



Marketing & Communications Report
June, 2016

Monthly Web Stats

Jun 1, 2016 - Jun 30, 2016

Sessions and Avg. Session Duration by Source

Source	Sessions	Avg. Session Duration
(direct)	61,812	00:01:42
google	36,517	00:00:55
lm.facebook.com	6,792	00:00:44
m.facebook.com	5,194	00:00:27
disq.us	3,410	00:03:36
facebook.com	2,684	00:01:13
outlook.live.com	1,480	00:02:11
bing	1,348	00:00:55
yahoo	1,162	00:01:18
l.facebook.com	876	00:01:29

Sessions by Region

Region	Sessions
California	15,870
Texas	8,601
New York	7,817
Florida	7,790
Illinois	5,455
Michigan	4,225
Washington	4,163
Pennsylvania	3,848
Georgia	3,743
New Jersey	3,360

New Users by Country / Territory

Country	New Users
United States	70,529
United Kingdom	2,296
Canada	2,114
Australia	1,037
India	951

Pageviews by Page

Page	Pageviews
/microsite/green-medicine/	21,823
/why-are-all-doctors-being-threatened-with-jail/	12,993
/acid-blockers-cause-brain-damage-kidney-disease-2/	12,926
/action-alert-stop-the-new-gmo-labeling-bill/	12,079
/supplement-companies-the-experts-swear-by/	10,425
/herpes-why-is-conventional-medicine-ignoring-the-obvious-solution/	6,966
/are-antibiotics-finished-with-millions-of-casualties-coming/	5,646
/bad-gmo-deal-must-be-stopped/	5,427
/an-update-on-our-recommended-supplement-companies/	4,919
/gluten-in-your-thyroid-drug/	4,576

Total Pageviews

203,049

% of Total: 100.00% (203,049)



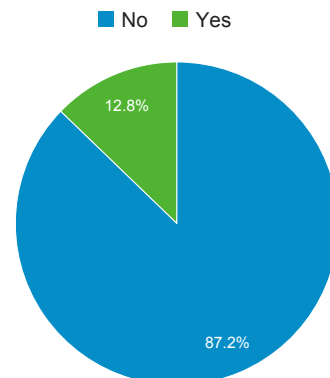
Unique Visitors

99,536

% of Total: 100.00% (99,536)



Sessions by Social Source Referral



Annual Web Stats

Jun 30, 2015 - Jun 30, 2016

Sessions and Avg. Session Duration by Source

Source	Sessions	Avg. Session Duration
(direct)	760,276	00:01:54
google	451,290	00:00:56
m.facebook.com	116,051	00:00:24
facebook.com	53,029	00:00:56
disq.us	37,192	00:03:49
lm.facebook.com	30,956	00:00:52
yahoo	15,896	00:01:02
bing	15,493	00:00:51
l.facebook.com	14,090	00:01:04
healthimpactnews.com	12,365	00:01:15

Sessions by Region

Region	Sessions
California	196,284
Texas	103,294
New York	98,200
Florida	93,708
Illinois	66,272
Washington	50,294
Pennsylvania	48,532
Michigan	47,365
Georgia	40,267
New Jersey	39,829

New Users by Country / Territory

Country	New Users
United States	924,196
Canada	34,989
United Kingdom	30,765
Australia	17,925
Russia	17,797

Pageviews by Page

Page	Pageviews
/supplement-companies-the-experts-swear-by/	118,560
/microsite/green-medicine/	114,036
/	95,779
/herpes-why-is-conventional-medicine-ignoring-the-obvious-solution/	72,131
/half-of-all-children-will-be-autistic-by-2025-warn-s-senior-research-scientist-at-mit/	56,728
/feds-taking-kombucha-off-shelves/	52,814
/an-update-on-our-recommended-supplement-companies/	44,912
/supermarket-mushrooms-dangerous-to-eat-raw/	41,936
/the-grave-dangers-of-statin-drugs-and-the-surprising-benefits-of-cholesterol/	38,071
/are-endoscopes-and-colonoscopy-killing-people/	36,494

Total Pageviews

2,654,792

% of Total: 100.00% (2,654,792)



Unique Visitors

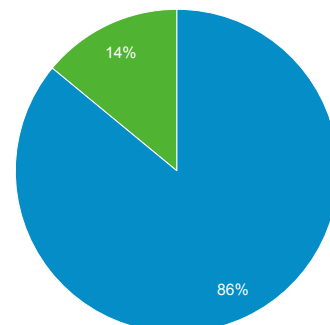
1,149,191

% of Total: 100.00% (1,149,191)



