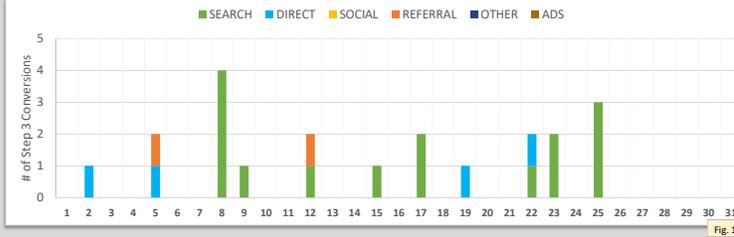


Fig. 11

STEP 3 CONVERSION BY SOURCE YTD

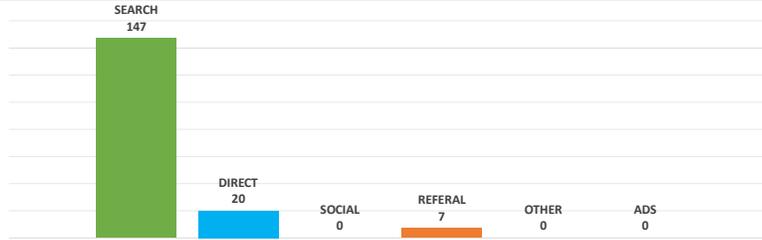


Fig. 12

% OF TRAFFIC STEP 3 CONVERSION BY SOURCE

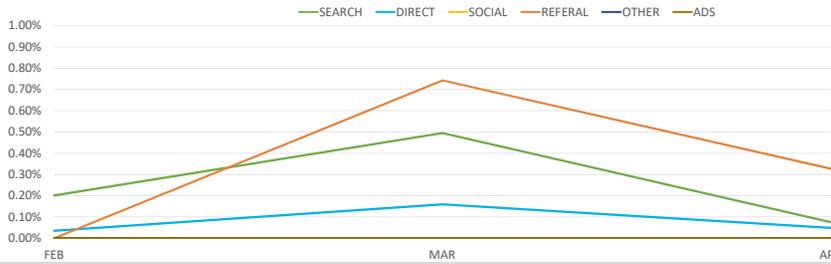


Fig. 13

STEP 1 CONVERSION BY NAVIGATION YTD

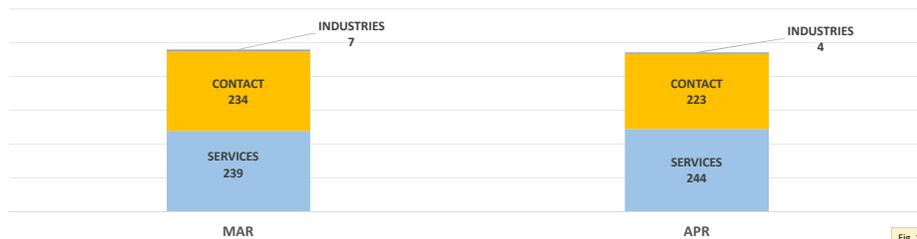


Fig. 14

PAGES WITH CONTACT ARI CTAs CLICKED



Fig. 15

Completion to View Rate

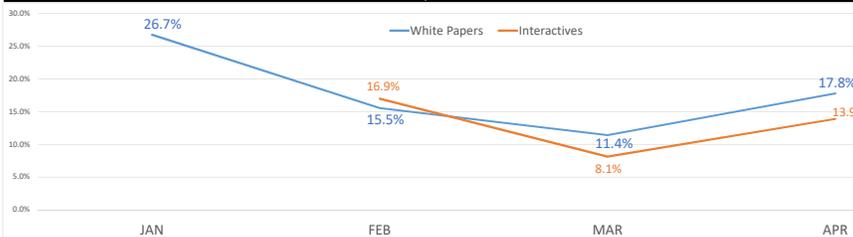
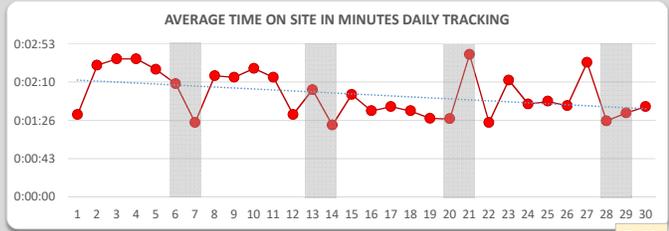
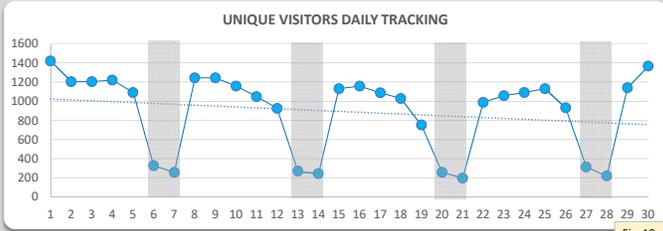
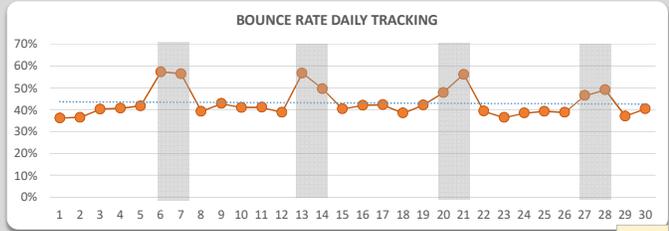
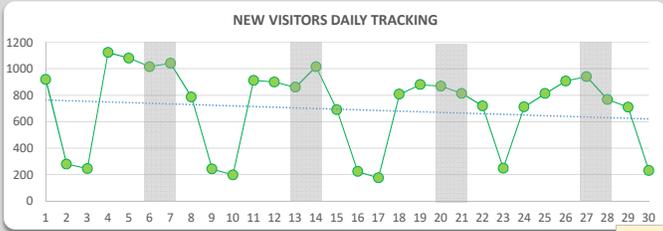


