

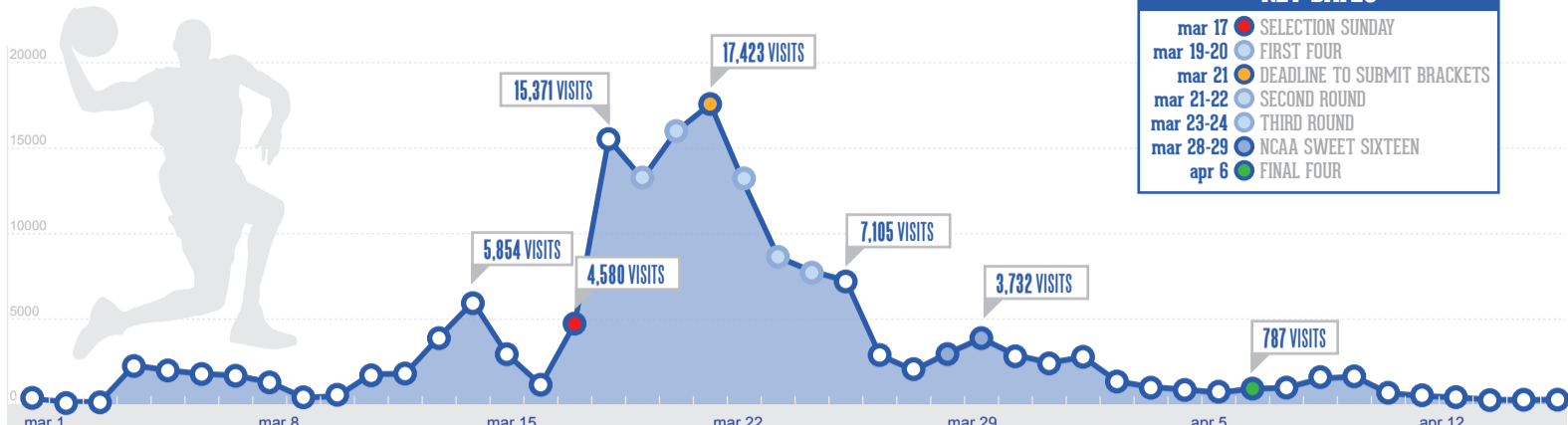
2013 BRACKET CHALLENGE REVIEW

Mar 1 - Apr 15

WINNING BRACKET - JMCDELMOTT

KEY DATES

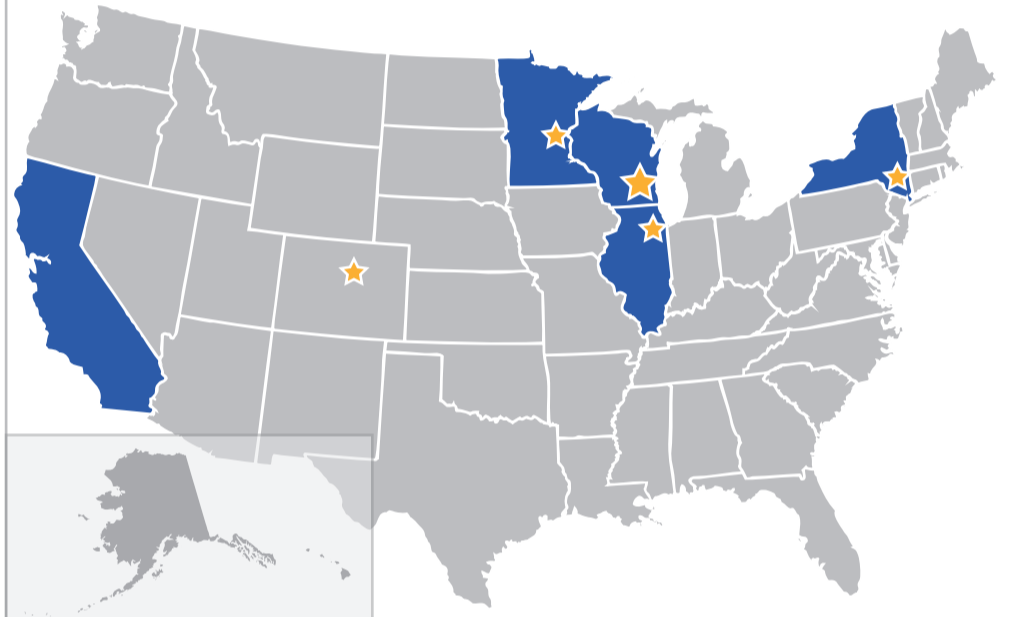
- mar 17 ● SELECTION SUNDAY
- mar 19-20 ● FIRST FOUR
- mar 21 ● DEADLINE TO SUBMIT BRACKETS
- mar 21-22 ● SECOND ROUND
- mar 23-24 ● THIRD ROUND
- mar 28-29 ● NCAA SWEET SIXTEEN
- apr 6 ● FINAL FOUR