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>
7-Jun	10.5%	2.9%	1495	354
<u>Total Recipients-</u> 451,618		<u>Forwards-</u> 26,858		
<u>Specific Articles</u>		<u>Pageviews</u>	<u>Bounce Rate*</u>	<u>Time on page</u>
Acid Blockers Brain Damage		12,926	80%	4:42
Are You Eating Meat Glue		4009	54%	2:14
Video**- Meat Glue Sales Pitch		24,930		

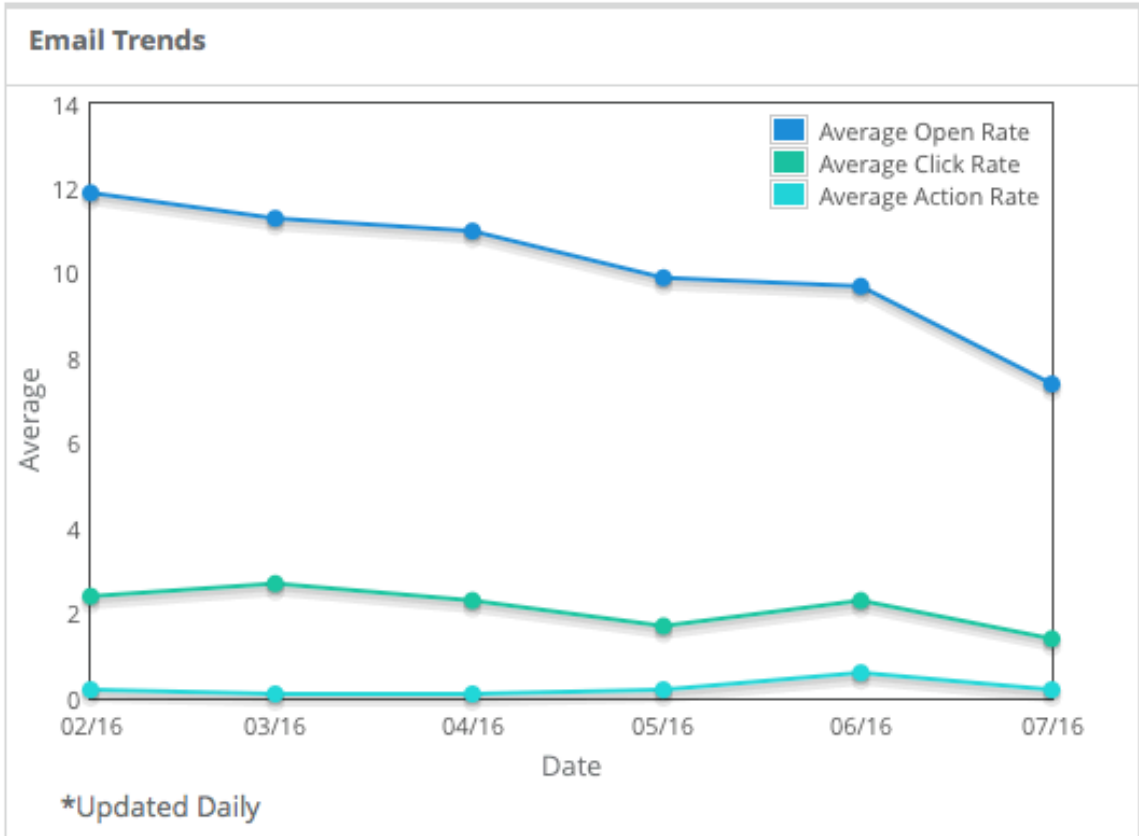
<u>Date</u>	<u>Open Rate</u>	<u>Click Through Rate</u>	<u>Actions Taken</u>	<u>Opt Outs</u>
14-Jun	9.3%	1.6%	1364	411
<u>Total Recipients-</u> 451,241		<u>Forwards-</u> 17,105		
<u>Specific Articles</u>		<u>Pageviews</u>	<u>Bounce Rate*</u>	<u>Time on page</u>
Are Antibiotics Finished		5646	56%	3:41
High Dose Supplements		1444	50%	2:40
Puerto Rico Supp Access		1222	28%	:59

