



Marketing & Communications Report
July, 2016

Monthly Web Stats

Jul 1, 2016 - Jul 31, 2016

Sessions and Avg. Session Duration by Source

Source	Sessions	Avg. Session Duration
(direct)	56,319	00:01:33
google	29,434	00:00:50
lm.facebook.com	9,158	00:00:50
m.facebook.com	5,234	00:00:28
disq.us	3,095	00:03:34
facebook.com	2,160	00:01:44
outlook.live.com	1,831	00:01:46
bing	1,226	00:00:49
yahoo	1,145	00:01:00
l.facebook.com	719	00:01:35

Pageviews by Page

Page	Pageviews
/microsite/green-medicine/	24,389
/natural-thyroid-medicine-threatened/	10,979
/microsite-subpage/gm-free-copy/	9,497
/an-update-on-our-recommended-supplement-companies/	7,477
/herpes-why-is-conventional-medicine-ignoring-the-obvious-solution/	6,960
/action-alert-stop-the-new-gmo-labeling-bill/	6,410
/secretive-trade-group-moving-against-natural-medicine/	5,973
/fda-death-meter/	5,322
/	4,401
/sneak-dc-bill-alert/	4,398

Sessions by Region

Region	Sessions
California	14,100
Texas	8,369
Florida	6,931
New York	6,926
Illinois	5,113
Washington	3,924
Michigan	3,860
Georgia	3,678
Pennsylvania	3,529
New Jersey	2,992

Total Pageviews

187,977

% of Total: 100.00% (187,977)



Unique Visitors

90,827

% of Total: 100.00% (90,827)

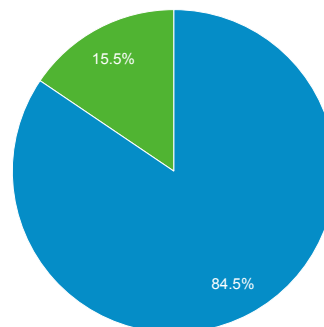


New Users by Country / Territory

Country	New Users
United States	64,267
United Kingdom	1,997
Canada	1,850
Australia	1,014
India	687

Sessions by Social Source Referral

■ No ■ Yes



Annual Web Stats

Jul 31, 2015 - Jul 31, 2016

Sessions and Avg. Session Duration by Source

Source	Sessions	Avg. Session Duration
(direct)	745,326	00:01:53
google	447,126	00:00:55
m.facebook.com	102,039	00:00:24
facebook.com	47,282	00:01:00
lm.facebook.com	39,077	00:00:51
disq.us	38,608	00:03:49
bing	15,767	00:00:51
yahoo	15,634	00:01:02
l.facebook.com	12,279	00:01:09
healthimpactnews.com	11,711	00:01:17

Sessions by Region

Region	Sessions
California	190,625
Texas	101,892
New York	95,835
Florida	91,921
Illinois	64,715
Washington	49,822
Pennsylvania	47,570
Michigan	46,837
Georgia	40,546
New Jersey	39,241

New Users by Country / Territory

Country	New Users
United States	895,604
Canada	33,638
United Kingdom	29,484
Australia	17,216
Russia	13,671

Pageviews by Page

Page	Pageviews
/microsite/green-medicine/	138,425
/supplement-companies-the-experts-swear-by/	114,498
/	84,603
/herpes-why-is-conventional-medicine-ignoring-the-obvious-solution/	73,220
/half-of-all-children-will-be-autistic-by-2025-warn-s-senior-research-scientist-at-mit/	52,958
/feds-taking-kombucha-off-shelves/	52,953
/an-update-on-our-recommended-supplement-companies/	49,838
/supermarket-mushrooms-dangerous-to-eat-raw/	41,601
/are-endoscopes-and-colonoscopes-killing-people/	36,545
/natural-thyroid-medications-at-risk/	24,562

Total Pageviews

2,586,084

% of Total: 100.00% (2,586,084)



Unique Visitors

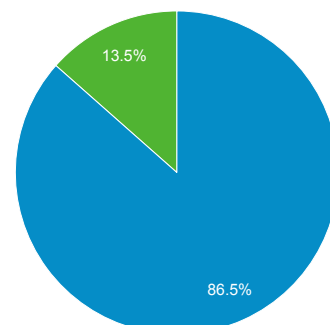
1,108,689

% of Total: 100.00% (1,108,689)



