

CHEMFILROCK.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

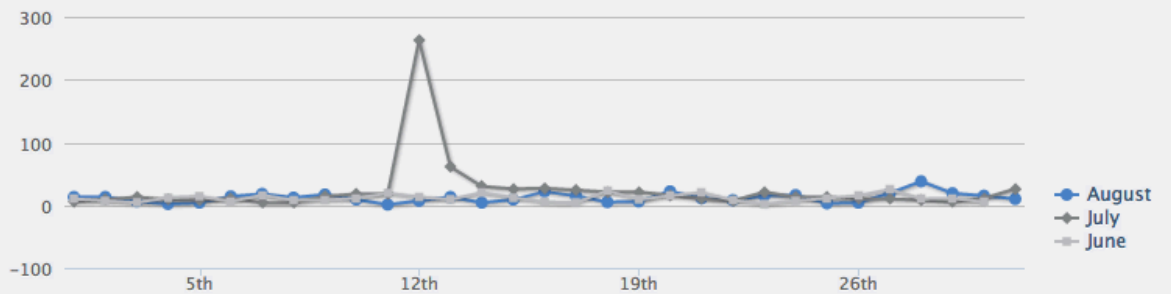
Without an email blast to drive traffic (as there was in July) site visits have dropped down to more typical levels. Most traffic comes via search, from variations on the product name with some coming via "glass ionomer" terms.

RECOMMENDATIONS

Most traffic comes to the "Stronger" page probably because that is what loads in the carousel first. Shift the first screen to the Sample screen and monitor whether samples increase.

VISITS

Three Month Comparison



SITE USAGE

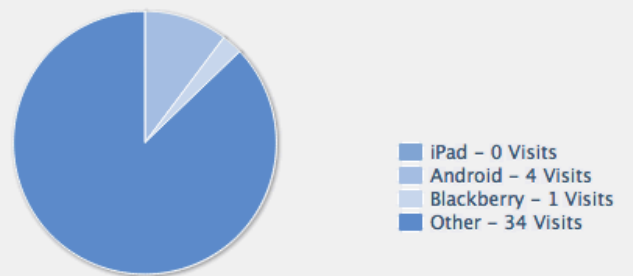
CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS

<p>Visits 370 -49.80% Unique Visits: 301</p>	<p>Page Views 995 -49.59% Pages/Visits: 2.69</p>	<p>Avg. Time on Site 1:44 -24.64% Bounce Rate: 47.84%</p>	<p>Mobile Visits 39 -61.76% % of Site Total: 10.54%</p>
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CONVERSION

Page	Visits	Submissions	Rate
Order Form	17	1	5.88%
Free Sample	45	27	60.00%
Contact Us	5	0	0.00%

MOBILE DEVICES/OPERATING SYSTEM



TRAFFIC SOURCES

Google	169 Visits
Direct	59 Visits
Bmachicago.org	39 Visits
Dentsply.com	31 Visits
Caulk.com	28 Visits
Other	44 Visits

TRAFFIC TO KEY PAGES

/chemfil-rock-features/stronger	83 Views
/chemfil-rock-features	78 Views
/free-sample	45 Views
/order-now/order-products	17 Views

CLASS2RESTORATIONS.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

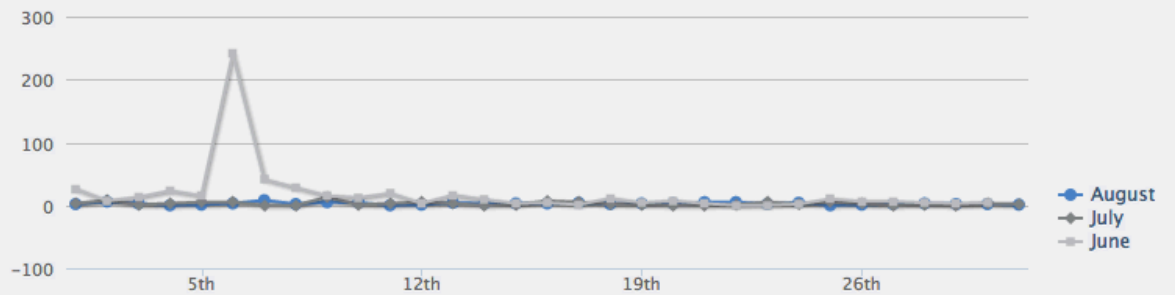
Slightly fewer visits than last month. 70% of traffic is direct; we know from discussions with various reps that some like this site as a good way to show customers how Caulk responds to their Class II needs, which would explain the direct access vice coming via search or referral links. Minimal demo requests.

RECOMMENDATIONS

Continue to monitor and report.

