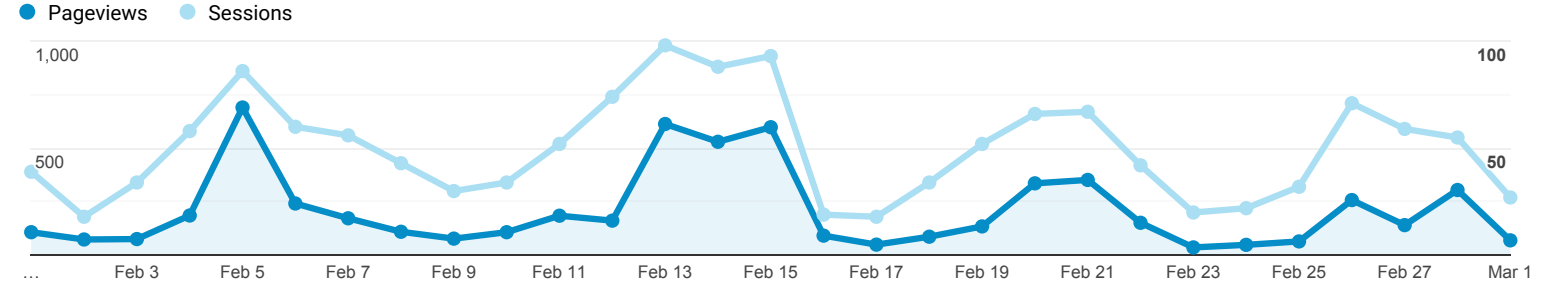


Audience Overview

All Users
100.00% Users

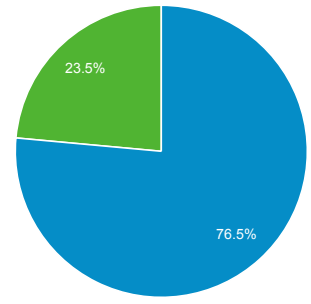
Feb 1, 2019 - Mar 1, 2019

Overview



| | | |
|--|------------------------------|--------------------------------|
| Users 946 | New Users 838 | Sessions 1,447 |
| Number of Sessions per User 1.53 | Pageviews 6,062 | Pages / Session 4.19 |
| Avg. Session Duration 00:06:53 | Bounce Rate 49.69% | |

■ New Visitor ■ Returning Visitor



| Country | Users | % Users |
|------------------------|-------|---------|
| 1. Benin | 108 | 11.40% |
| 2. United States | 81 | 8.55% |
| 3. Nigeria | 77 | 8.13% |
| 4. United Kingdom | 52 | 5.49% |
| 5. Congo - Brazzaville | 47 | 4.96% |
| 6. India | 30 | 3.17% |
| 7. Côte d'Ivoire | 29 | 3.06% |
| 8. South Africa | 29 | 3.06% |
| 9. France | 24 | 2.53% |
| 10. Senegal | 23 | 2.43% |