Fig. 16

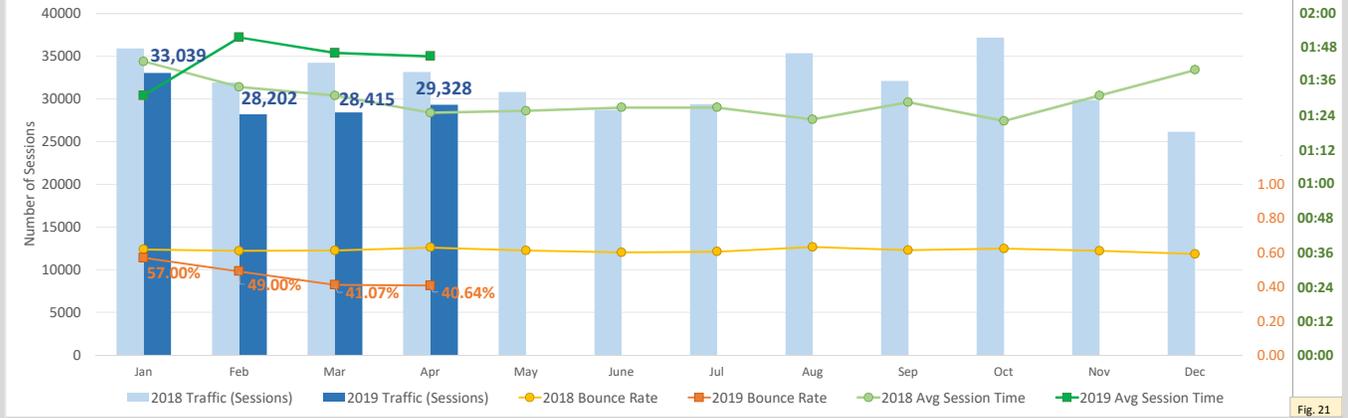
WEB ANALYTICS DASHBOARD - APR. 2019

AVG DAILY NEW VISITORS THIS MONTH % Δ from previous month 690 0%	AVG DAILY UNIQUE VISITORS THIS MONTH % Δ from previous month 890 6%	AVG BOUNCE RATE THIS MONTH % Δ from previous month 41% -17%	AVERAGE SESSION TIME THIS MONTH (MIN:SEC) % Δ from previous month 0:01:45 -1%
AVG DAILY NEW VISITORS LAST MONTH 690	AVG DAILY UNIQUE VISITORS LAST MONTH 836	AVG BOUNCE RATE LAST MONTH 49%	AVERAGE SESSION TIME LAST MONTH (MIN:SEC) 0:01:46