VISITS

Three Month Comparison



SITE USAGE

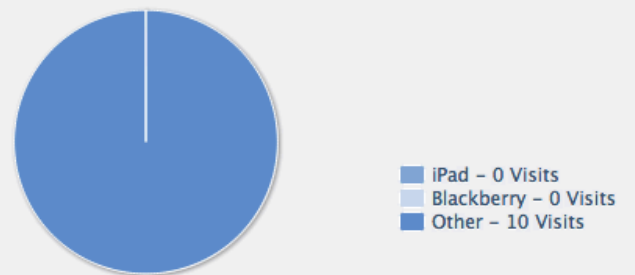
CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS

<p>Visits 87 -1.14% Unique Visits: 67</p>	<p>Page Views 110 -14.06% Pages/Visits: 1.26</p>	<p>Avg. Time on Site 4:11 +34.22% Bounce Rate: 35.63%</p>	<p>Mobile Visits 10 +233.33% % of Site Total: 11.49%</p>
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CONVERSION

Page	Visits	Submissions	Rate
Request a Sample	99	1	1.01%
Contact Us	0	0	0.00%

MOBILE DEVICES/OPERATING SYSTEM



TRAFFIC SOURCES

Direct	61 Visits
Google	13 Visits
Allstarsmileslearningcenter.com	5 Visits
Mail.westdaledentalcr.com	2 Visits
36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	1 Visits
Other	5 Visits

TRAFFIC TO KEY PAGES

Homepage	99 Views
/case-study	5 Views
/contact-us	0 Views

ESTHETXHD.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

Traffic spiked on 8/23 due to CRM email as expected; important to note is that, as we see with other email-related spikes, mobile access of the site increased at a much higher percentage than desktop browser usage. This reinforces the realization that many users receive and read email on their mobile devices and use it to click through to the linked microsite. This argues for mobile-optimized emails and web content as being increasingly important as mobile adoption becomes even more widespread.

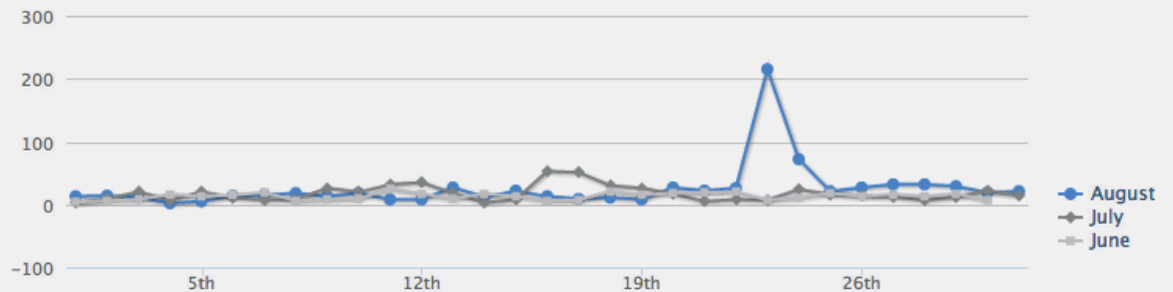
RECOMMENDATIONS

Continue to monitor and report.

VISITS

Three Month Comparison

8/23/2012 – Featured in Caulk Talk Email



SITE USAGE

CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS


Visits
784

+43.85% Unique Visits: 618


Page Views
2240

+55.34% Pages/Visits: 2.86


Avg. Time on Site
2:27

+14.84% Bounce Rate: 47.83%

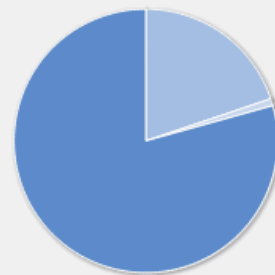

Mobile Visits
116

+110.91% % of Site Total: 14.80%

CONVERSION

Page	Visits	Submissions	Rate
Order Form	66	1	1.52%
Free Sample	209	74	35.41%
Contact Us	5	1	20.00%

MOBILE DEVICES/OPERATING SYSTEM



iPad – 0 Visits
 Android – 23 Visits
 Blackberry – 1 Visits
 Other – 92 Visits

TRAFFIC SOURCES

Direct	308 Visits
Google	248 Visits
Dentsply.com	46 Visits
Yahoo	30 Visits
36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	19 Visits
Other	133 Visits

TRAFFIC TO KEY PAGES

Homepage	299 Views
/about-esthetx-hd	295 Views
/free-sample	209 Views
/tips-and-techniques/trumatch-shade-guide	121 Views
/order-now/order-form	66 Views

INTEGRITYMULTICURE.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

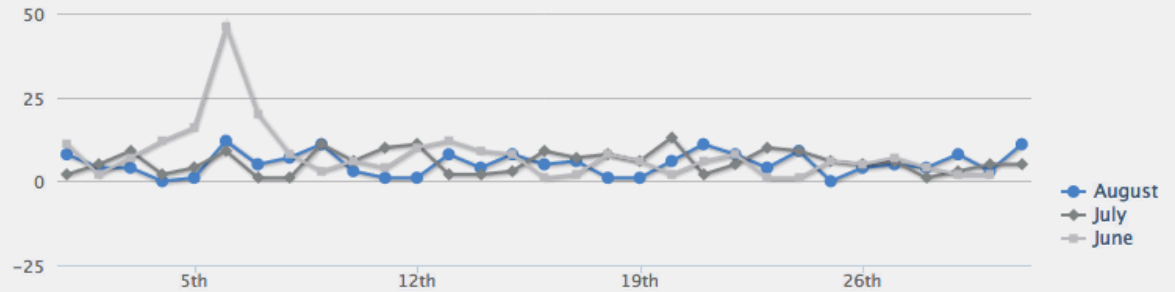
Traffic was slightly down from last month, with the exception of a bump in caulk.com referrals and a small boost in Google search traffic. Interestingly, the Order Now page remained the second most popular page (although no orders were placed) and also almost doubled in the number of times it was a landing page (i.e. first page visited on the site). This seems to suggest a relatively popular inbound link direct to the Order page, but none was documented.