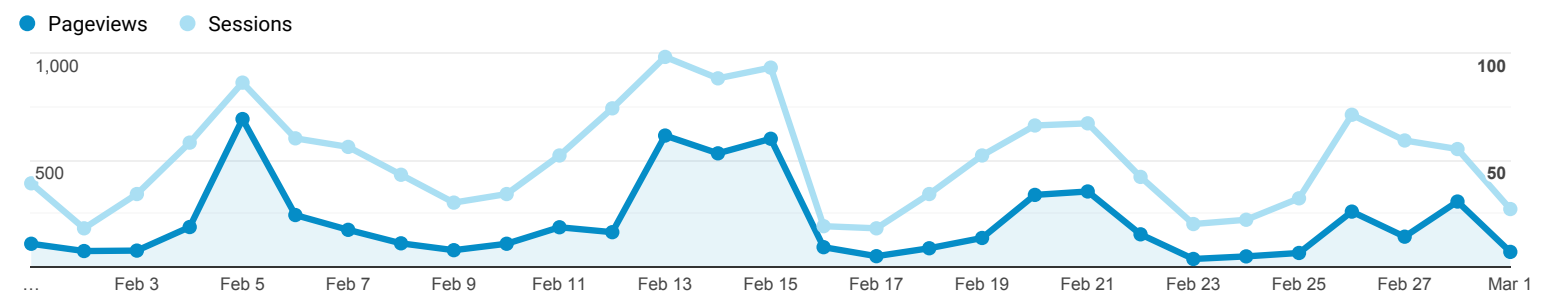
Metrics

All Users
100.00% Pageviews

Feb 1, 2019 - Mar 1, 2019

Explorer

Summary



| Country | Pageviews | Sessions | Users | New Users | Avg. Session Duration | Bounce Rate |
|------------------------|--|--|--|--|--|--|
| | 6,062 % of Total: 100.00% (6,062) | 1,447 % of Total: 100.00% (1,447) | 946 % of Total: 100.00% (946) | 839 % of Total: 100.12% (838) | 00:06:53 Avg for View: 00:06:53 (0.00%) | 49.69% Avg for View: 49.69% (0.00%) |
| 1. Benin | 2,164 (35.70%) | 252 (17.42%) | 108 (11.40%) | 95 (11.32%) | 00:17:59 | 21.83% |
| 2. Congo - Brazzaville | 514 (8.48%) | 187 (12.92%) | 47 (4.96%) | 29 (3.46%) | 00:04:56 | 44.92% |
| 3. Kenya | 410 (6.76%) | 34 (2.35%) | 18 (1.90%) | 15 (1.79%) | 00:10:48 | 29.41% |
| 4. United Kingdom | 358 (5.91%) | 76 (5.25%) | 52 (5.49%) | 46 (5.48%) | 00:05:30 | 46.05% |
| 5. Canada | 220 (3.63%) | 26 (1.80%) | 19 (2.01%) | 17 (2.03%) | 00:15:27 | 38.46% |
| 6. United States | 211 (3.48%) | 94 (6.50%) | 81 (8.55%) | 77 (9.18%) | 00:02:38 | 60.64% |
| 7. Nigeria | 195 (3.22%) | 94 (6.50%) | 77 (8.13%) | 72 (8.58%) | 00:02:46 | 57.45% |
| 8. India | 189 (3.12%) | 60 (4.15%) | 30 (3.17%) | 28 (3.34%) | 00:05:36 | 45.00% |
| 9. South Africa | 168 (2.77%) | 41 (2.83%) | 29 (3.06%) | 28 (3.34%) | 00:05:36 | 60.98% |
| 10. Côte d'Ivoire | 142 (2.34%) | 37 (2.56%) | 29 (3.06%) | 22 (2.62%) | 00:04:58 | 59.46% |
| 11. Mozambique | 82 (1.35%) | 5 (0.35%) | 4 (0.42%) | 4 (0.48%) | 00:21:32 | 40.00% |
| 12. Australia | 79 (1.30%) | 13 (0.90%) | 2 (0.21%) | 2 (0.24%) | 00:28:28 | 15.38% |
| 13. Senegal | 71 (1.17%) | 32 (2.21%) | 23 (2.43%) | 19 (2.26%) | 00:03:08 | 56.25% |
| 14. Burkina Faso | 70 (1.15%) | 19 (1.31%) | 16 (1.69%) | 14 (1.67%) | 00:07:51 | 47.37% |
| 15. Congo - Kinshasa | 69 (1.14%) | 17 (1.17%) | 15 (1.58%) | 14 (1.67%) | 00:10:28 | 52.94% |
| 16. Uganda | 68 (1.12%) | 14 (0.97%) | 7 (0.74%) | 6 (0.72%) | 00:08:28 | 50.00% |
| 17. Morocco | 51 (0.84%) | 19 (1.31%) | 18 (1.90%) | 17 (2.03%) | 00:01:35 | 73.68% |
| 18. Tanzania | 49 (0.81%) | 11 (0.76%) | 7 (0.74%) | 7 (0.83%) | 00:07:28 | 45.45% |
| 19. Ghana | 46 (0.76%) | 10 (0.69%) | 10 (1.06%) | 6 (0.72%) | 00:06:28 | 40.00% |
| 20. Brazil | 44 (0.73%) | 19 (1.31%) | 17 (1.80%) | 16 (1.91%) | 00:01:48 | 63.16% |