DAILY OVERVIEW

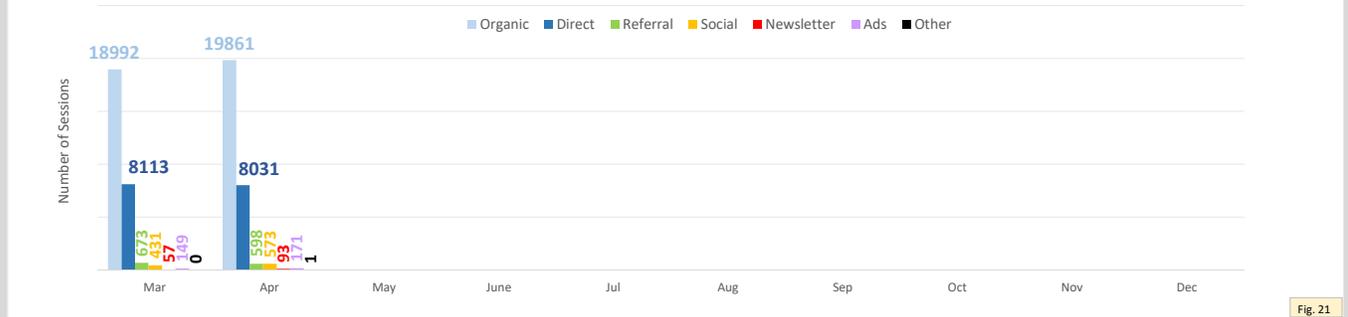


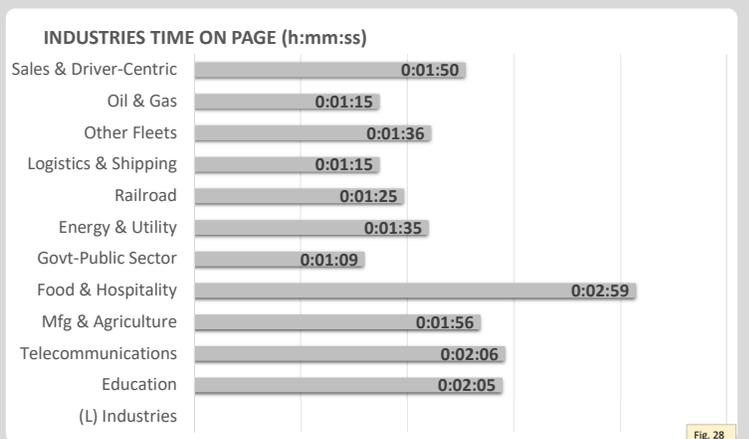
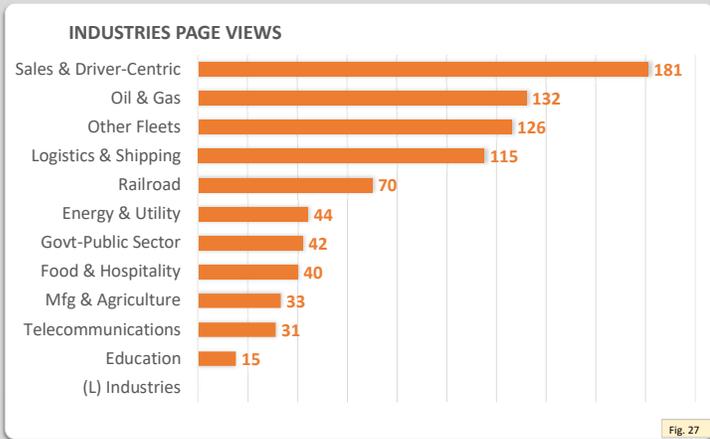
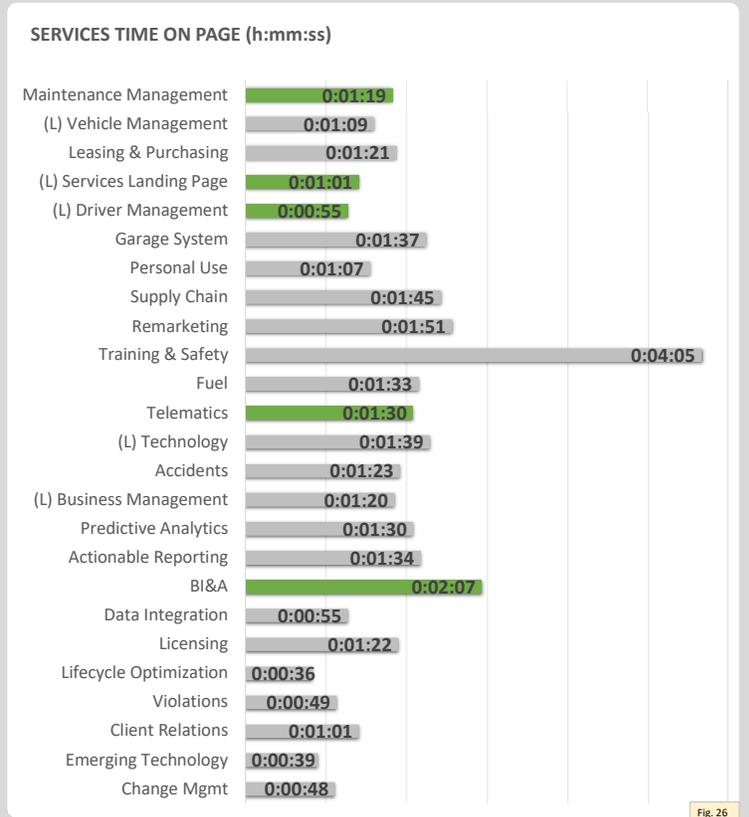
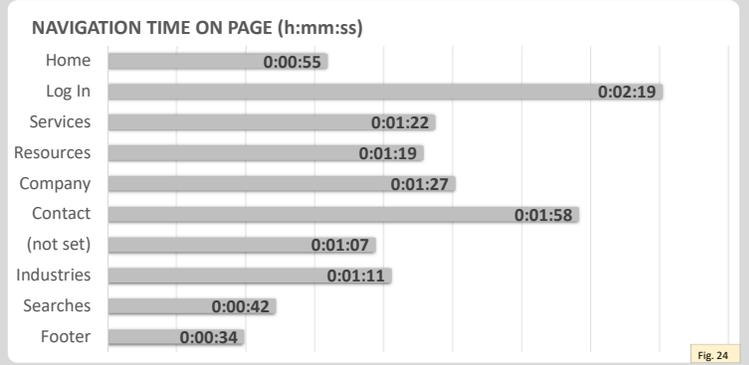
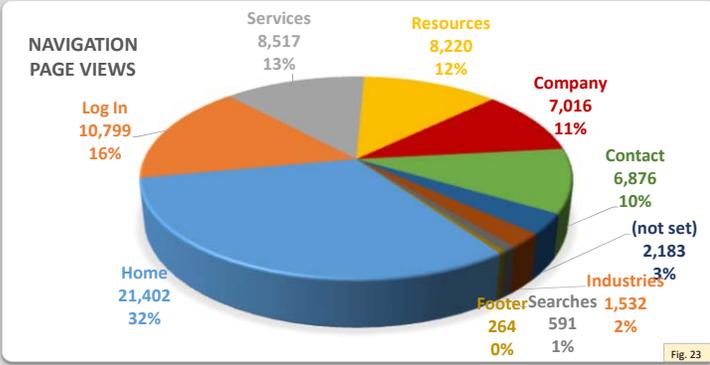
YEAR OVER YEAR COMPARISON