<u>Date</u>	<u>Open Rate</u>	<u>Click Through Rate</u>	<u>Actions Taken</u>	<u>Opt Outs</u>
21-Jun	10.8%	3.1%	2944	376
<u>Total Recipients-</u> 451,116		<u>Forwards-</u> 23,230		
<u>Specific Articles</u>		<u>Pageviews</u>	<u>Bounce Rate*</u>	<u>Time on page</u>
Docs Threatened w Jail		12,993	63%	3:37
GMOs and Glyphosate Safe?		1879	69%	3:30

<u>Date</u>	<u>Open Rate</u>	<u>Click Through Rate</u>	<u>Actions Taken</u>	<u>Opt Outs</u>
28-Jun	8.9%	1.8%	2553	371
<u>Total Recipients-</u> 450,701		<u>Forwards-</u> 15,425		
<u>Specific Articles</u>		<u>Number of Opens</u>	<u>Bounce Rate*</u>	<u>Time on page</u>
Bad GMO Deal		5427	23%	1:20
FDA Given More Power		1321	60%	2:08
Anti-Cancer Nutrient		4191	77%	2:49

*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



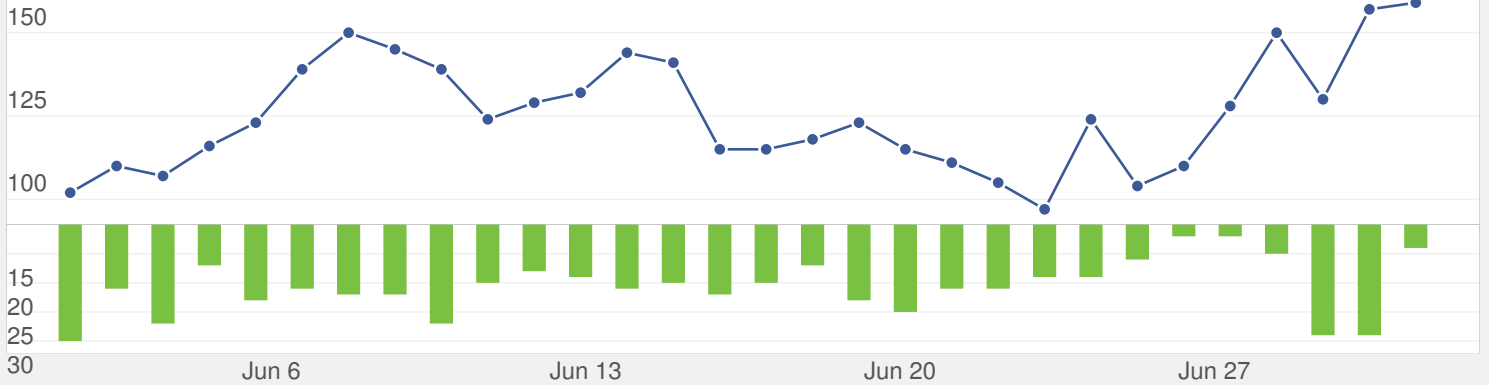
Action Alerts

Date	Subject	Actions
7-Jun	Ban meat glue	1205
7-Jun	Defeat Blumenthal	2516
14-Jun	Antibiotic Resistance	3647
14-Jun	Puerto Rico Access	1696
21-Jun	Criminalization of Docs	6349
21-Jun	Oppose GMO Bill	6884
30-Jun	Reform FDA	2501

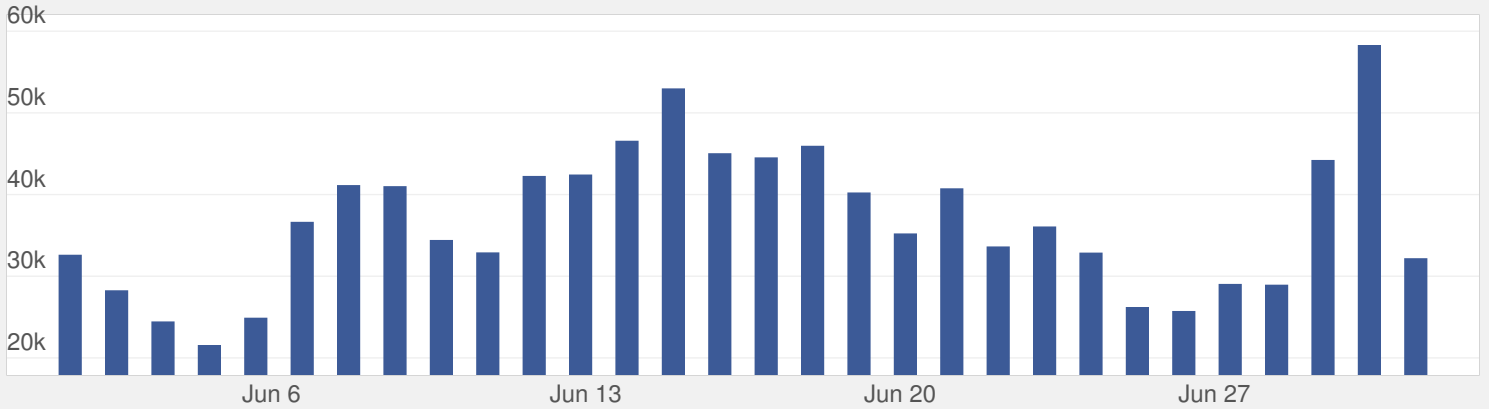
FACEBOOK PAGE REPORT from June 1, 2016 - July 1, 2016