| Global Performance Overview | | Regional Breakdown | | | | Operational Metrics | |
|-----------------------------|--------------|--------------------|--------------|--------------|--------------|---------------------|---------------------------|
| Rank | Country | Q1 Sales (M) | Q2 Sales (M) | Q3 Sales (M) | Q4 Sales (M) | Lead Time (Days) | Customer Satisfaction (%) |
| 21. | Germany | 41 (0.68%) | 6 (0.41%) | 5 (0.53%) | 5 (0.60%) | 00:08:59 | 33.33% |
| 22. | Mali | 39 (0.64%) | 17 (1.17%) | 13 (1.37%) | 10 (1.19%) | 00:01:23 | 41.18% |
| 23. | France | 38 (0.63%) | 27 (1.87%) | 24 (2.53%) | 23 (2.74%) | 00:00:31 | 85.19% |
| 24. | Cameroon | 37 (0.61%) | 23 (1.59%) | 17 (1.80%) | 16 (1.91%) | 00:01:00 | 82.61% |
| 25. | Ethiopia | 36 (0.59%) | 18 (1.24%) | 16 (1.69%) | 16 (1.91%) | 00:00:28 | 66.67% |
| 26. | Tunisia | 36 (0.59%) | 16 (1.11%) | 14 (1.48%) | 14 (1.67%) | 00:02:58 | 56.25% |
| 27. | Togo | 31 (0.51%) | 11 (0.76%) | 11 (1.16%) | 9 (1.07%) | 00:02:21 | 72.73% |
| 28. | Qatar | 30 (0.49%) | 6 (0.41%) | 4 (0.42%) | 2 (0.24%) | 00:07:22 | 50.00% |
| 29. | Sri Lanka | 29 (0.48%) | 3 (0.21%) | 3 (0.32%) | 1 (0.12%) | 00:04:09 | 33.33% |
| 30. | Turkey | 27 (0.45%) | 17 (1.17%) | 16 (1.69%) | 16 (1.91%) | 00:00:28 | 76.47% |
| 31. | China | 26 (0.43%) | 16 (1.11%) | 15 (1.58%) | 15 (1.79%) | 00:01:08 | 68.75% |
| 32. | Niger | 26 (0.43%) | 8 (0.55%) | 7 (0.74%) | 5 (0.60%) | 00:03:17 | 25.00% |
| 33. | Netherlands | 26 (0.43%) | 11 (0.76%) | 10 (1.06%) | 10 (1.19%) | 00:02:27 | 81.82% |
| 34. | Guadeloupe | 25 (0.41%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:09:10 | 0.00% |
| 35. | Argentina | 23 (0.38%) | 2 (0.14%) | 2 (0.21%) | 2 (0.24%) | 00:15:28 | 0.00% |
| 36. | Belgium | 23 (0.38%) | 13 (0.90%) | 13 (1.37%) | 12 (1.43%) | 00:00:42 | 76.92% |
| 37. | Jordan | 23 (0.38%) | 4 (0.28%) | 1 (0.11%) | 0 (0.00%) | 00:11:35 | 0.00% |
| 38. | Switzerland | 19 (0.31%) | 6 (0.41%) | 5 (0.53%) | 3 (0.36%) | 00:04:52 | 33.33% |
| 39. | Madagascar | 18 (0.30%) | 9 (0.62%) | 9 (0.95%) | 9 (1.07%) | 00:01:23 | 44.44% |
| 40. | Gabon | 17 (0.28%) | 6 (0.41%) | 3 (0.32%) | 1 (0.12%) | 00:04:08 | 50.00% |
| 41. | Colombia | 13 (0.21%) | 4 (0.28%) | 3 (0.32%) | 3 (0.36%) | 00:02:53 | 50.00% |
| 42. | Algeria | 12 (0.20%) | 8 (0.55%) | 8 (0.84%) | 7 (0.83%) | 00:03:03 | 62.50% |
| 43. | Egypt | 12 (0.20%) | 8 (0.55%) | 8 (0.84%) | 7 (0.83%) | 00:00:15 | 75.00% |
| 44. | Guinea | 12 (0.20%) | 6 (0.41%) | 5 (0.53%) | 5 (0.60%) | 00:09:35 | 50.00% |
| 45. | Rwanda | 11 (0.18%) | 4 (0.28%) | 4 (0.42%) | 3 (0.36%) | 00:03:22 | 50.00% |
| 46. | Saudi Arabia | 10 (0.16%) | 5 (0.35%) | 5 (0.53%) | 4 (0.48%) | 00:00:51 | 80.00% |
| 47. | Sudan | 10 (0.16%) | 2 (0.14%) | 2 (0.21%) | 2 (0.24%) | 00:06:08 | 50.00% |
| 48. | South Korea | 9 (0.15%) | 9 (0.62%) | 9 (0.95%) | 9 (1.07%) | 00:00:00 | 100.00% |
| 49. | Namibia | 9 (0.15%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:07:07 | 0.00% |
| 50. | Nepal | 9 (0.15%) | 7 (0.48%) | 6 (0.63%) | 6 (0.72%) | 00:01:01 | 85.71% |
| 51. | Spain | 8 (0.13%) | 7 (0.48%) | 4 (0.42%) | 3 (0.36%) | 00:00:14 | 85.71% |
| 52. | Malaysia | 8 (0.13%) | 4 (0.28%) | 3 (0.32%) | 2 (0.24%) | 00:03:07 | 50.00% |
| 53. | Pakistan | 8 (0.13%) | 5 (0.35%) | 3 (0.32%) | 2 (0.24%) | 00:03:50 | 80.00% |
| 54. | Serbia | 8 (0.13%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:06:15 | 0.00% |
| 55. | Ukraine | 8 (0.13%) | 5 (0.35%) | 4 (0.42%) | 3 (0.36%) | 00:07:02 | 80.00% |