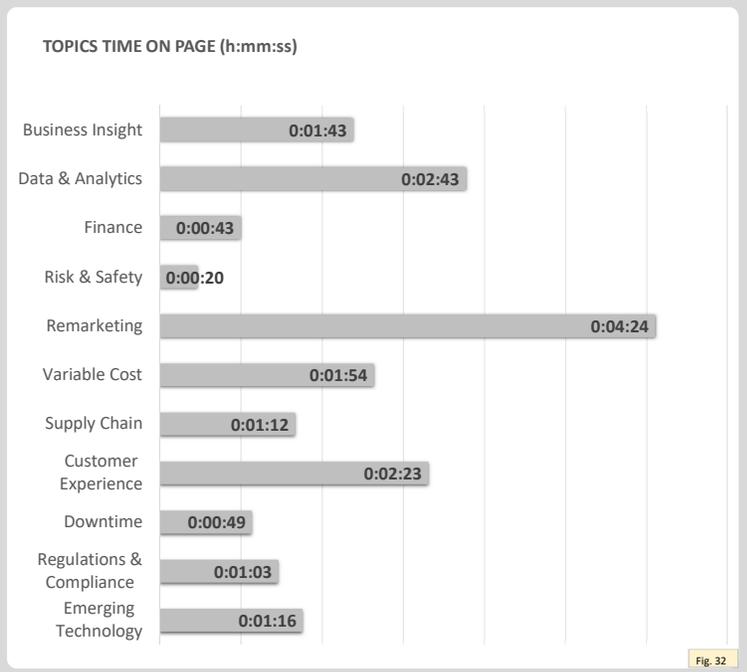
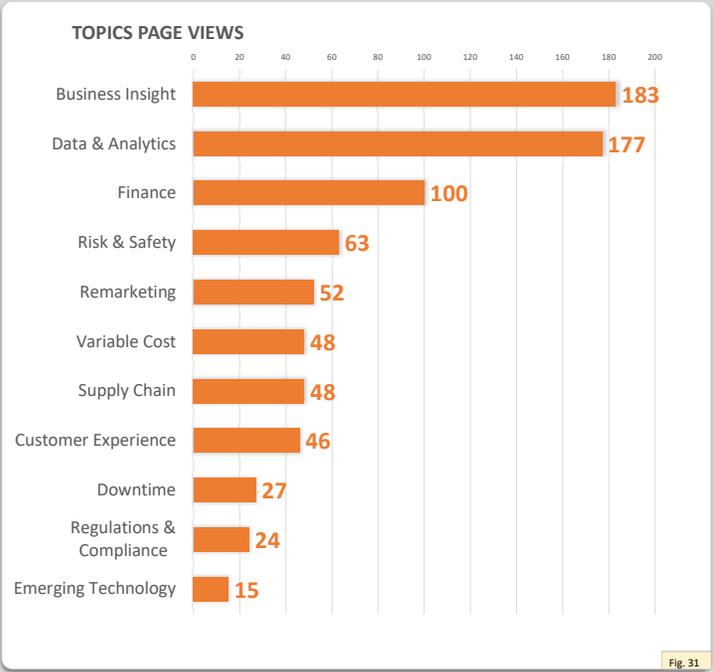
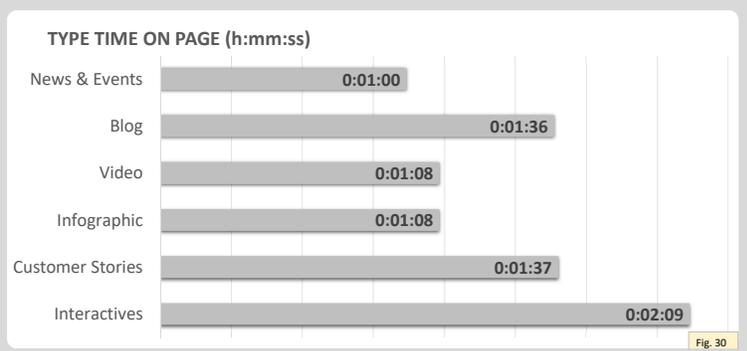
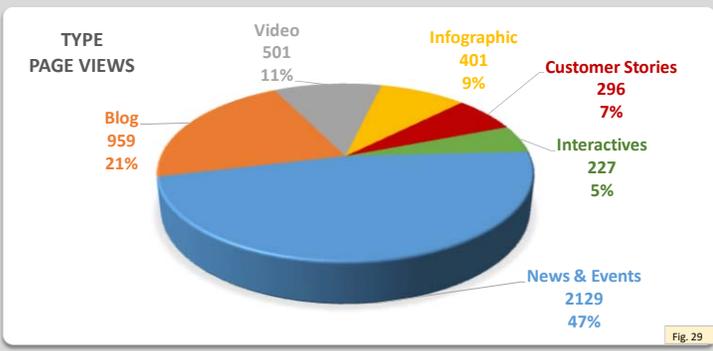
Traffic from India was weeded out at the beginning of April. It accounted for over 2% of all visitors in March. In April, it accounted for 0.65%.