RECOMMENDATIONS

Continue to monitor and report.

VISITS

Three Month Comparison



SITE USAGE

CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS

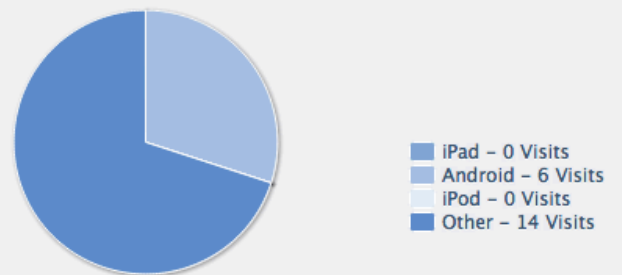
<p>Visits 163 -8.43% Unique Visits: 131</p>	<p>Page Views 370 -0.54% Pages/Visits: 2.27</p>	<p>Avg. Time on Site 3:23 +57.36% Bounce Rate: 49.08%</p>	<p>Mobile Visits 20 -16.67% % of Site Total: 12.27%</p>
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CONVERSION

Page	Visits	Submissions	Rate
Request a Demo*	135	0	0.00%
Contact Us	1	0	0.00%
Request a Demo	5	1	20.00%
Order Products	34	0	0.00%
Promotion Form	24	0	0.00%
Submit Testimonial	26	0	0.00%

*Page visits are gathered from home page, as this form is in a popup window

MOBILE DEVICES/OPERATING SYSTEM



TRAFFIC SOURCES

Google	82 Visits
Direct	37 Visits
Caulk.com	21 Visits
Jcda.ca	8 Visits
Bing	4 Visits
Other	11 Visits

TRAFFIC TO KEY PAGES

Homepage	135 Views
/order-now	34 Views
/features-and-benefits	26 Views
/about-integrity-multicure	17 Views
/request-a-demo	5 Views

JELTRATE.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

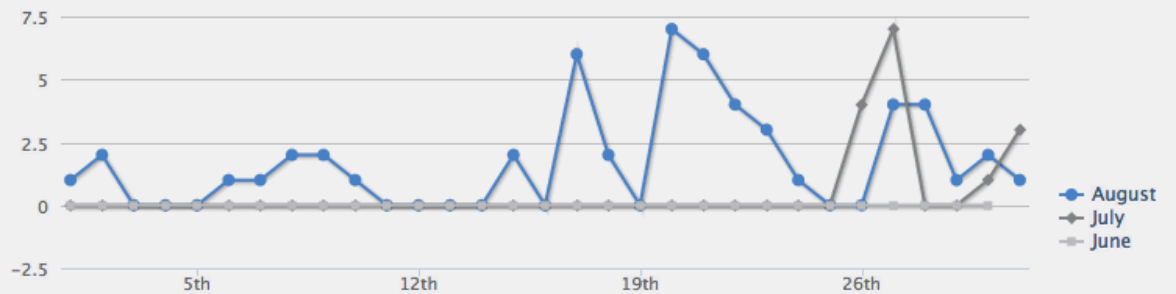
August was the first full month after launch, and the site was indexed by Google and so it began generating search traffic, mostly related to the product name. For a very simple site—essentially a landing page—search generated 26 out of 53 visits.

RECOMMENDATIONS

Continue to monitor and report. Consider adding new content to site such as DFUs or sell sheets for the various Jeltrate products.

VISITS

Three Month Comparison



SITE USAGE

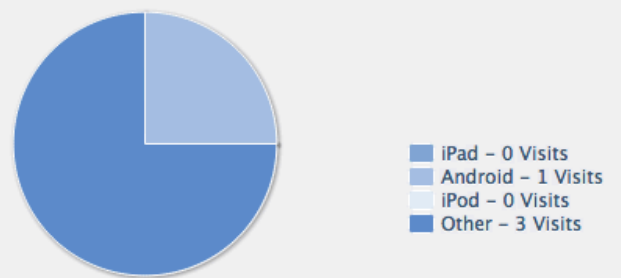
CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS

<p>Visits 53 +253.33% Unique Visits: 40</p>	<p>Page Views 111 +32.14% Pages/Visits: 2.09</p>	<p>Avg. Time on Site 3:12 +4.35% Bounce Rate: 52.83%</p>	<p>Mobile Visits 4 +100.00% % of Site Total: 7.55%</p>
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CONVERSION

Page	Visits	Submissions	Rate
Order Form	38	1	2.63%
Sign Up for Caulk Talk	71	0	0.00%