| Rank | Country | Count | Percentage | Count | Percentage | Count | Percentage | Count | Percentage | Time | Percentage |
|------|--------------------------|-------|------------|-------|------------|-------|------------|-------|------------|----------|------------|
| 56. | Bangladesh | 7 | (0.12%) | 5 | (0.35%) | 3 | (0.32%) | 1 | (0.12%) | 00:00:08 | 80.00% |
| 57. | Indonesia | 7 | (0.12%) | 4 | (0.28%) | 4 | (0.42%) | 4 | (0.48%) | 00:01:27 | 50.00% |
| 58. | Norway | 7 | (0.12%) | 3 | (0.21%) | 3 | (0.32%) | 3 | (0.36%) | 00:00:30 | 33.33% |
| 59. | Poland | 7 | (0.12%) | 2 | (0.14%) | 2 | (0.21%) | 2 | (0.24%) | 00:02:07 | 0.00% |
| 60. | Hungary | 6 | (0.10%) | 2 | (0.14%) | 2 | (0.21%) | 2 | (0.24%) | 00:04:20 | 50.00% |
| 61. | Macedonia (FYROM) | 6 | (0.10%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:02:37 | 0.00% |
| 62. | Mauritius | 6 | (0.10%) | 2 | (0.14%) | 2 | (0.21%) | 2 | (0.24%) | 00:02:15 | 50.00% |
| 63. | Angola | 5 | (0.08%) | 4 | (0.28%) | 4 | (0.42%) | 4 | (0.48%) | 00:00:04 | 75.00% |
| 64. | Austria | 5 | (0.08%) | 2 | (0.14%) | 2 | (0.21%) | 2 | (0.24%) | 00:00:23 | 50.00% |
| 65. | Jamaica | 5 | (0.08%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:02:47 | 0.00% |
| 66. | Moldova | 5 | (0.08%) | 4 | (0.28%) | 3 | (0.32%) | 3 | (0.36%) | 00:00:03 | 75.00% |
| 67. | Philippines | 5 | (0.08%) | 4 | (0.28%) | 4 | (0.42%) | 4 | (0.48%) | 00:00:00 | 75.00% |
| 68. | Zambia | 5 | (0.08%) | 5 | (0.35%) | 5 | (0.53%) | 5 | (0.60%) | 00:00:00 | 100.00% |
| 69. | Burundi | 4 | (0.07%) | 2 | (0.14%) | 2 | (0.21%) | 2 | (0.24%) | 00:01:24 | 50.00% |
| 70. | Botswana | 4 | (0.07%) | 4 | (0.28%) | 2 | (0.21%) | 1 | (0.12%) | 00:00:00 | 100.00% |
| 71. | Libya | 4 | (0.07%) | 2 | (0.14%) | 2 | (0.21%) | 1 | (0.12%) | 00:00:56 | 50.00% |
| 72. | El Salvador | 4 | (0.07%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:23:29 | 0.00% |
| 73. | Chad | 4 | (0.07%) | 3 | (0.21%) | 3 | (0.32%) | 3 | (0.36%) | 00:03:12 | 66.67% |
| 74. | Zimbabwe | 4 | (0.07%) | 4 | (0.28%) | 4 | (0.42%) | 4 | (0.48%) | 00:00:00 | 100.00% |
| 75. | Denmark | 3 | (0.05%) | 3 | (0.21%) | 2 | (0.21%) | 1 | (0.12%) | 00:00:00 | 100.00% |
| 76. | Haiti | 3 | (0.05%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:01:38 | 0.00% |
| 77. | Italy | 3 | (0.05%) | 3 | (0.21%) | 3 | (0.32%) | 3 | (0.36%) | 00:00:00 | 100.00% |
| 78. | Liberia | 3 | (0.05%) | 3 | (0.21%) | 1 | (0.11%) | 1 | (0.12%) | 00:00:00 | 100.00% |
| 79. | Malawi | 3 | (0.05%) | 2 | (0.14%) | 2 | (0.21%) | 1 | (0.12%) | 00:01:22 | 50.00% |
| 80. | Thailand | 3 | (0.05%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:04:51 | 0.00% |
| 81. | Tonga | 3 | (0.05%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:10:36 | 0.00% |
| 82. | Honduras | 2 | (0.03%) | 2 | (0.14%) | 2 | (0.21%) | 2 | (0.24%) | 00:00:00 | 100.00% |
| 83. | Myanmar (Burma) | 2 | (0.03%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:00:52 | 0.00% |
| 84. | Sweden | 2 | (0.03%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:27:31 | 0.00% |
| 85. | United Arab Emirates | 1 | (0.02%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:00:00 | 100.00% |
| 86. | Central African Republic | 1 | (0.02%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:00:00 | 100.00% |
| 87. | Cyprus | 1 | (0.02%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:00:00 | 100.00% |
| 88. | Gambia | 1 | (0.02%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:00:00 | 100.00% |
| 89. | Guinea-Bissau | 1 | (0.02%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:00:00 | 100.00% |
| 90. | Ireland | 1 | (0.02%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:00:00 | 100.00% |
| 91. | Israel | 1 | (0.02%) | 1 | (0.07%) | 1 | (0.11%) | 1 | (0.12%) | 00:00:00 | 100.00% |