TRAFFIC SOURCE BY MONTH

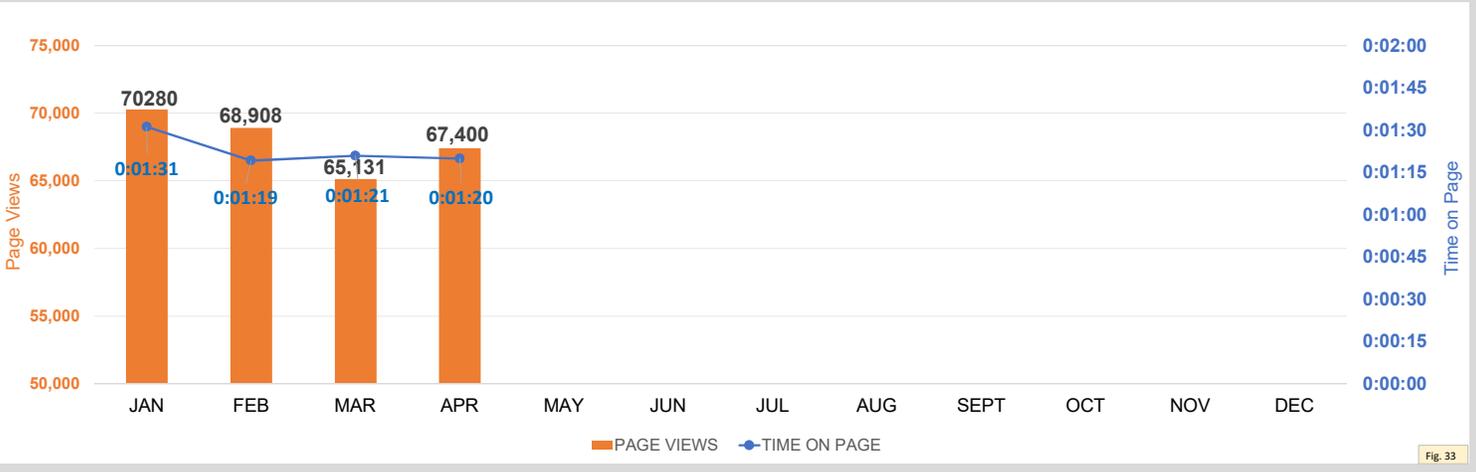




CONTENT DASHBOARD - APR. 2019



PAGE VIEW AND TIME ON PAGE MONTHLY STATS



PAGE VIEWS THIS MONTH

NAVIGATION PAGE VIEWS

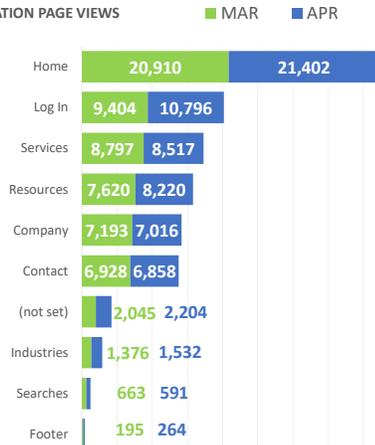


Fig. 34

SERVICES PAGE VIEWS



Fig. 35

INDUSTRY PAGE VIEWS

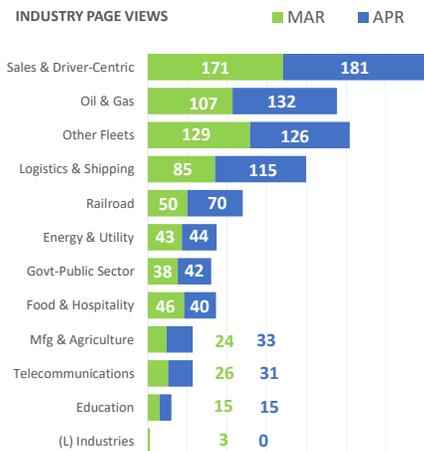


Fig. 36

TOPICS PAGE VIEWS

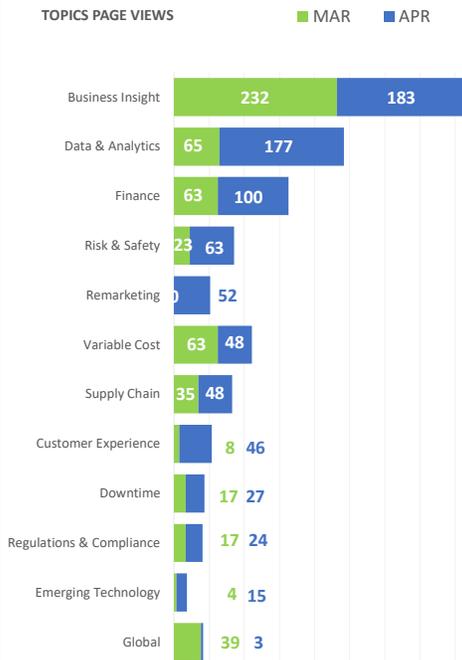