MOBILE DEVICES/OPERATING SYSTEM



TRAFFIC SOURCES

Google	25 Visits
Direct	23 Visits
Google.cl	2 Visits
Bing	1 Visits
Google.com	1 Visits
Other	1 Visits

TRAFFIC TO KEY PAGES

Homepage	71 Views
/order-now	38 Views

PALODENTPLUS.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

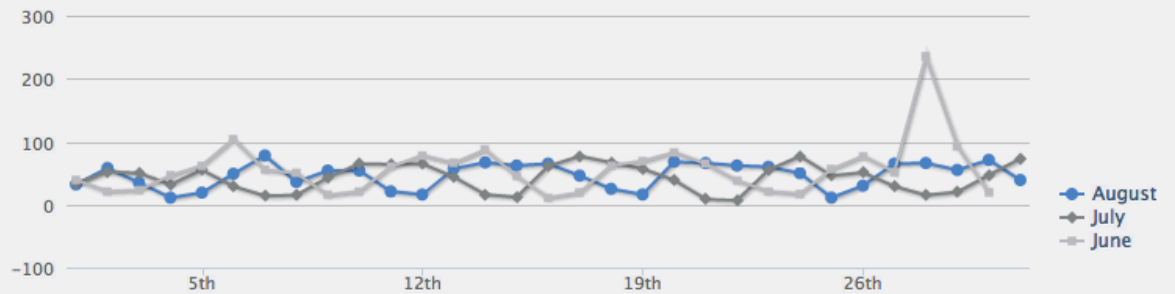
Traffic increased by just over 9%, mostly fueled by a huge jump in referrals from henryschein.com, due almost certainly to the product being featured on their website. Referrals from the Class 2 landing page also were higher. The 10% increase in Google search traffic (mostly variations on the product name and/or DENTSPLY Caulk) might also be related, as dentists heard about it via Henry Schein and searched it out on their own.

RECOMMENDATIONS

Continue to monitor and report. This shows the direct link between rep activity and microsite traffic, so continued efforts to get DSR support will pay off with more customer site engagement.

VISITS

Three Month Comparison



SITE USAGE

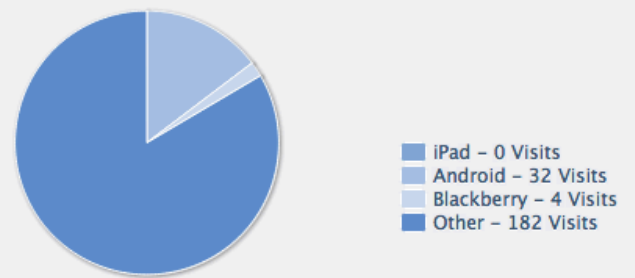
CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS

<p>Visits 1444 +9.39% Unique Visits: 1194</p>	<p>Page Views 3646 +4.86% Pages/Visits: 2.52</p>	<p>Avg. Time on Site 2:16 -1.45% Bounce Rate: 46.54%</p>	<p>Mobile Visits 218 +10.66% % of Site Total: 15.10%</p>
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CONVERSION

Page	Visits	Submissions	Rate
Contact Us	28	0	0.00%
Request a Demo	66	6	9.09%
Order Products	462	9	1.95%

MOBILE DEVICES/OPERATING SYSTEM



TRAFFIC SOURCES

Google	811 Visits
Direct	255 Visits
Bing	92 Visits
Henryschein.com	85 Visits
Yahoo	60 Visits
Other	141 Visits

TRAFFIC TO KEY PAGES

Homepage	1348 Views
/order-products	462 Views
/request-demo	66 Views
/contact-us	28 Views

PRIMEANDBOND.COM Analytics Dashboard

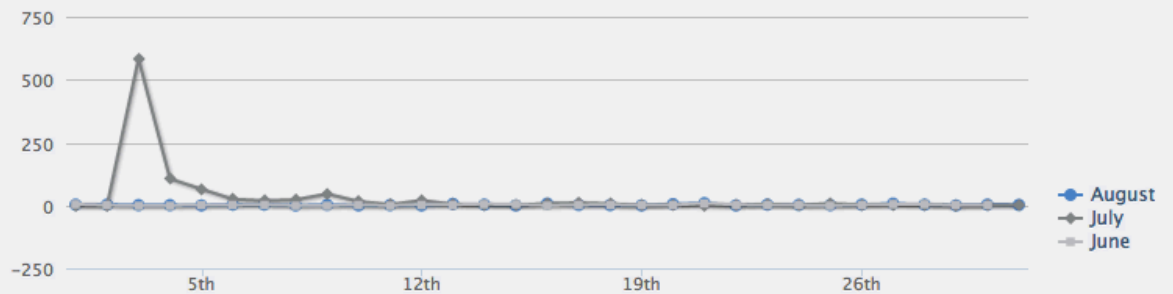
August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