| | | | | | | | |
|------|-------------|--------------|--------------|--------------|--------------|----------|---------|
| 91. | Israel | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 92. | Iran | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 93. | Jersey | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 94. | Japan | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 95. | Kazakhstan | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 96. | Lithuania | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 97. | Mexico | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 98. | Singapore | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 99. | Somalia | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 100. | South Sudan | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 101. | Swaziland | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |
| 102. | Vietnam | 1 (0.02%) | 1 (0.07%) | 1 (0.11%) | 1 (0.12%) | 00:00:00 | 100.00% |

Rows 1 - 102 of 102

Continental

All Users
100.00% Pageviews

Feb 1, 2019 - Mar 1, 2019

Continental



| Sub Continent | Pageviews | Sessions | Users |
|---------------------|---|---|---|
| | 6,062 % of Total: 100.00% (6,062) | 1,447 % of Total: 100.00% (1,447) | 946 % of Total: 100.00% (946) |
| 1. Western Africa | 2,801 (46.21%) | 491 (33.93%) | 302 (31.89%) |
| 2. Eastern Africa | 698 (11.51%) | 112 (7.74%) | 82 (8.66%) |
| 3. Middle Africa | 647 (10.67%) | 241 (16.66%) | 90 (9.50%) |
| 4. Northern America | 431 (7.11%) | 120 (8.29%) | 100 (10.56%) |
| 5. Northern Europe | 373 (6.15%) | 86 (5.94%) | 61 (6.44%) |
| 6. Southern Asia | 243 (4.01%) | 81 (5.60%) | 46 (4.86%) |
| 7. Southern Africa | 182 (3.00%) | 47 (3.25%) | 33 (3.48%) |
| 8. Western Europe | 152 (2.51%) | 65 (4.49%) | 59 (6.23%) |
| 9. Northern Africa | 125 (2.06%) | 55 (3.80%) | 52 (5.49%) |
| 10. Western Asia | 93 (1.53%) | 35 (2.42%) | 29 (3.06%) |

Rows 1 - 10 of 20