Fig. 37

TOPICS PAGE VIEWS

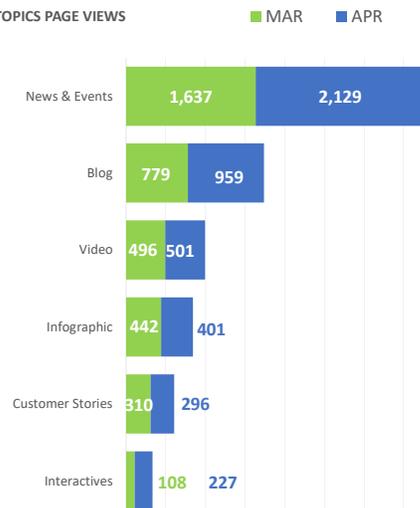


Fig. 38

CURRENT STATUS

EMAIL SEND GROWTH

-106

UNSUBSCRIBE GROWTH

-2

EMAIL BOUNCE GROWTH

27

NEWSLETTER DATA BY MONTH

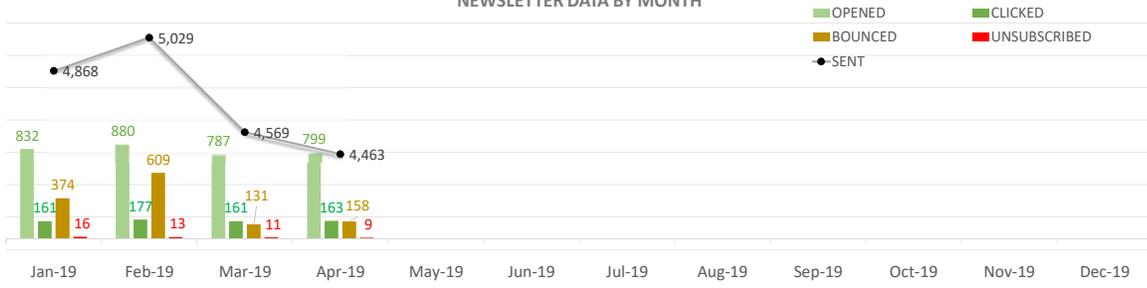


Fig. 39

INDIVIDUAL EMAIL PERFORMANCE

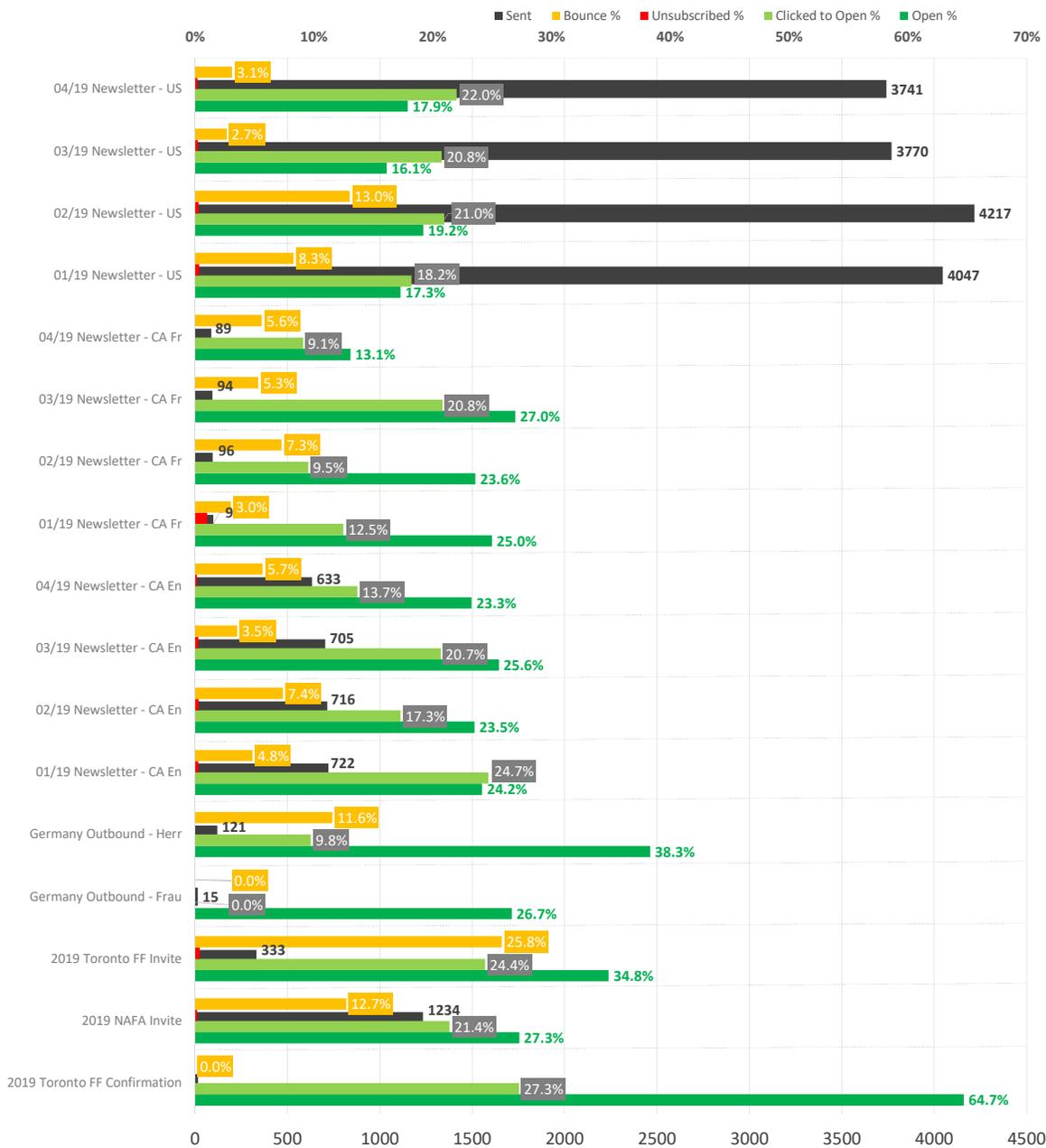
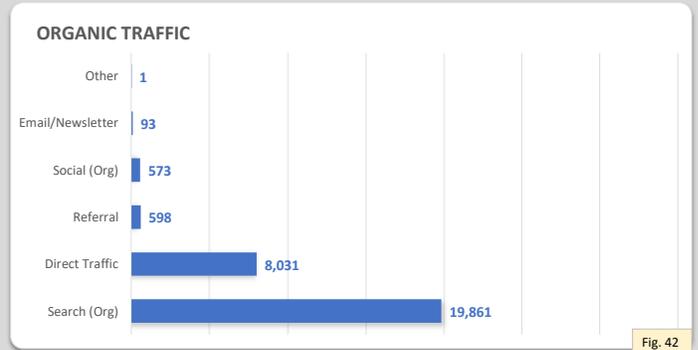
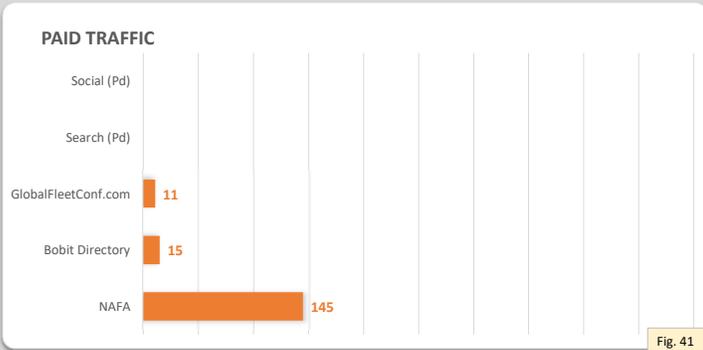