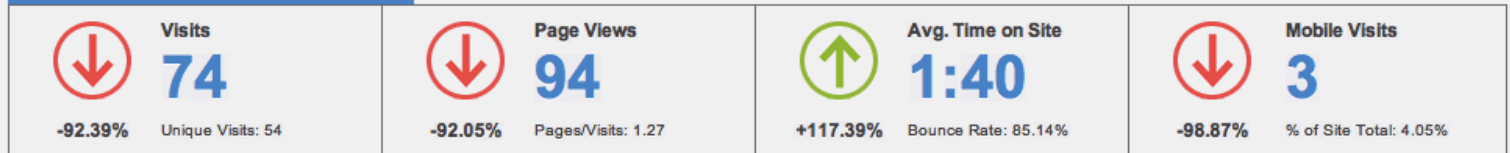
Big drop off in traffic as to be expected with the original promotion associated with the launch of the landing page. Large majority of the traffic is direct (68%), which is unusual among the microsites, and probably related to the newness of the page and a relative lack of search for the product name. Over time the users who know how to get to the site directly will be evened out against the visitors via search or referrals (as they increase over time).

RECOMMENDATIONS

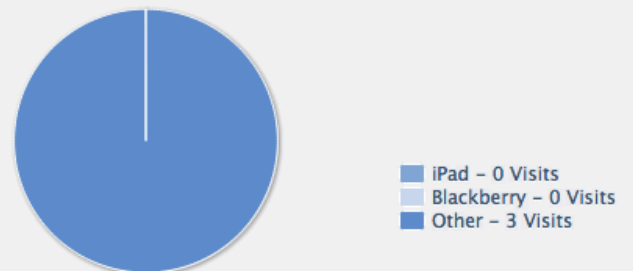
Continue to monitor and report.

VISITS
Three Month Comparison

SITE USAGE

CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS


CONVERSION

Page	Visits	Submissions	Rate
Request a Sample	93	38	40.86%

MOBILE DEVICES/OPERATING SYSTEM

TRAFFIC SOURCES

Direct	50 Visits
Google	13 Visits
Yahoo	5 Visits
Baldu	1 Visits
Bing	1 Visits
Other	4 Visits

TRAFFIC TO KEY PAGES

Site contains a single page.

SMARTLITEMAX.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

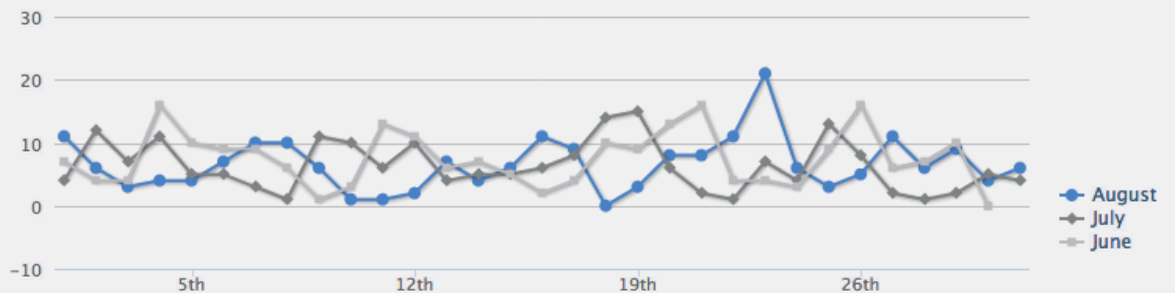
Increases in visits from the UK as well as increased referrals from caulk.com buoyed traffic slightly for the month. Time on site increase significantly despite no obvious factors, such as new content or known exposure to a new audience. Visitors to this site seem more engaged about the product, since 26% of those who access the Contact Us form actually fill it out and submit it.

RECOMMENDATIONS

Continue to monitor and report.

VISITS

Three Month Comparison



SITE USAGE

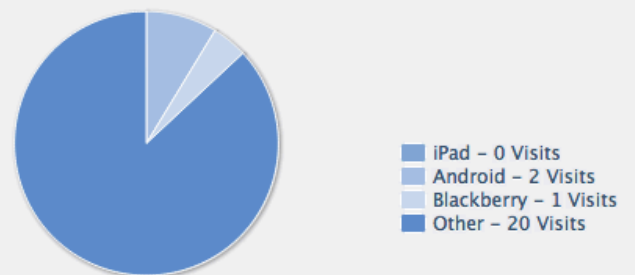
CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS

<p>Visits 203 +3.05% Unique Visits: 176</p>	<p>Page Views 475 +19.95% Pages/Visits: 2.34</p>	<p>Avg. Time on Site 2:34 +24.19% Bounce Rate: 38.92%</p>	<p>Mobile Visits 23 +15.00% % of Site Total: 11.33%</p>
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CONVERSION

Page	Visits	Submissions	Rate
Contact Us	19	5	26.32%
Order Now	41	0	0.00%

MOBILE DEVICES/OPERATING SYSTEM



TRAFFIC SOURCES

Google	73 Visits
Caulk.com	37 Visits
Dentsply.com	36 Visits
Direct	31 Visits
Bing	9 Visits
Other	17 Visits

