



Audited Site Traffic Data for California CPA

Month Year	Unique Browsers	Page Impressions	User Sessions	Unique Browser Frequency	Page Duration	User Session Duration
December 2016	47,012	319,246	80,594	1.71	01:18	03:52
November 2016	19,690	39,915	24,792	1.26	02:08	01:18
October 2016	29,592	113,261	38,988	1.32	01:32	02:56
September 2016	59,220	353,078	91,887	1.55	01:20	03:48
August 2016	62,734	386,222	99,906	1.59	01:21	03:52
July 2016	14,585	40,060	18,604	1.28	01:42	01:58
June 2016	44,117	251,222	68,310	1.55	01:22	03:40
May 2016	59,938	403,890	97,433	1.63	01:20	04:13
April 2016	54,847	339,386	83,769	1.53	01:20	04:03
March 2016	48,813	270,473	74,808	1.53	01:16	03:19
February 2016	49,451	271,247	77,637	1.57	01:23	03:26
January 2016	69,438	424,136	117,385	1.69	01:20	03:29

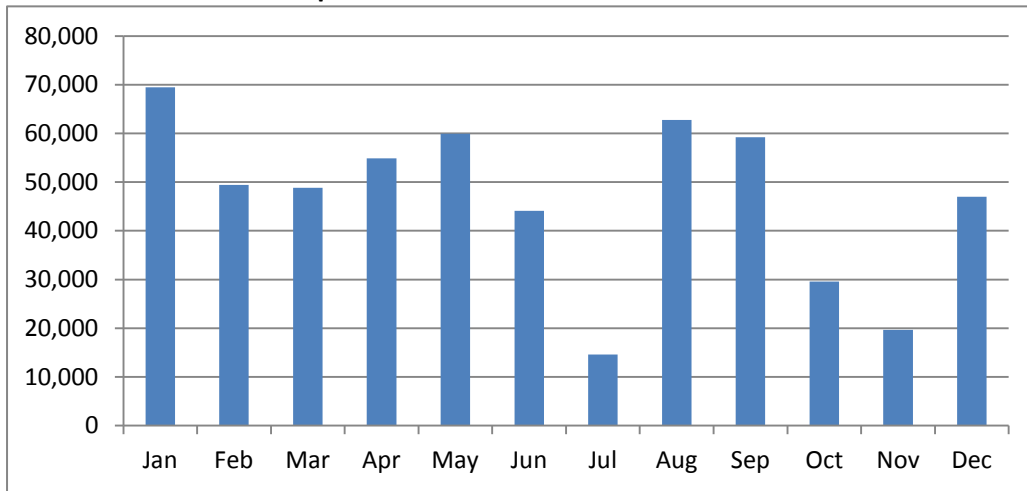
Audit Opinion:

The traffic data reported herein is the result of an audit performed by BPA Worldwide. The audit was conducted in accordance with generally accepted industry audit standards and follows the measurement guidelines and metric definitions issued through the Interactive Advertising Bureau (IAB) Audience Reach Measurement Guidelines. In the opinion of BPA Worldwide, the traffic data presented represents an objective and accurate account of this site's activity.

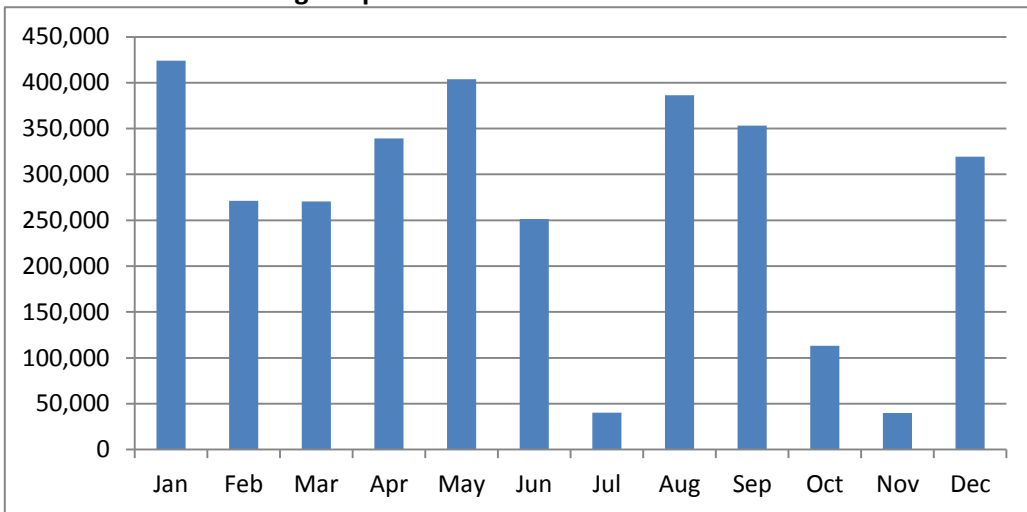
Audit Methodology:

1. An audit is a verification of that which has already been measured meaning traffic data collected, processed and reported.
2. The BPA audit process was developed in consideration of the IAB Guidelines for Audience Reach Measurement.
3. The audit is based on tag placement verified through testing to insure all site pages are tagged (to avoid undercounting) and no pages carry multiple tags (to prevent over counting).
4. The audit reserves the right to reprocess log files to compare results with analytic tool reports. This includes BPA seeding to insure log file integrity.
5. While the audit process is technology based, experienced staff handle results analysis and resolution of any discrepancies.

Unique Browsers from Jan 2016 to Dec 2016



Page Impressions from Jan 2016 to Dec 2016



User Sessions from Jan 2016 to Dec 2016