 Alliance for Natural Health USA

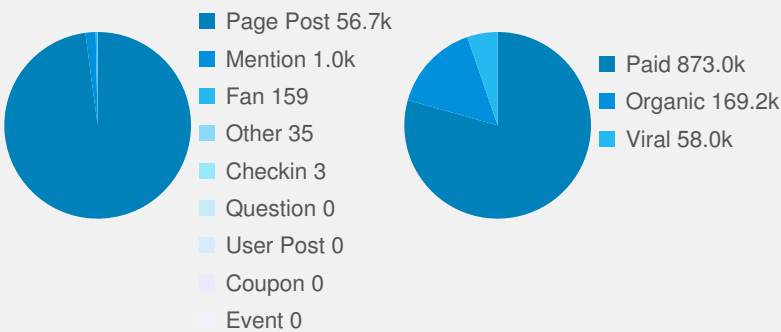
FAN GROWTH **154.07k Total Likes as of Jul 1, 2016** New Fans **3.8k** Unliked your Page 622



PAGE IMPRESSIONS Impressions **1.1 m** by **647,994** users



IMPRESSIONS

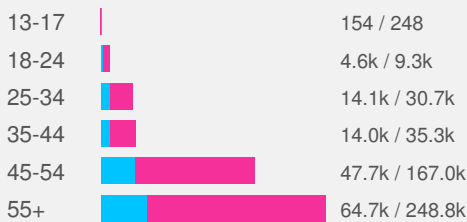


BY DAY OF WEEK

Day	Avg Impressions	Total Impressions
Sun	31.5k	126.2k
Mon	33.6k	134.3k
Tue	41.2k	165.0k
Wed	38.4k	192.2k
Thu	39.6k	197.9k
Fri	31.7k	158.4k
Sat	31.9k	127.6k

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

AGE & GENDER



TOP COUNTRIES

Country	Impressions
United States	608.3k
Canada	4.2k
United Kingdom	3.2k
India	3.0k
Australia	2.5k

TOP CITIES

City	Impressions
New York, NY	13.5k
Chicago, IL	4.5k
Los Angeles, CA	4.5k
Houston, TX	4.4k
Phoenix, AZ	3.1k