TRAFFIC TO KEY PAGES

Homepage	230 Views
/order-now	41 Views
/contact-us	19 Views

SUREFILSDRFLOW.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

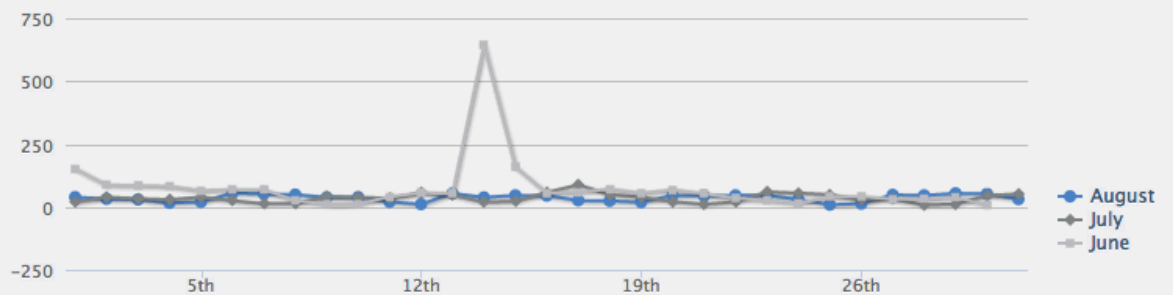
Traffic essentially flat from last month. Turkish traffic got a boost from links in dentalsepet.com. Referrals from palodentplus.com also jumped, a byproduct of increased traffic to that site via that product's featuring by Henry Schein on their website. Facebook and caulk.com referrals dropped off, however.

RECOMMENDATIONS

Continue to monitor and report.

VISITS

Three Month Comparison



SITE USAGE

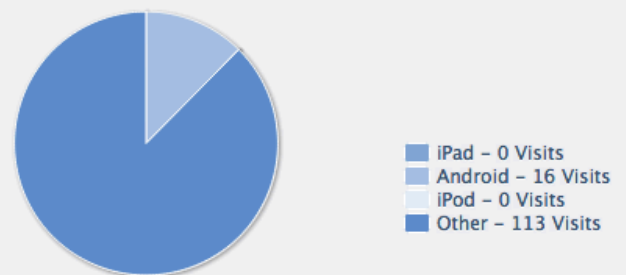
CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS

<p>Visits 1118 +1.73% Unique Visits: 895</p>	<p>Page Views 2745 -1.08% Pages/Visits: 2.46</p>	<p>Avg. Time on Site 2:31 -3.21% Bounce Rate: 48.48%</p>	<p>Mobile Visits 129 -2.27% % of Site Total: 11.54%</p>
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CONVERSION

Page	Visits	Submissions	Rate
Contact Us	11	3	27.27%
Free Sample	215	206	95.81%
Order Now	125	3	2.40%
Continuing Education Quiz 9		1	11.11%
Submit Feedback	1	0	0.00%

MOBILE DEVICES/OPERATING SYSTEM



TRAFFIC SOURCES

Google	541 Visits
Direct	309 Visits
Dentalproductshopper.com	43 Visits
Bing	38 Visits
Dentsply.com	33 Visits
Other	154 Visits

TRAFFIC TO KEY PAGES

Homepage	961 Views
/product-overview/amazing-procedures	204 Views
/order-now	125 Views
/clinical-proof/case-studies	122 Views
/product-overview/advanced-chemistry	74 Views

TPH3.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

Relative traffic from last month is up 11%, but factoring in the D.D.S. Dan intro email that was sent right at the end of July, it is clear that the new marketing/social media campaign-related, email-related traffic caused a big spike. This includes posts on Facebook and Twitter, which has linked additional traffic to the microsite.

RECOMMENDATIONS

Continue to monitor and report.

