

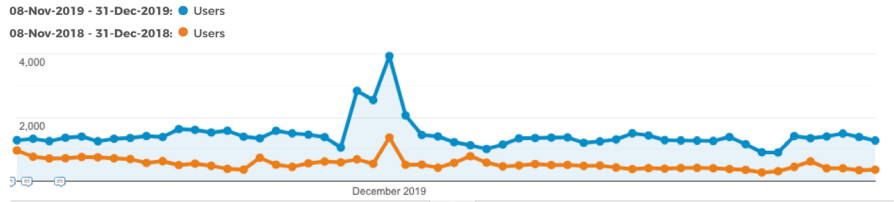


## WEBSITE EFFICIENCY Year on Year Comparison

Media 365 website with better visual UX and optimisation

Website per previous provider

- **208% growth in users** - due to better efficiency (targeting + conversion) in digital marketing etc.
- **155% Commensurate growth** in sessions.
- **306% growth in page views** - due to ease of navigation and visual UX.
- **93% Drop in Bounce Rate** down to 4% from 65% - due to 100% content tagging + links etc, targeting & visual UX.



<b>Users</b> <b>208.96%</b> 73,161 vs 23,680	<b>New Users</b> <b>221.23%</b> 71,895 vs 22,381
<b>Sessions</b> <b>155.50%</b> 83,775 vs 32,789	<b>Number of Sessions per User</b> <b>-17.30%</b> 1.15 vs 1.38
<b>Page Views</b> <b>306.68%</b> 255,878 vs 62,918	<b>Pages/Session</b> <b>59.17%</b> 3.05 vs 1.92
<b>Avg. Session Duration</b> <b>-34.16%</b> 00:01:00 vs 00:01:31	<b>Bounce Rate</b> <b>-93.92%</b> 4.01% vs 65.96%