Sessions by Social Source Referral

■ No ■ Yes



Newsletter Results

<u>Date</u>	<u>Open Rate</u>	<u>Click Through Rate</u>	<u>Actions Taken</u>	<u>Opt Outs</u>
5-Jul	10.9%	2.2%	2046	410
<u>Total Recipients-</u> 449,712		<u>Forwards-</u> 23,829		
<u>Specific Articles</u>		<u>Pageviews</u>	<u>Bounce Rate*</u>	<u>Time on page</u>
FDA Death Meter		5322	43%	1:52
Systematic Corruption		3794	47%	2:08
Video**- FDA on Trial		39,046		
ANH Sues CA Vax Law		1533	68%	2:47
GMO Vote Tomorrow		2165	20%	0:50

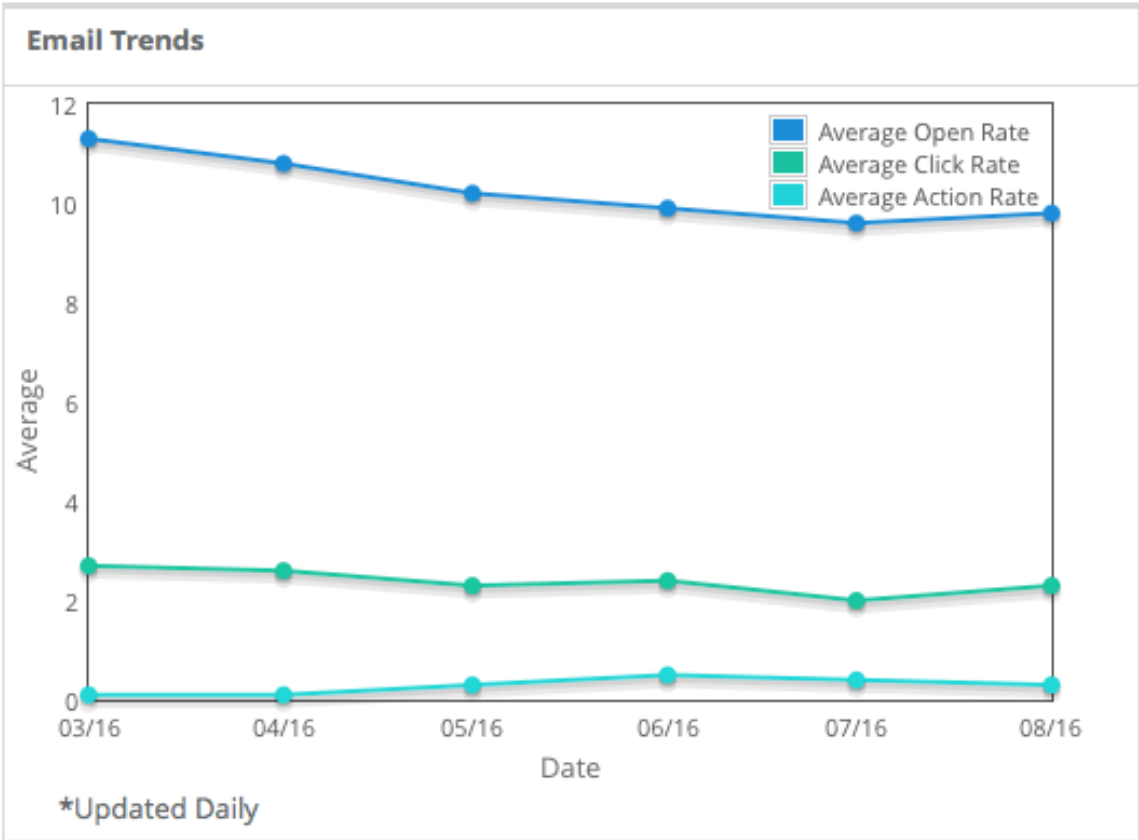
<u>Date</u>	<u>Open Rate</u>	<u>Click Through Rate</u>	<u>Actions Taken</u>	<u>Opt Outs</u>
12-Jul	8.6%	1.5%	2119	306
<u>Total Recipients-</u> 436,521		<u>Forwards-</u> 14,432		
<u>Specific Articles</u>		<u>Pageviews</u>	<u>Bounce Rate*</u>	<u>Time on page</u>
Sneak DC Bill		4398	20%	1:08
Vax Ingredients not Tested		2214	70%	2:59
CDC Official Resigns		1352	67%	2:13
Roundup in Food Part 2		1596	66%	2:16

<u>Date</u>	<u>Open Rate</u>	<u>Click Through Rate</u>	<u>Actions Taken</u>	<u>Opt Outs</u>
19-Jul	9.3%	1.8%	545	295
<u>Total Recipients-</u> 445,338		<u>Forwards-</u> 16,165		
<u>Specific Articles</u>		<u>Pageviews</u>	<u>Bounce Rate*</u>	<u>Time on page</u>
Secretive Trade Group		5973	70%	3:07
Worried- Prostate Cancer		1685	75%	6:14
GMO Bill Passes		1857	53%	1:29