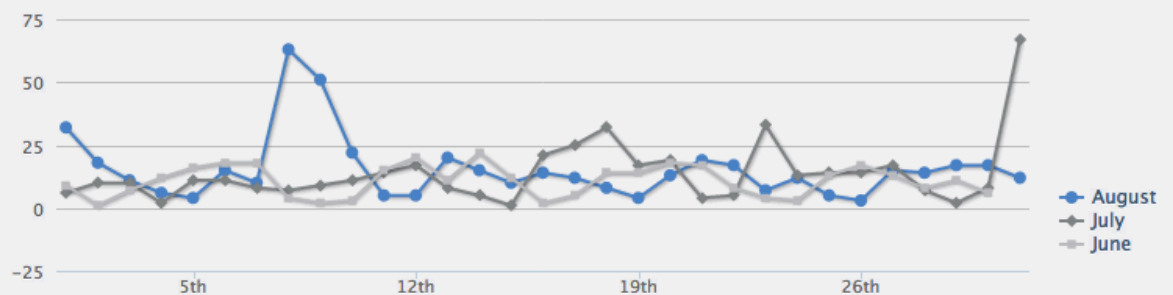
VISITS

Three Month Comparison

7/31/2012 – D.D.S. Dan Intro

8/7/2012 – DentalTown

8/9/2012 – Caulk Talk



SITE USAGE

CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS



Visits

476

+11.21% Unique Visits: 365



Page Views

1212

-10.88% Pages/Visits: 2.55



Avg. Time on Site

2:34

-17.65% Bounce Rate: 51.68%



Mobile Visits

42

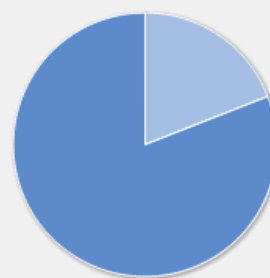
-19.23% % of Site Total: 8.82%

CONVERSION

Page	Visits	Submissions	Rate
Free Sample*	364	104	28.57%
Contact Us	7	2	28.57%
Order Now	73	0	0.00%
Share Your Routine	30	0	0.00%
Register for Updates	0	0	0.00%
Submit Your Testimonial	6	0	0.00%

*Page visits are gathered from home page, as this form is in a popup window

MOBILE DEVICES/OPERATING SYSTEM



iPad – 0 Visits
 Android – 8 Visits
 iPod – 0 Visits
 Other – 34 Visits

TRAFFIC SOURCES

Direct	154 Visits
Google	148 Visits
Dentsply.com	47 Visits
Bing	20 Visits
36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	15 Visits
Other	92 Visits

TRAFFIC TO KEY PAGES

Homepage	364 Views
/about-tph3	172 Views
/about-tph3/additional-resources	80 Views
/order-now	73 Views
/micro-matrix-technology	61 Views

ALGINXULTRA.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

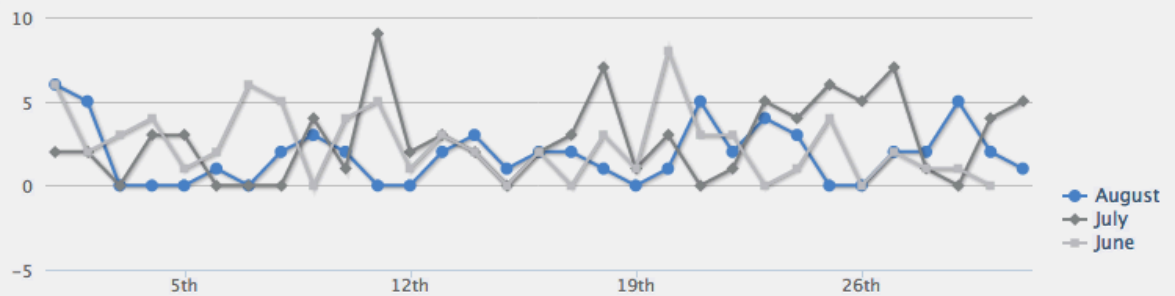
Traffic has dropped significantly (-33%), although search traffic related to the product name slightly increased this month over last. A drop in referrals from dentsply.com was a significant factor.

RECOMMENDATIONS

Continue to monitor and report.

VISITS

Three Month Comparison



SITE USAGE

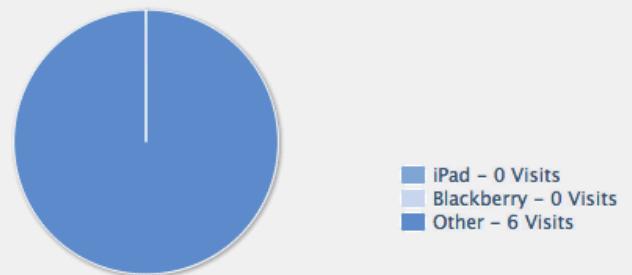
CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS

<p>Visits 57 -32.94% Unique Visits: 51</p>	<p>Page Views 117 -22.00% Pages/Visits: 2.05</p>	<p>Avg. Time on Site 2:12 +29.41% Bounce Rate: 45.61%</p>	<p>Mobile Visits 6 +20.00% % of Site Total: 10.53%</p>
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CONVERSION

Page	Visits	Submissions	Rate
Contact Us	2	0	0.00%
Trial Offer	11	0	0.00%

MOBILE DEVICES/OPERATING SYSTEM



TRAFFIC SOURCES

Google	26 Visits
Dentsply.com	14 Visits
Yahoo	8 Visits
Direct	4 Visits
Bing	4 Visits
Other	1 Visits

TRAFFIC TO KEY PAGES

Homepage	78 Views
/us-canada	18 Views
/international	11 Views
/contact-us	2 Views

AQUASILULTRA.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

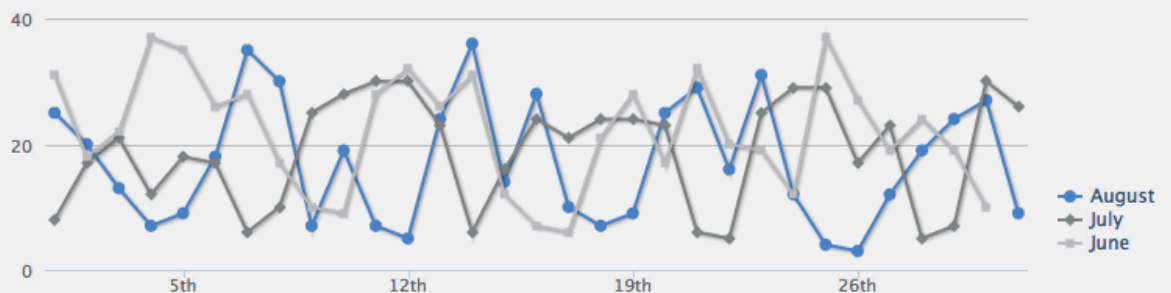
Most traffic continues to come via Google on product name, with referrals from denstply.com the second highest source. Tray Materials and Wash Materials pages have consistently ranked in the top 5 since launch, indicating sustained interest in them over the content featured in our large home page billboards.

