

UNIQUE USERS  
**1,176,694**  
3,224 Daily Average

USER SESSIONS  
**1,529,712**  
30% Second-Visit Rate

SITEWIDE PAGEVIEWS  
**4,345,208**  
11,904 Daily Average

REGISTERED USERS  
**351,873**  
Total User Accounts

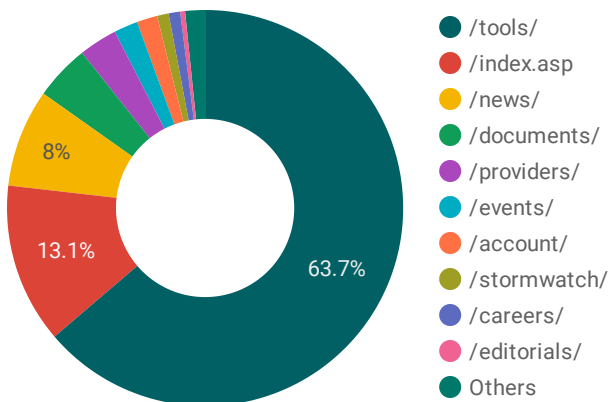
REGISTRATIONS  
**3,557**  
10 New Accounts Daily

NEWSLETTER DISTRIBUTION  
**229,997**  
Total Publication Subscribers

DOCUMENT DOWNLOADS  
**26,737**  
73 Claims Documents Daily

DEPRECIATION CALC  
**483,288**  
1,324 Calculations Daily

**MOST COMMONLY ACCESSED TOOLS AND RESOURCES**



**MOST COMMONLY ACCESSED PROVIDER CATEGORIES**

/providers/adjusters/	34.88%
/providers/attorneys-law-firms/	9.26%
/providers/contractors-general/	6.43%
/providers/engineers-forensic-consultants/	5.29%
/providers/appraisers-auto/	4.91%
/providers/fire-investigations/	3.31%
/providers/appraisers-heavy-equipment/	3.12%
/providers/roofing-contractors/	3.12%
/providers/remodeling-repair-building-co...	2.17%
/providers/fire-water-damage-restoration/	2.08%
/providers/water-damage/	2.08%
/providers/heating-air-conditioning-contr...	1.70%

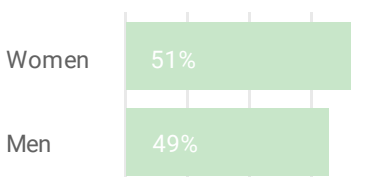
**TOP STATES BY UNIQUE USERS**

1.	Texas	
2.	Illinois	
3.	California	
4.	Florida	
5.	Georgia	
6.	New York	
7.	Virginia	
8.	North Carolina	
9.	Ohio	
10.	Pennsylvania	
11.	Tennessee	

**USER AGE DEMOGRAPHICS**

1.	35-44	
2.	25-34	
3.	45-54	
4.	55-64	
5.	18-24	
6.	65+	

**USER GENDER DEMOGRAPHICS**



**CLAIMS PAGES SEARCH PERFORMANCE**

INDEXED PAGES	277,485	WEB VITALS	98.9%
GOOGLE IMPRESSIONS	54,791,005	GOOGLE SEARCH CLICKS	644,578

**NATIONAL BEST PROS NETWORK**

PAGEVIEWS	57,845	UNIQUE USERS	41,008
GOOGLE IMPRESSIONS	3,513,546	GOOGLE SEARCH CLICKS	19,709

**LOCAL BEST PROS NETWORK**

PAGEVIEWS	6,872	UNIQUE USERS	5,128
GOOGLE IMPRESSIONS	202,398	GOOGLE SEARCH CLICKS	407

**USER TYPES**

new	52%
returning	46%
(not set)	2%

**TOP REFERRAL SOURCES**

google	57%
(direct)	19%
newsbreakapp.com/	14%
etsy.com/	4%
bing	3%
yahoo	1%
duckduckgo	1%