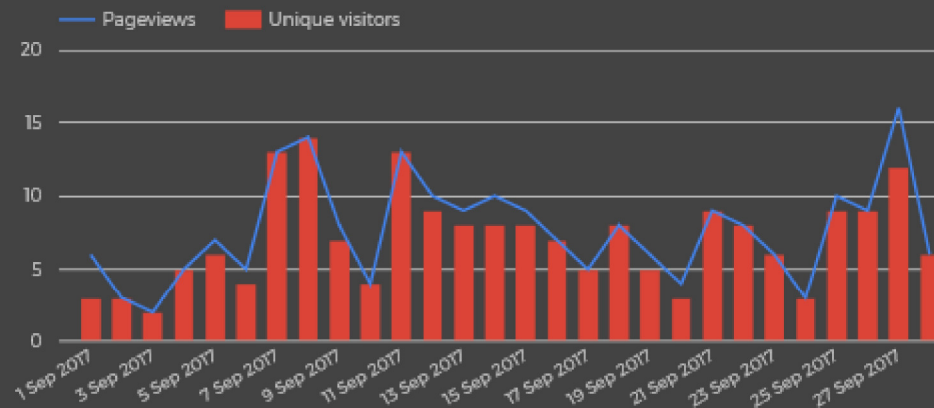




1 Sep 2017 - 28 Sep 2017

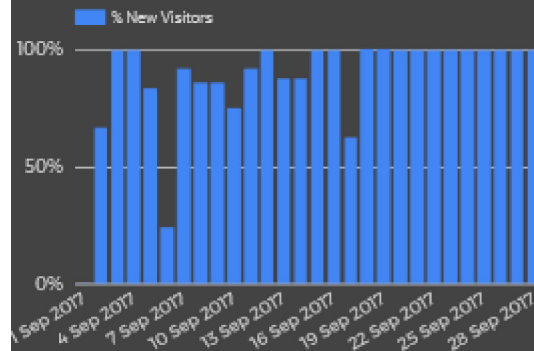
Radiolab Activity Sept. 2017

Dash.org/Radiolab:



New Visitors:

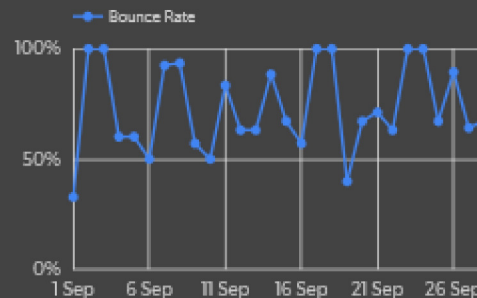
The Campaign is driving high acquisition from users unfamiliar with Dash.



Bounce Rate:

Bounce has reduced to 73% AVG and remains below the average bounce rate for a display campaign (85%)

% of visitors that only visit one page



Campaign Summary:

Impressions Delivered
1,138,941

Impressions Goal Quantity
4,202,384

Delivery Pace
27.10%

CPA to date
\$558.38

Total uniques
197

% New Visitors Avg
91.00%

Traffic Source:

Visits from the display adverts vs. Visits from "Direct" users accessing the /radiolab page on back of pre-roll ads.

Direct is driving 20% higher volumes, compared to Display.

