

WebScore

Period
Site

Home Page, Week 11, 2007

KPI's

| | Actual | Trend | Target | % | Performance | |
|-------------------------------------|------------|-------|------------|------|-------------|--|
| Page Views | 38,591,077 | | 25,774,135 | 150% | 0% | |
| Visitors | 2,383,317 | | 1,580,534 | 151% | 0% | |
| Visitors Who Visited Once | 2,088,182 | | 1,415,755 | 147% | 0% | |
| Visitors Who Visited More Than Once | 295,135 | | 164,414 | 180% | 0% | |
| Average Visits per Visitor | 243.8 | | 224.7 | 108% | 0% | |

Sites

| # | Page Views | Trend | Share | Visitors |
|-----------------------------------|------------|-------|-------|-----------|
| 1 Total Product Sites | 19,035,263 | | 49.3% | 2,270,444 |
| 2 Home Page | 19,251,146 | | 49.9% | |
| 3 Total Audience Engagement Sites | 216,626 | | 0.6% | 97,401 |
| 4 Total Strategic Content | 76,604 | | 0.2% | 11,242 |
| 5 Total Corporate Sites | 11,438 | | 0.0% | 4,230 |
| 6 #N/A | #N/A | #Err | #N/A | #N/A |
| 7 #N/A | #N/A | #Err | #N/A | #N/A |
| 8 #N/A | #N/A | #Err | #N/A | #N/A |
| 9 #N/A | #N/A | #Err | #N/A | #N/A |

Top Pages

| | Views | Share |
|--|-----------|-------|
| 1 Media Subweb Search Results | 8,602,416 | 22.3% |
| 2 Windows Mobile Updates for Daylight Saving Ti | 3,519,827 | 9.1% |
| 3 Microsoft Windows Mobile - Smartphone and F | 2,105,230 | 5.5% |
| 4 Windows Mobile - ActiveSync 4.5 | 1,700,102 | 4.4% |
| 5 Create a consecutive list of dates | 1,391,064 | 3.6% |
| 6 Windows Mobile - ActiveSync 4.5 - Register for | 1,152,603 | 3.0% |
| 7 Microsoft ActiveSync 4.5 | 1,132,486 | 2.9% |
| 8 DownloadThankYou | 860,762 | 2.2% |
| 9 ActiveSync Downloads - Windows Mobile Syncr | 656,016 | 1.7% |
| 10 Clip Art and Media Homepage | 508,900 | 1.3% |

Top Referring Domains

| | Visits | Share |
|------------------|-----------|-------|
| 1 Direct Traffic | 2,187,170 | 58.2% |
| 2 microsoft | 589,773 | 15.7% |
| 3 google | 392,838 | 10.5% |
| 4 vzw | 150,906 | 4.0% |
| 5 palm | 53,486 | 1.4% |
| 6 msn | 40,139 | 1.1% |
| 7 yahoo | 34,522 | 0.9% |
| 8 live | 29,838 | 0.8% |
| 9 xbox | 21,242 | 0.6% |
| 10 hp | 20,834 | 0.6% |



■ Visitors Who Visited Once
■ Visitors Who Visited More Than Once



■ New Visitors
■ Returning Visitors



Home Page Referral URL's

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Top Search Phrases

| | Visits | Share |
|-------------------------|---------|-------|
| 1 activesync | 502,428 | 17.8% |
| 2 active sync | 241,228 | 8.5% |
| 3 windows mobile | 154,188 | 5.4% |
| 4 microsoft activesync | 68,728 | 2.4% |
| 5 pocket pc | 64,344 | 2.3% |
| 6 windows mobile 6 | 57,956 | 2.0% |
| 7 activesync 4.5 | 47,004 | 1.7% |
| 8 microsoft active sync | 42,560 | 1.5% |
| 9 activesync download | 30,780 | 1.1% |
| 10 mobile | 26,016 | 0.9% |