

UNIQUE USERS
99,330
3,204 Daily Average

USER SESSIONS
123,169
24% Second-Visit Rate

SITEWIDE PAGEVIEWS
377,985
12,193 Daily Average

REGISTERED USERS
341,463
Total User Accounts

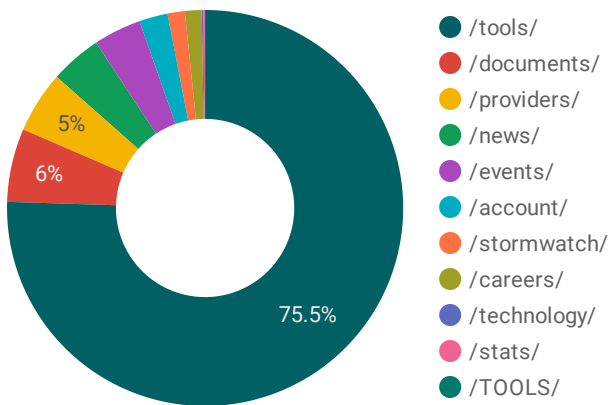
REGISTRATIONS
474
15 New Accounts Daily

NEWSLETTER DISTRIBUTION
216,670
Total Publication Subscribers

DOCUMENT DOWNLOADS
2,473
80 Claims Documents Daily

DEPRECIATION CALC
38,626
1,246 Calculations Daily

MOST COMMONLY ACCESSED TOOLS AND RESOURCES



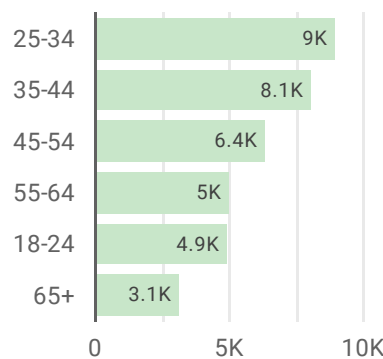
MOST COMMONLY ACCESSED PROVIDER CATEGORIES

/adjusters/	15.31%
/attorneys-law-firms/	10.87%
/roofing-contractors/	3.85%
/landscaping-services/	2.49%
/contractors-general/	2.45%
/tree-services/	2.19%
/third-party-administrators-tpa/	2.02%
/engineers-consulting/	1.98%
/painting-contractors/	1.76%
/subrogation/	1.72%
/appraisers/	1.66%
/plumbing-contractors/	1.64%

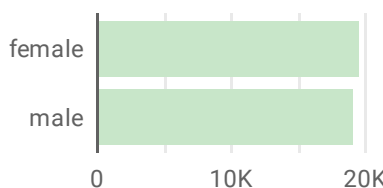
TOP STATES BY UNIQUE USERS

Texas	8,241
Illinois	5,124
California	4,382
Georgia	4,204
New York	4,073
Virginia	4,000
Florida	3,906
North Caroli...	2,754
Pennsylvania	2,270
Ohio	2,238
Tennessee	2,073
Indiana	1,847

USER AGE DEMOGRAPHICS



USER GENDER DEMOGRAPHICS



CLAIMS PAGES SEARCH PERFORMANCE

INDEXED PAGES
645,687

CORE WEB VITALS
95.1%

GOOGLE IMPRESSIONS
6,331,379

GOOGLE SEARCH CLICKS
70,446

NATIONAL BEST PROS NETWORK

PAGEVIEWS
5,044

UNIQUE USERS
3,792

GOOGLE IMPRESSIONS
274,004

GOOGLE SEARCH CLICKS
1,744

LOCAL BEST PROS NETWORK

PAGEVIEWS
477

UNIQUE USERS
277

GOOGLE IMPRESSIONS
49,950

GOOGLE SEARCH CLICKS
109

USER TYPES

New Visitor	83.67%
Returning Visitor	16.33%

TOP REFERRAL SOURCES

google / organic	58.24%
(direct) / (none)	22.56%
bing / organic	11.52%
yahoo / organic	3.02%
duckduckgo / organic	2.72%
aoins.com / referral	0.43%
churchill-claims.com / refer...	0.28%