43,571	156,477	112,906
MOBILE AND TABLET	TOTAL VISITS	NON-MOBILE / PC

iPhone Visits	19,997	45.87%	40.28%	63,113	Safari
iPad Visits	17,937	40.92%	31.82%	49,849	Internet Explorer
Other Devices	5,759	13.21%	12.60%	19,741	Google Chrome
			10.00%	15,666	Firefox

UNIQUE VISITORS	84,097	AVERAGE USER VISIT DURATION	00:19:24	PAGES PER USER VISIT	5.85
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REGISTRATION STATISTICS

- 31,648** TOTAL SIGNUPS
- 24,706** PUBLIC WEB SIGNUPS
- 4,488** PUBLIC MOBILE SIGNUPS
- 2,452** FR SIGNUPS
- 1,955** FR COMPLETED BRACKETS

TOP STATES	Visits	Pages / Visit	AVG Visit Duration	TOP CITIES	Visits	Pages / Visit	AVG Visit Duration
ILLINOIS	17,916	5.45	00:19:15	★ MILWAUKEE	11,300	7.34	00:30:01
WISCONSIN	17,060	6.89	00:26:12	★ CHICAGO	6,645	5.98	00:21:24
MINNESOTA	9,763	5.98	00:18:44	★ NEW YORK CITY	3,228	5.21	00:15:17
CALIFORNIA	7,781	5.61	00:24:10	★ MINNEAPOLIS	3,223	5.66	00:17:05
NEW YORK	7,064	5.48	00:14:54	★ DENVER	2,580	5.97	00:23:00

LARGEST FINANCIAL REP TEAM

303 SIGNUPS

Benjamin Adam Whitacre
Hunt Valley, Maryland

SOCIAL MEDIA ROUNDUP

SOCIAL NETWORK REFERRALS

Facebook	8,678 Visits	47,065 Pageviews
Twitter	1,183 Visits	5,926 Pageviews
LinkedIn	633 Visits	1,891 Pageviews
Google+	4 Visits	53 Pageviews

TRAFFIC SOURCE STATISTICS

SOURCE	VISITS	% OF VISITS
1 GOOGLE	1,749	75.10%
2 YAHOO	288	12.37%
3 BING	213	9.15%
4 AOL	52	2.23%

TOP KEYWORD SEARCHES

NORTHWESTERN MUTUAL BRACKET CHALLENGE

VISITS VIA SOCIAL MEDIA **10,500 VISITS** **6.71%**

PICK DISTRIBUTION

FINAL FOUR SELECTIONS

12,401 PICKED	892 PICKED	783 PICKED	6 PICKED
45.69%	3.29%	2.88%	0.02%

TOP TEN FINAL FOUR PICKS

1 LOUISVILLE	12,401	45.69%
2 INDIANA	9,171	33.79%
3 MIAMI (FL)	5,586	20.58%
4 KANSAS	4,750	17.50%
5 DUKE	3,894	14.35%
6 OHIO STATE	3,840	14.15%
7 GONZAGA	2,581	9.51%
8 GEORGETOWN	2,157	7.95%
9 FLORIDA	2,042	7.52%
10 MICHIGAN STATE	1,895	6.98%

CUSTOMER SERVICE

NOTES OF INTEREST

- 259** TOTAL EMAILS BETWEEN MAR 4 - APR 3
- 40%** OF EMAILS REGARDING SITE NAVIGATION INQUIRIES
- 15%** REGISTRATION QUESTIONS FROM FR'S
- 12%** REGISTRATION QUESTIONS FROM PUBLIC USERS
- 11%** OF EMAILS REGARDING TYPOS DURING REGISTRATION
- 10%** OF EMAILS FROM USERS NOT MAKING PICKS IN TIME