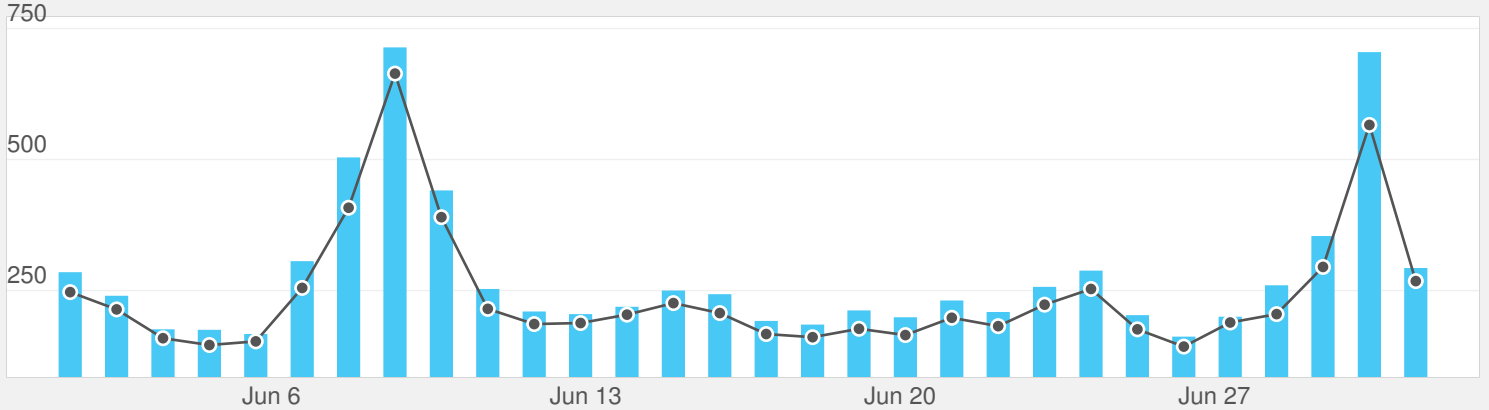


SHARING

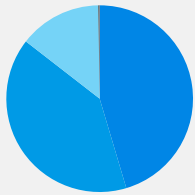
how people are sharing your content

STORIES

Stories Created **8,337** by **7,230** users



SHARE TYPE



- Fan 3.8k
- Other 3.3k
- Page Post 1.2k
- User Post 14
- Mention 5
- Checkin 0
- Question 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	175.8	703
Mon	212.3	849
Tue	287	1.1k
Wed	364	1.8k
Thu	386	1.9k
Fri	227.4	1.1k
Sat	187.5	750

SHARER DEMOGRAPHICS

Here's a quick breakdown of people creating stories on your Facebook Page

AGE & GENDER

Age Group	Count	Total
13-17	4	10
18-24	101	218
25-34	264	602
35-44	263	782
45-54	289	1.0k
55+	604	2.3k

TOP COUNTRIES

Country	Count
United States	5.9k
Canada	68
India	58
United Kingdom	53
Australia	46

TOP LOCALES

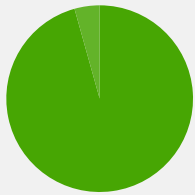
Locale	Count
English (United States)	6.1k
English (United Kingdom)	177
Spanish (umbrella locale)	65
German (Germany)	19
French (France)	16



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Link 22
- Video 1

	AVG	TOTAL
Reach	6.62k	152.18k
People Talking About This	113.3	2.61k
Engagement	4.37%	3.74%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
06/30/16	What could be the harm in giving an o...	12.5k	464	278	190	39	114	3.7%
06/30/16	Is the FDA going to take away access ...	23.2k	1.1k	281	186	26	123	4.69%
06/28/16	Congress stands ready to circumvent t...	1.5k	100	73	42	6	43	6.83%
06/28/16	Congress stands ready to circumvent t...	0	0	0	--	--	--	%
06/24/16	Chemical pollutants have been discove...	8.1k	277	198	140	20	84	3.44%
06/22/16	Court rules against Department of the...	0	0	0	--	--	--	%
06/22/16	Court rules against Department of the...	7.1k	227	110	88	16	23	3.2%
06/21/16	Two recent studies attempt to convinc...	0	0	0	--	--	--	%
06/21/16	Two recent studies attempt to convinc...	1.2k	57	43	32	5	21	4.74%
06/20/16	New JAMA study concludes that free me...	6.6k	167	90	64	9	38	2.54%
06/20/16	New JAMA study concludes that free me...	0	0	0	--	--	--	%
06/15/16	Is there meat glue in your steak?	22.9k	454	126	80	19	64	1.98%
06/14/16	First case of Colistin-resistant bact...	0	0	0	--	--	--	%
06/14/16	First case of Colistin-resistant bact...	1.3k	72	34	28	3	16	5.66%
06/13/16	New study shows teens who use e-cigar...	2.5k	41	20	12	3	10	1.65%
06/10/16	Drought has a profound effect on the ...	4.3k	153	87	59	22	29	3.58%
06/09/16	Dr. Wright provides a useful guide fo...	3.2k	124	39	28	8	16	3.91%
06/08/16	Organic is winning and the sales figu...	20.8k	921	737	647	19	175	4.43%
06/07/16	Is there gluten in your thyroid medic...	11.5k	428	134	84	19	69	3.73%
06/06/16	Is all the negative press about glute...	11.5k	490	104	67	32	22	4.25%
06/03/16	Our executive and legal director, Gre...	647	55	31	29	9	5	8.5%
06/02/16	ANH International commissioned a stud...	1.1k	83	34	27	8	8	7.82%
06/01/16	Here is an interesting review of the ...	12.3k	494	187	141	12	64	4%