Fig. 40

SEO DASHBOARD - APR. 2019

VISITS THIS MONTH



ORGANIC KEYWORDS % Change
1,190 5.8%

PAGE 1 KEYWORDS % Change
260 7.4%

SUM OF RANK CHANGE
1,420

EST. MONTHLY SEO CLICKS % Change
106,000 13.4%

TOP 25 RANKED KEYWORDS BY SEARCH VOLUME LAST MONTH

Keyword	Position last month	Position this month	Searches/Mo
management jobs	44	44	110,000
fleets	34	39	49,500
comcast careers	51	51	40,500
buy direct	46	50	18,100
cheap leasing cars	22	22	14,800
telematics	47	27	12,100
driving training	29	29	9,900
fleet management	28	20	8,100
nafa	20	23	6,600
vehicles for lease	18	18	5,400
vehicle leases	50	19	5,400
vehicle leasing	33	33	5,400
leasing vehicles	44	28	5,400
lease vehicles	26	26	5,400
wex fleet	50	50	3,600
fleet management jobs	35	18	3,600
vehicle fleet	18	16	2,900
maintenance management	34	34	2,900
personal fuel card	33	33	2,900
leasing options	19	19	2,900
fleet app	31	31	2,900
wex fuel card	47	47	1,600
accident claims	15	15	1,300
fleet gas card	42	42	1,000
texas liability insurance card	3	3	720

Orange highlights drops by 5 or more in ranking position. Green highlights an increase of 5 or more. Fig. 43

TOP 25 RANKED KEYWORDS BY SEARCH VOLUME THIS MONTH

Keyword	Position last month	Position this month	Searches/Mo
cars leasing		44	110,000
management jobs	44	43	110,000
/leasing/		16	60,500
fleets	39	13	49,500
subrogation		38	49,500
alpha romeo		9	31,741
buy direct	50	48	18,100
lead times		33	14,800
bussiness		45	10,161
driving training	29	29	9,900
corvet	43	39	8,885
manage fleets	15	9	8,100
management of fleet	30	21	8,100
managing fleet	23	10	8,100
management fleet	27	5	8,100
nafa	23	14	6,600
vehical		30	6,120
econolines		44	5,400
vehicles for lease	18	20	5,400
leased vehicles	12	13	5,400
vehicle leases	19	34	5,400
maintenance management	34	44	2,900
house and garage		34	2,400
trucks vehicle		35	320
ats tyre		36	40

Orange highlights drops by 5 or more in ranking position. Green highlights an increase of 5 or more. Yellow highlights new positions for words not previously ranked. Fig. 44

ARI VERSUS THE COMPETITION ON KEYWORD RANKINGS (number of words that rank in top 100 pages)



SOCIAL MEDIA DASHBOARD - APR. 2019

IMPRESSIONS BY MONTH

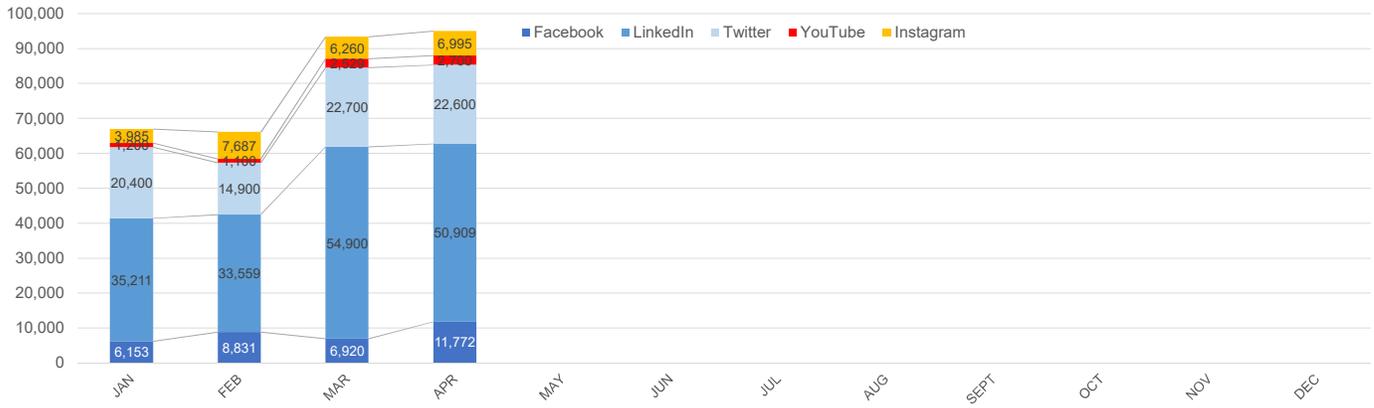


Fig. 46

IMPRESSIONS VS PAGE VIEWS

Social Outlet	AVG DAILY IMPRESSIONS	AVG DAILY VIEWS	% VIEW RATE
Facebook	392	19	4.7%
LinkedIn	1,697	123	7.2%
Twitter	753	50	6.7%
YouTube	90	17	19.3%
Instagram	233	12	5.0%