RECOMMENDATIONS

Continue to track and report.

VISITS

Three Month Comparison



SITE USAGE

CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS

<p>Visits 534 -8.72% Unique Visits: 447</p>	<p>Page Views 1660 -14.39% Pages/Visits: 3.11</p>	<p>Avg. Time on Site 3:18 -1.00% Bounce Rate: 38.58%</p>	<p>Mobile Visits 69 +16.95% % of Site Total: 12.92%</p>
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CONVERSION

Page	Visits	Submissions	Rate
Order Form	10	0	0.00%
Contact Us	17	0	0.00%

MOBILE DEVICES/OPERATING SYSTEM



■ iPad - 0 Visits
■ Android - 7 Visits
■ Blackberry - 1 Visits
■ Other - 61 Visits

TRAFFIC SOURCES

Google	229 Visits
Dentsply.com	133 Visits
Direct	87 Visits
Bing	32 Visits
Yahoo	17 Visits
Other	36 Visits

TRAFFIC TO KEY PAGES

Homepage	563 Views
/single-unit-solution	60 Views
/features-benefits	28 Views
/order-online/order-form	10 Views
/tray-wash-materials	0 Views
/why-aquasil-ultra	0 Views

CALBRACEMENT.COM Analytics Dashboard

August 1, 2012 - August 31, 2012

EXECUTIVE SUMMARY

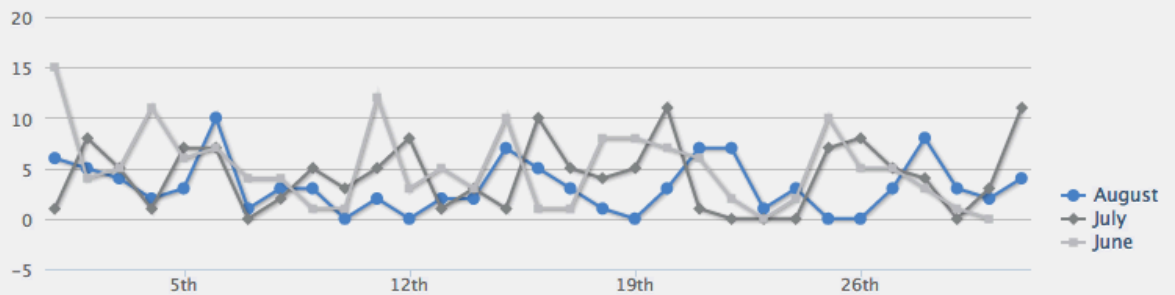
Traffic has dropped off again this month; visits are down 24%. The boost from launch in May has faded and we are seeing a normalized level of traffic; sample requests have dropped by more than 33%.

RECOMMENDATIONS

Continue to track and report.

VISITS

Three Month Comparison



SITE USAGE

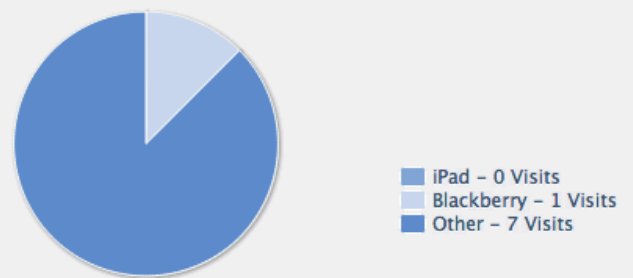
CURRENT MONTH, COMPARED WITH PREVIOUS MONTHS

<p>Visits 100 -23.66% Unique Visits: 72</p>	<p>Page Views 266 -28.30% Pages/Visits: 2.66</p>	<p>Avg. Time on Site 2:10 -48.62% Bounce Rate: 34%</p>	<p>Mobile Visits 8 -42.86% % of Site Total: 8.00%</p>
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CONVERSION

Page	Visits	Submissions	Rate
Order Form	15	0	0.00%
Free Sample	17	10	58.82%
Contact Us	6	0	0.00%

MOBILE DEVICES/OPERATING SYSTEM



TRAFFIC SOURCES

Google	55 Visits
Direct	25 Visits
Bing	7 Visits
Primeandbond.com	6 Visits
Dentsply.com	3 Visits
Other	4 Visits

TRAFFIC TO KEY PAGES

Homepage	96 Views
/about-callbra	20 Views
/free-sample	17 Views
/order-products	15 Views
/proof-of-performance	14 Views
/contact-us	6 Views