

UNIQUE USERS
72,992
2,355 Daily Average

USER SESSIONS
92,699
27% Second-Visit Rate

SITEWIDE PAGEVIEWS
273,994
8,839 Daily Average

REGISTERED USERS
343,021
Total User Accounts

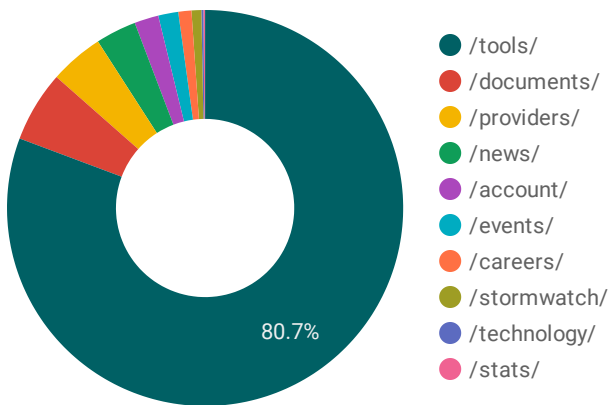
REGISTRATIONS
322
10 New Accounts Daily

NEWSLETTER DISTRIBUTION
217,168
Total Publication Subscribers

DOCUMENT DOWNLOADS
1,754
57 Claims Documents Daily

DEPRECIATION CALC
32,907
1,062 Calculations Daily

MOST COMMONLY ACCESSED TOOLS AND RESOURCES



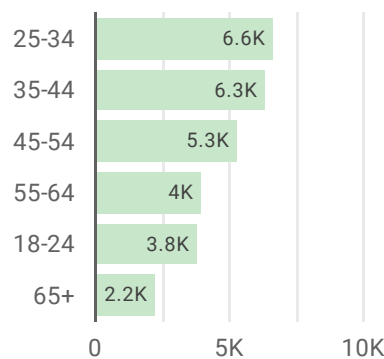
MOST COMMONLY ACCESSED PROVIDER CATEGORIES

/adjusters/	18.25%
/attorneys-law-firms/	3.48%
/contractors-general/	2.54%
/roofing-contractors/	2.41%
/forensic-engineers-structural/	2.00%
/painting-contractors/	1.96%
/excavating-contractors/	1.90%
/subrogation/	1.77%
/third-party-administrators-tpa/	1.71%
/plumbing-contractors/	1.61%
/medical-equipment-supplies/	1.45%
/heating-air-conditioning-contractors/	1.35%

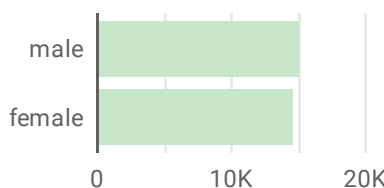
TOP STATES BY UNIQUE USERS

Texas	6,695
Illinois	3,684
Georgia	3,406
Florida	3,098
Virginia	2,933
California	2,893
New York	2,672
North Caroli...	2,250
Pennsylvania	1,962
Tennessee	1,916
Ohio	1,907
Indiana	1,566

USER AGE DEMOGRAPHICS



USER GENDER DEMOGRAPHICS



CLAIMS PAGES SEARCH PERFORMANCE

INDEXED PAGES
641,107

CORE WEB VITALS
98.2%

GOOGLE IMPRESSIONS
4,947,573

GOOGLE SEARCH CLICKS
55,599

NATIONAL BEST PROS NETWORK

PAGEVIEWS
1,638

UNIQUE USERS
1,235

GOOGLE IMPRESSIONS
104,207

GOOGLE SEARCH CLICKS
773

LOCAL BEST PROS NETWORK

PAGEVIEWS
737

UNIQUE USERS
645

GOOGLE IMPRESSIONS
7,372

GOOGLE SEARCH CLICKS
31

USER TYPES

New Visitor	85.39%
Returning Visitor	14.61%

TOP REFERRAL SOURCES

google / organic	52.69%
(direct) / (none)	29.32%
bing / organic	10.30%
yahoo / organic	3.28%
duckduckgo / organic	2.35%
bestclaimspros.com / refer...	0.48%
teams.microsoft.com / refe...	0.26%