Fig. 47

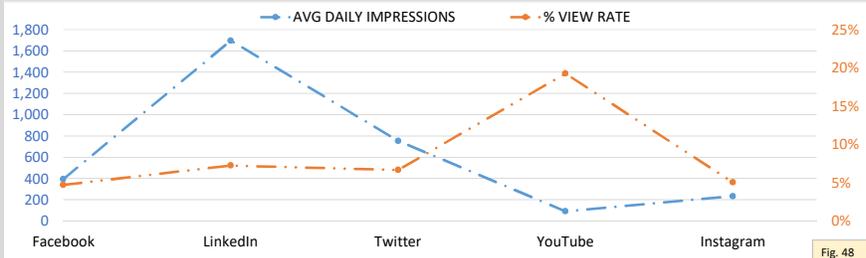


Fig. 48

SOCIAL MEDIA BREAKDOWN

Social Outlet	POSTS	FOLLOWERS	NEW FOLLOWERS
Facebook	12	2,010	1
LinkedIn	25	14,813	349
Twitter	33	2,052	14

Social Outlet	POSTS	FOLLOWERS	NEW FOLLOWERS
Instagram	7	694	18
YouTube	2	58	2

Fig. 49

IMPRESSION TO VIEW RATE YTD

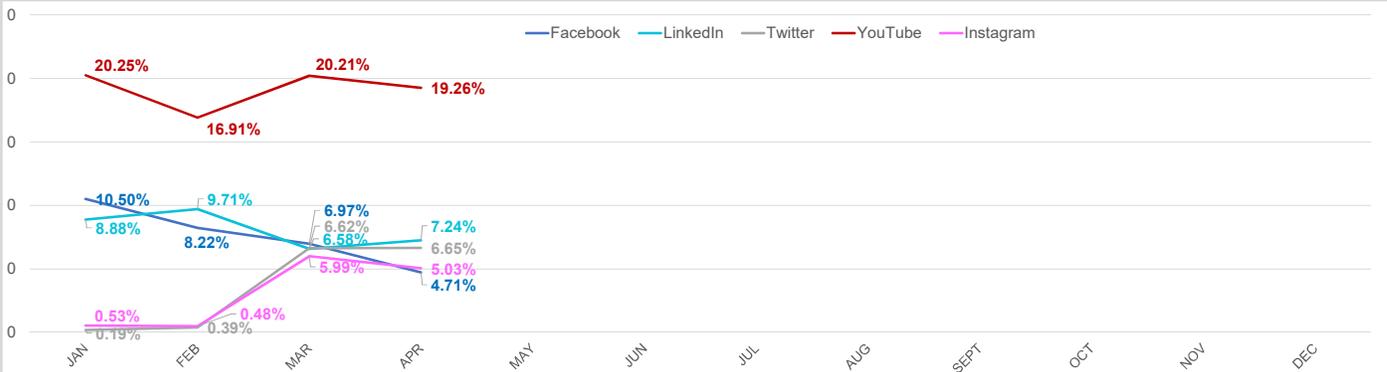


Fig. 50

INVITATION THROUGH ATTENDEE TRACKING

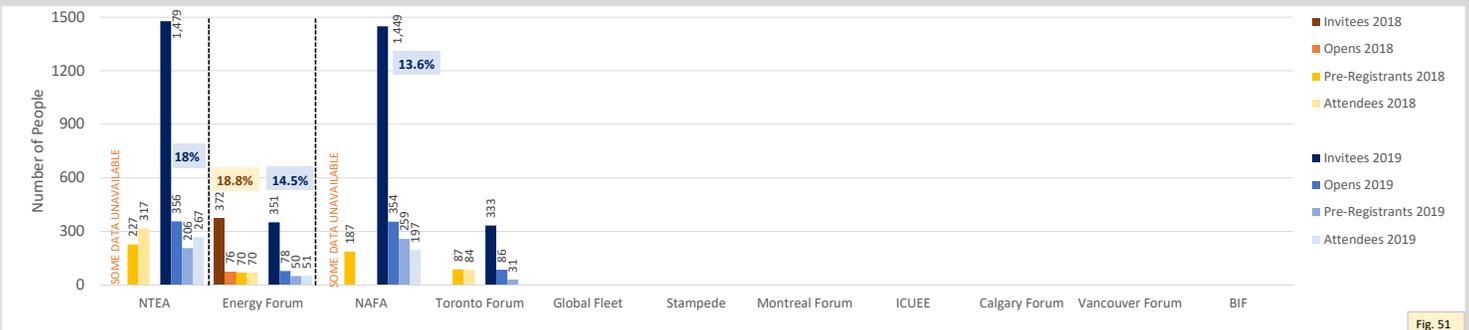


Fig. 51

DAY OF THE WEEK OF EMAIL OPENS & REGISTRATIONS

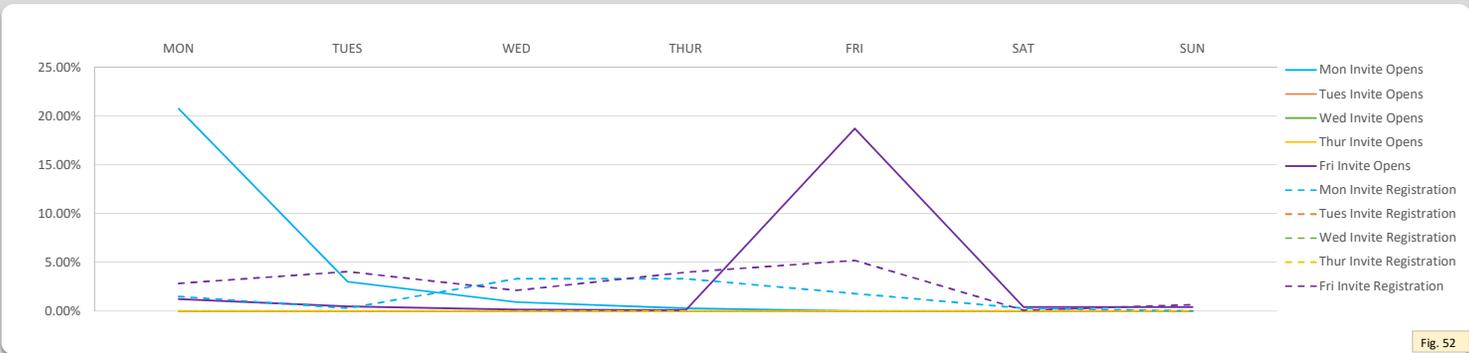


Fig. 52

INVITE TRACKING BY EVENT

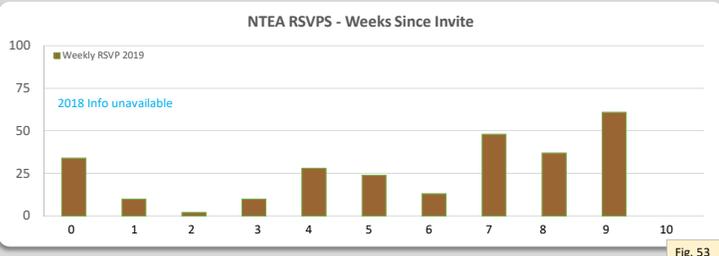


Fig. 53

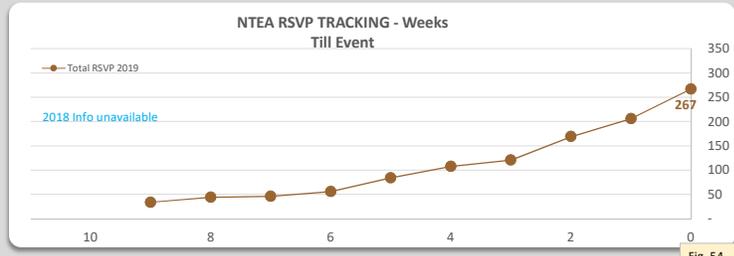


Fig. 54

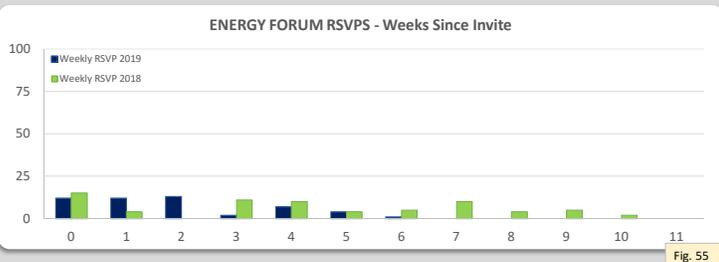


Fig. 55

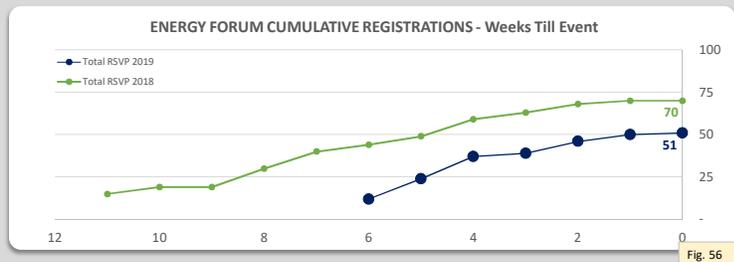


Fig. 56

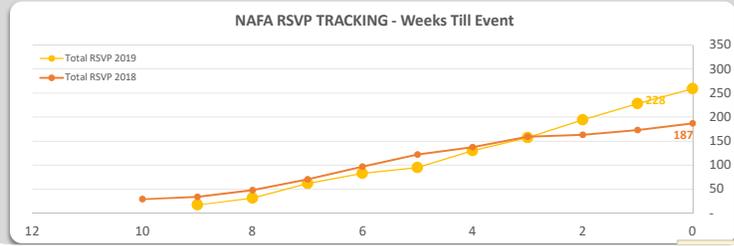
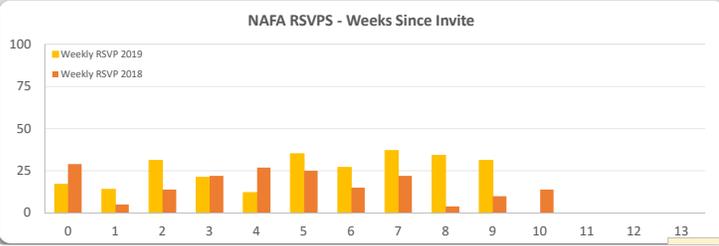


Fig. 56

Fig. 57

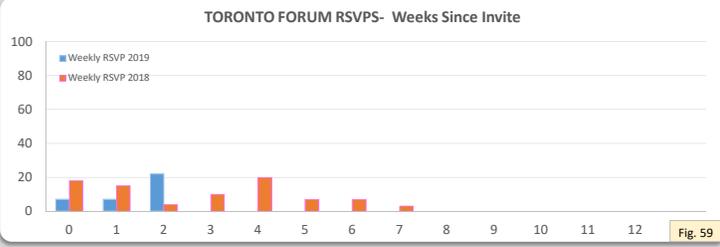


Fig. 59

Fig. 58

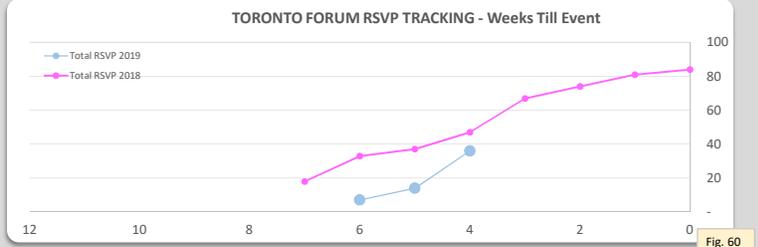


Fig. 60