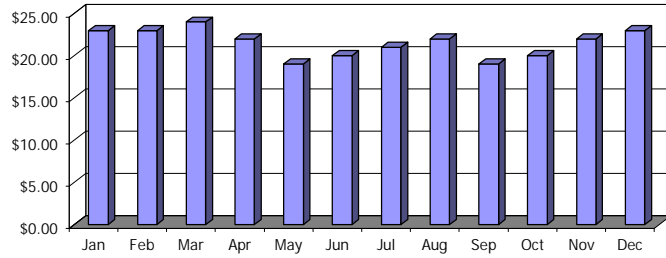


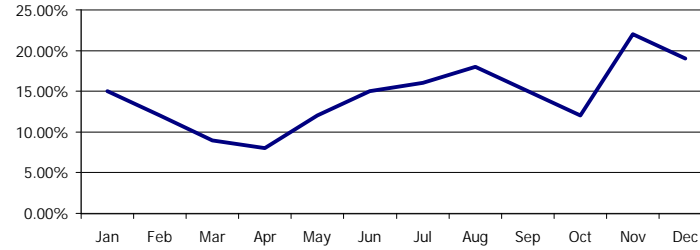
# Monthly Customer Metric Tracker

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Acquisition</b>												
Visitor acquisition cost	\$23.00	\$23.00	\$24.00	\$22.00	\$19.00	\$20.00	\$21.00	\$22.00	\$19.00	\$20.00	\$22.00	\$23.00
New visitor momentum	15.00%	12.00%	9.00%	8.00%	12.00%	15.00%	16.00%	18.00%	15.00%	12.00%	22.00%	19.00%
<b>Conversion</b>												
New customer acquisition cost	\$48	\$54	\$43	\$48	\$53	\$52	\$50	\$39	\$55	\$54	\$44	\$48
New customer conversion rate	8.00%	7.00%	6.90%	8.33%	7.95%	5.93%	7.90%	9.00%	8.33%	7.65%	6.80%	8.30%
New customer revenue momentum	2.00%	4.00%	5.00%	4.00%	6.00%	3.00%	12.00%	1.00%	8.00%	9.00%	3.00%	7.00%
<b>Retention</b>												
Repeat customer maintenance cost	\$2	\$3	\$4	\$2	\$2	\$1	\$4	\$4	\$4	\$3	\$3	\$2
Repeat customer revenue momentum	5.00%	5.00%	6.34%	8.00%	7.00%	6.90%	8.33%	7.95%	5.93%	7.90%	5.00%	6.00%
Repeat customer conversion rate	4.00%	5.43%	6.87%	6.00%	3.00%	12.00%	1.00%	8.00%	9.00%	3.00%	7.00%	8.55%

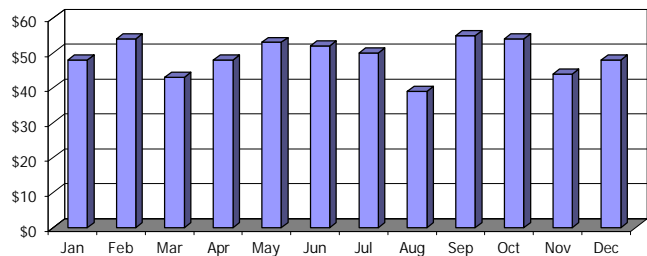
Visitor Acquisition Cost



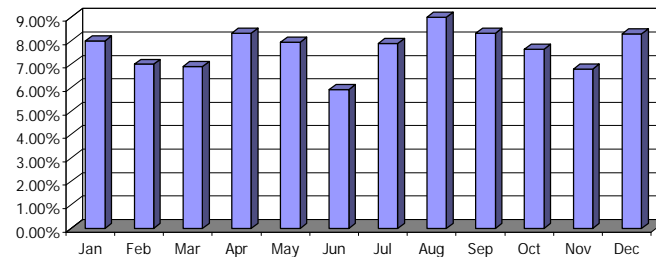
New Visitor Momentum



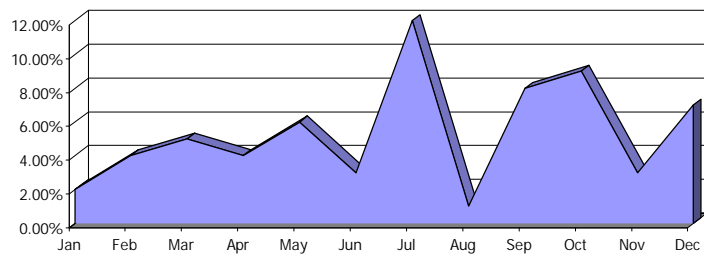
**New Customer Acquisition Cost**



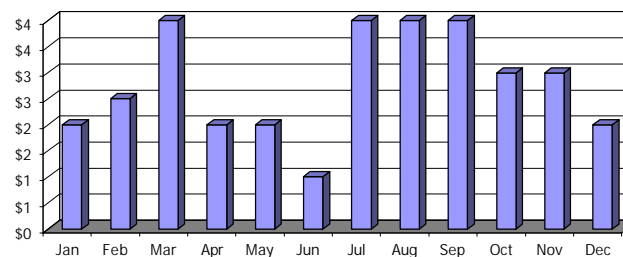
**New Customer Conversion Rate**



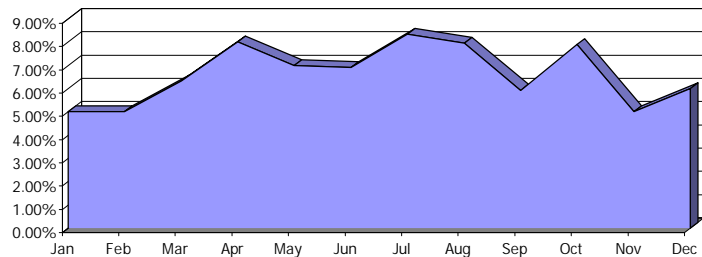
**New Customer Revenue Momentum**



**Repeat Customer Maintenance Cost**



**Repeat Customer Revenue Momentum**



**Repeat Customer Conversion Rate**

