

UNIQUE USERS
95,233
3,175 Daily Average

USER SESSIONS
118,054
24% Second-Visit Rate

SITEWIDE PAGEVIEWS
334,039
11,135 Daily Average

REGISTERED USERS
340,551
Total User Accounts

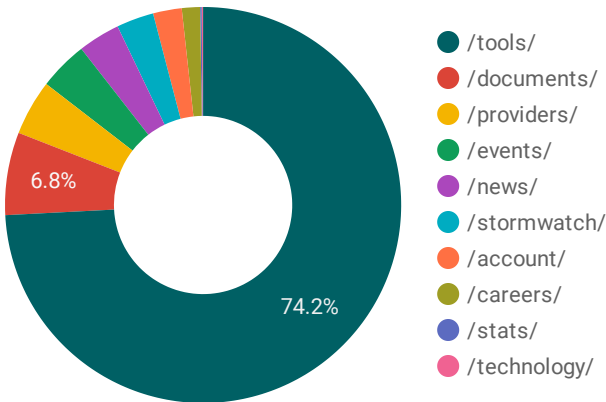
REGISTRATIONS
465
16 New Accounts Daily

NEWSLETTER DISTRIBUTION
215,758
Total Publication Subscribers

DOCUMENT DOWNLOADS
2,339
78 Claims Documents Daily

DEPRECIATION CALC
31,786
1,060 Calculations Daily

MOST COMMONLY ACCESSED TOOLS AND RESOURCES



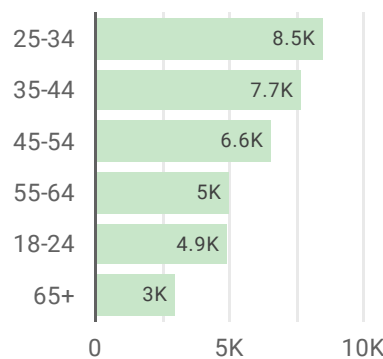
MOST COMMONLY ACCESSED PROVIDER CATEGORIES

/adjusters/	18.33%
/attorneys-law-firms/	10.70%
/excavating-contractors/	2.58%
/roofing-contractors/	2.42%
/third-party-administrators-tpa/	2.20%
/heating-air-conditioning-contractors/	2.10%
/tree-services/	2.02%
/contractors-general/	1.91%
/appraisers-heavy-equipment/	1.59%
/roofing-consultants/	1.40%
/medical-equipment-supplies/	1.34%
/appraisers/	1.32%

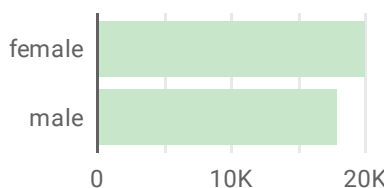
TOP STATES BY UNIQUE USERS

Texas	7,860
Illinois	7,691
New York	6,916
Georgia	4,680
California	4,351
Florida	3,768
Tennessee	3,318
Virginia	3,285
North Caroli...	2,698
Pennsylvania	2,268
Ohio	2,136
Arizona	1,671

USER AGE DEMOGRAPHICS



USER GENDER DEMOGRAPHICS



CLAIMS PAGES SEARCH PERFORMANCE

INDEXED PAGES
666,804

CORE WEB VITALS
96.7%

GOOGLE IMPRESSIONS
7,398,441

GOOGLE SEARCH CLICKS
75,209

NATIONAL BEST PROS NETWORK

PAGEVIEWS
5,344

UNIQUE USERS
3,753

GOOGLE IMPRESSIONS
386,855

GOOGLE SEARCH CLICKS
1,801

LOCAL BEST PROS NETWORK

PAGEVIEWS
1,349

UNIQUE USERS
1,165

GOOGLE IMPRESSIONS
16,081

GOOGLE SEARCH CLICKS
108

USER TYPES

New Visitor	82.85%
Returning Visitor	17.15%

TOP REFERRAL SOURCES

google / organic	65.01%
(direct) / (none)	19.65%
bing / organic	9.46%
yahoo / organic	3.04%
duckduckgo / organic	1.59%
dashboard.tawk.to / referral	0.24%
us.search.yahoo.com / refe...	0.16%