

Summary of 4specs Advertisers Google Analytics Referrer Reports

8/29/2011

Respondent Number	Total Sessions	Google Organic	Google CPC - AdWords	Yahoo	Bing	Direct	4specs Position on Page	4specs paid	McGraw-Hill Sweets Paid	ARCAT paid	ARCAT unpaid	Notes
1	13,685	5,452	3,135	1,167	1,076	1,443	6	498	33	8		Div 05, Div 32 - fences and handrails
2	2,335	288	1,403	54	65	345	8	20				Div 10, Div 12 - curtains
3	7,076	2,896	2,322	333	379	718	12	12		19		Div 11
4	4,110	2,201		186	264	887	9	31	14	43		Div 10
5	2,516	1,209		144	175	471	8	65		40		Div 07 - specialties; ThomasNet=82
6	3,340	1,668		288	358	411	8	25			4	Div 11, Div 12
7	4,900	1,838	1,012	316	416	722	6	140	3		2	Div 32 - Fences; ThomasNet=93 CADDetails=5
8	3,332	1,332	339	66	103	729	5	98				Div 12, Div 32
9	6,591	2,863		393	451	1,499	7	56				Div 03, Div 07; ThomasNet=24
10	17,010	10,824		607	917	2,412	6	173	8	33		Div 05, Div 07, Div 09; DesignGuide=7 CADDetails=7
11	4,680	2,084		238	267	1,346	8	44				Div 07 - Roofing
12	17,311	6,430		725	1,068	5,569	6	369		420		Div 05, Div 09 - 3 Months, divided by 3 to normalize
13	329	77		14	12	35	10	2				Div 09 - Specialized, many misc. referrers
14	240	94		12	11	26	7	10				Div 03 - specialized
15	2,196	730	111	62	83	467	7	74				Div 26 - Lighting; Lightsearch=91 Lightfair=79 DesignGuide=17
16	5,302	1,177	560	393	336	1,307	9	70				Div 08 - Windows; Facebook=85
17	4,960	2,470		405	440	723	7	79				Div 05, Div 32 - fences and handrails
18	13,160	6,090		362	937	3,158	7	159				Div 12
19	651	254		31	21	208	4	29	11	16		Div 10, Div 11
20	9,748	2,789		581	546	5,219	27	5				Div 06
21	9,300	2,291	1,218	201	338	1,034	6	218	30	19		Div 07; many internal domain redirects
22	1,880	1,066		130	164	208	7	22				Div 03, Div 09
23	2,136	985		92	105	463	7	25				Div 06
24	1,066	422		54	88	219	8	11		7		Div 07 - 5 months, divided by 5 to normalize
25	604	117		11	25	205	6	16	12		2	Div 11, Div 12
26	13,293	5,221	4,780	594	648	865	12	37				Div 04, Div 07
27	10,951	3,047	4,863	453	539	625	7	127				Multiple Divisions; AECInfo=88
28	2,350	1,119		49	109	780	5	47				Div 10, Div 11