<u>Date</u>	<u>Open Rate</u>	<u>Click Through Rate</u>	<u>Actions Taken</u>	<u>Opt Outs</u>
26-Jul	9.7%	2.5%	2073	292
<u>Total Recipients-</u> 394,108		<u>Forwards-</u> 19,689		
<u>Specific Articles</u>		<u>Number of Opens</u>	<u>Bounce Rate*</u>	<u>Time on page</u>
Natural Thyroid Threat		10,979	60%	2:12
Water Polluted by RX		1643	42%	1:09
Video**- Rx for Animals		32,254		
Bill Stifles IRS Collecting		1192	36%	1:19

*Bounce rate- percentage of visitors who enter the site and "bounce" (leave the site) rather than continue viewing other pages within the same site.

**Denotes video

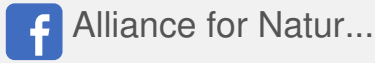


Action Alerts

Date	Subject	Actions
5-Jul	Reject GMO Bill	31,557
7-Jul	CDC Study Vax AERs	2313
7-Jul	Don't Vax all Kids	2454
19-Jul	Veto GMO Bill	4872
26-Jul	Protect Thyroid Meds	2723
26-Jul	Stop IRS Abuse	2566
26-Jul	Limit Pharma Levels	2723

GROUP REPORT

from July 1, 2016 - July 31, 2016



GROUP STATS

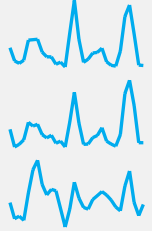
across all Twitter and Facebook accounts

Incoming Messages	8,601	
Sent Messages	39	
New Twitter Followers	83	
New Facebook Fans	4,854	

8,730 INTERACTIONS

BY 7,492 UNIQUE USERS

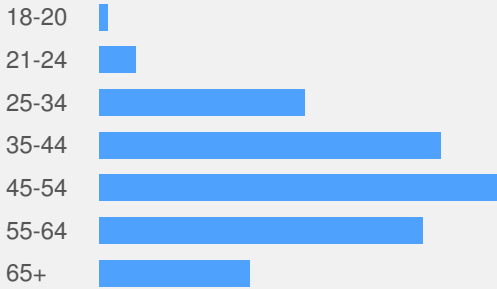
1,952,192 POTENTIAL REACH



TWITTER STATS

across all Twitter accounts

FOLLOWER DEMOGRAPHICS



TWITTER STATS

+ 83
New Twitter Followers in this time period

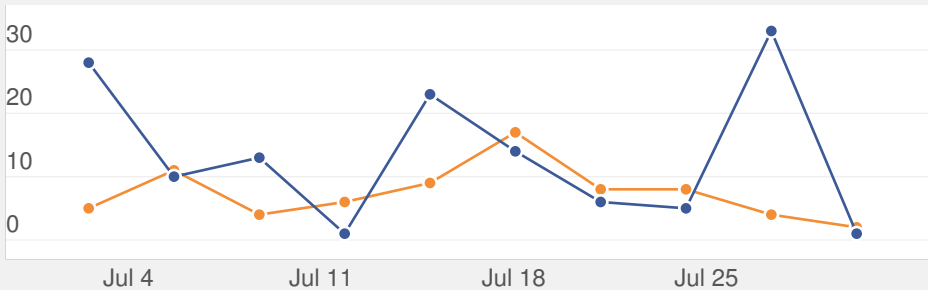
47
Link Clicks

@ 73
Mentions

133
Retweets

DAILY INTERACTIONS

@MENTIONS 73 RETWEETS 133



OUTBOUND TWEET CONTENT

T 0 Plain Text

17 Links to Pages

0 Photo Links

FACEBOOK STATS across all Facebook pages

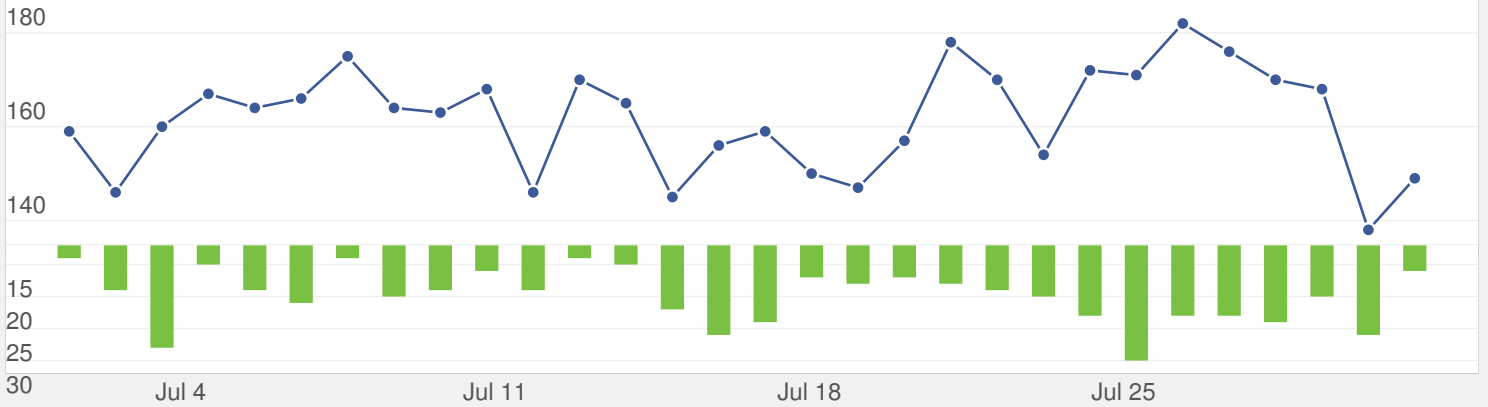


My Facebook Pages

158.75k Total Likes, and 1.7k people talking about this

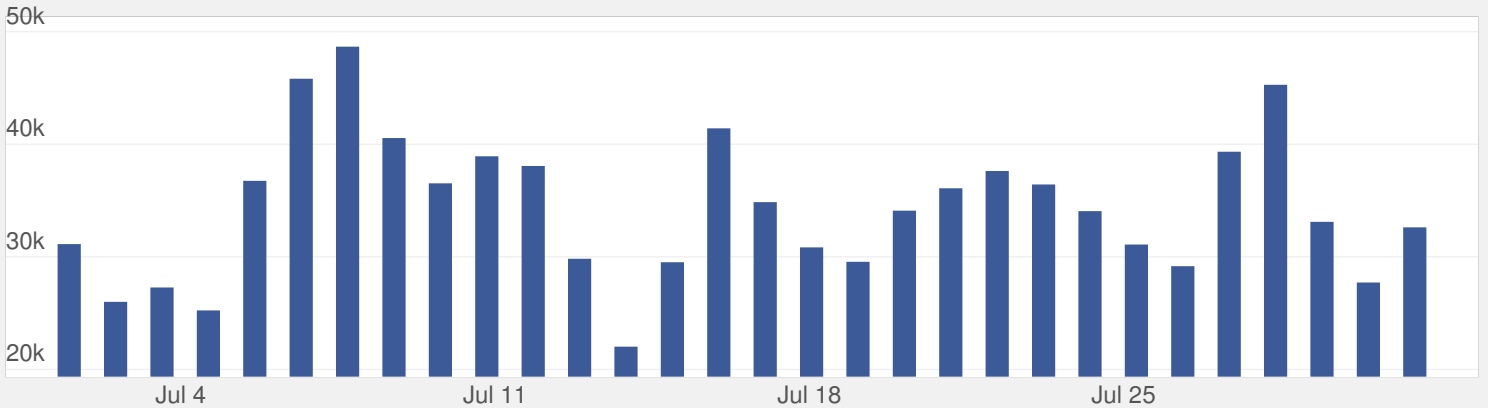
FAN GROWTH

New Fans 4.9k Unliked your Page 599

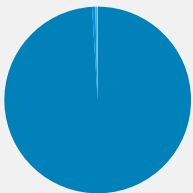


PAGE IMPRESSIONS

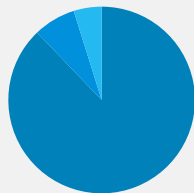
Impressions 1.0m by 764,764 users



IMPRESSIONS



- Page Post 49.3k
- Other 277
- Fan 155
- Mention 49
- Checkin 0
- Question 0
- Coupon 0
- User Post 0
- Event 0



- Paid 903.3k
- Organic 75.3k
- Viral 49.8k

BY DAY OF WEEK

Day	AVG	TOTAL
Sun	31.3k	156.3k
Mon	30.7k	122.7k
Tue	30.3k	121.3k
Wed	35.9k	143.4k
Thu	36.4k	145.8k
Fri	36.0k	180.2k
Sat	32.0k	160.0k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

Age Group	Count
13-17	69 / 112
18-24	3.9k / 7.5k
25-34	14.0k / 33.5k
35-44	15.5k / 37.7k
45-54	58.2k / 224.1k
55+	74.3k / 284.4k

TOP COUNTRIES

Country	Count
United States	742.7k
Canada	1.9k
United Kingdom	1.5k
Australia	1.3k
Mexico	1.2k

TOP CITIES

City	Count
New York, NY	17.5k
Houston, TX	5.4k
Chicago, IL	5.4k
Los Angeles, CA	4.6k
El Paso, TX	3.9k