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29	258	80		13	12	66	4	15				Div 03, Div 07 - 2 months, divided by 2 to normalize
30	981	239	96	32	95	176	8	17	4	16		Div 04
31	5,008	1,798		233	323	1,912	5	163		17		Div 23
32	2,756	1,228		131	116	802	8	23				Div 03 - primarily
33	36,299	17,232		1,370	1,896	10,567	8	247				Div 07 - primarily
34	24,510	12,230	1,767	1,954	2,110	3,836	30	13		23		Div 13
35	1,229	499		67	93	250	3	134				Div 08
36	28,700	9,211		1,303	1,359	7,498	8	147		56		Div 08
37	10,872	5,025	1,565	358	715	1,401	9	59				Div 13 - primarily; Thomasnet=34
38	3,209	1,323		81	152	1,248	8	37				Div 07, Div 09; AECInfo=24
39	2,202	926		117	106	634	20	7				Div 09; AECInfo=12
40	7,475	1,534	4,224	109	140	853	4	181				Div 08
41	9,879	3,694		477	633	3,559	11	30				Div 07, Div 09; AECInfo=21
42	2,992	1,587		84	102	700	7	49				Div 03
43	5,440	2,796		370	317	1,080	18	17				Div 09; AECInfo=32
44	990	402		58	65	328	7	17				Div 07, Div09; AECInfo=19
45	15,809	8,293		759	1,141	3,359	9	115				Div 07 - primarily
46	946	290	159	27	29	90	4	71				Div 12 - furniture
47	1,073	330		14	30	218	4	55	8			Div 03
48	5,204	2,189		432	519	1,331	6	80			6	Div 08
49	8,497	4,917		734	821	1,144	5	163			8	Div 05, Div 09
50	2,567	672	552	185	137	341	3	354				Div 05; aecinfo=22
51	4,824	2,193	218	319	389	308	2	842			8	Div 05; handrails
52	650	95			5			54				Div 04 - stone; different analytics program
53	370	195		15	22	56	3	22			5	Div 3, Div 12
54	2,544	1,488		114	145	333	48	1	6			Div 23
55	809	361		36	42	155	3	57				Div 07 - Specialized
56	2,608	764		65	93	648	3	579			40	Div 05 -12 months normalized to 1 month
57	7,556	3,215	872	499	506	1,375	6	184		48		Div 05 - 6 months normalized to 1 month
58	1,394	607		49	86	339	4	80				Div 12
59	1,772	778		126	168	162	2	360				Div 08 - 2 weeks normalized to 1 month

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60	818	303		22	24	302	3	96				Div 32 - 12 months normalized to 1 month
61	12,075	5,128	448	467	646	2,811	8	208				Div 05, Div 06; Thomasnet=283
62	899	423		39	55	186	5	37				Div 06, Div 07
63	8,276	4,397		198	447	1,544	10	92				Div 07; greenroofs.com=374
64	23,011	8,939	3,337	1,024	1,093	3,372	17	78				Div 03; misc. concrete-specific sites=1817
65	2,085	670	598	109	115	318	13	7				Div 12; Thomasnet=25
66	1,749	1,091		86	140	162	6	36				Div 06, Div 10
67	9,282	3,663	916	366	482	2,066	29	17				Div 08
68	970	281		38	50	91	1	441				Div 08
69	477	228		10	11	64	2	109				Div 07, Div 07
70	3,092	1,504		155	246	764	23	4			4	Div 32
71	7,357	3,933		223	493	1,690	6	72		23		Div 08; Designguide=93
72	842	242		18	29	212	4	36				Div 08, Div 13
73	4,485	1,453		279	196	467	12	38				Div 03; concretenetwork.com=711, thomasnet=70, designguide=21
74	727	201		15	27	136	2	250		21		Div 05
75	30,229	12,387		667	1,054	9,793	15	82				Div 07
76	2,673	1,371		140	308	557	5	87			6	Div 07, Div 08
77	2,363	1,210		129	182	532	7	26				Div 12 - outside
78	14,818	7,918		553	1,116	3,015	17	28				Div 08
79	1,759	799		126	129	462	5	23				Div 09, Div 12, Div 32
80	11,262	5,259		514	748	2,826	23	13				Div 13
81	3,499	1,037		261	180	820	14	19				Div 06; homexpo=295
82	38,250	19,099		2,025	2,405	7,583	16	76		96		Div 08, Div 13
83	3,118	1,905		219	298	348	6	45		25		Div 10, Div 13
84	2,810	1,390		169	203	366	39	4	16	23		Div 09
85	655	271		26	32	69	8	16		7		Div 04
86	2,771	1,364		242	209	437	6	45				Div 09
TOTAL								8,620	145	960		
NUMBER WITH PAID ADS								86	11	20		
MEAN								100	13	48		
MEDIAN								52	11	23		
Standard Deviation								139	10	90		

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TOP 23 (over 100 referrals)												
Mean								268				
REMAINING ADVERTISERS (less than 100 referrals)												
Mean								39				
Additional Data after analysis												
87	17,482	4,954		482	847	3,061	7	510			41	Div 07, Div 08, Div 10
88	16,118	6,873		579	981	6,327	7	90	19	40		Div 03, Div 32, AEInfo=90