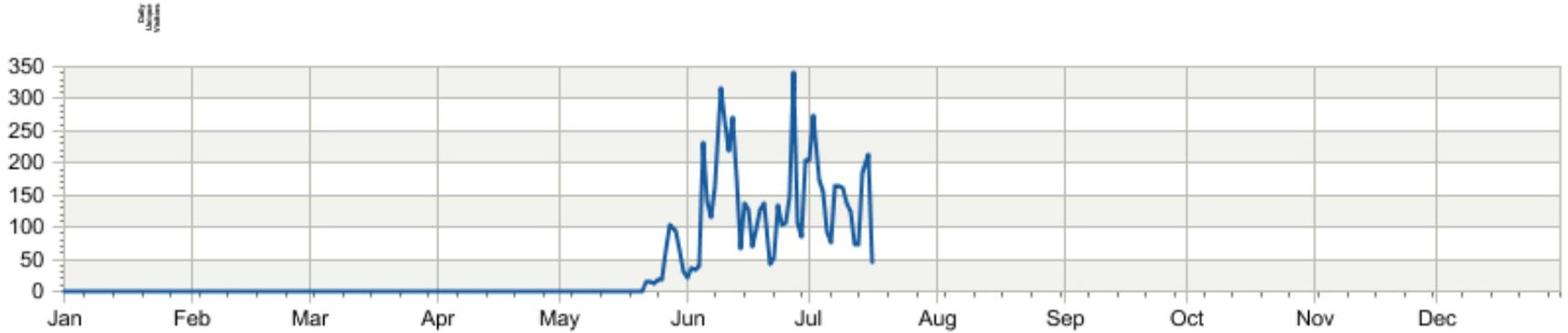


GirEffect

GirEffect - Daily Unique Visitors

Graph



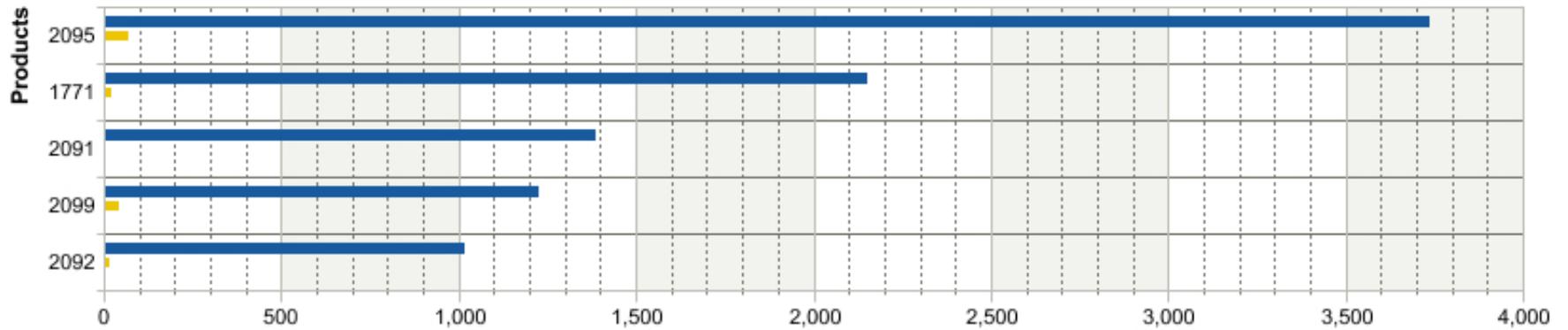
2008
CONFIDENTIAL

Selected Period

GirEffect - Referral Donations by Project

This year

Graph



2008
CONFIDENTIAL

Revenue Orders Added Gift Certificate to Cart

Details

Tracking Code by Products		Revenue	Orders	Added Gift ...
1.	girleffect2008	\$11,905	172	0
1.	2095	\$3,740 31.4%	67 39.0%	0 0.0%
2.	1771	\$2,150 18.1%	22 12.8%	0 0.0%
3.	2091	\$1,385 11.6%	8 4.7%	0 0.0%

SiteCatalyst™

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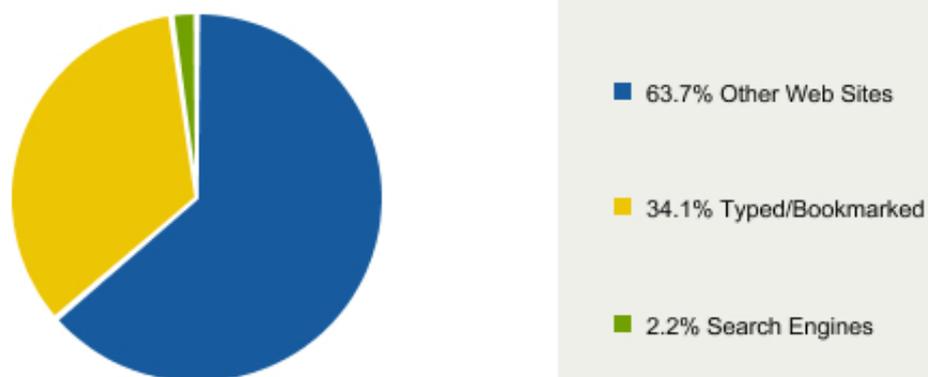
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GirEffect

4.	2099	\$1,227	10.3%	41	23.8%	0	0.0%
5.	2092	\$1,020	8.6%	16	9.3%	0	0.0%
6.	2089	\$470	3.9%	10	5.8%	0	0.0%
7.	1594	\$470	3.9%	12	7.0%	0	0.0%
8.	1271	\$220	1.8%	3	1.7%	0	0.0%
9.	1748	\$200	1.7%	1	0.6%	0	0.0%
10.	1901	\$125	1.0%	1	0.6%	0	0.0%
11.	1873	\$100	0.8%	1	0.6%	0	0.0%
12.	1649	\$100	0.8%	1	0.6%	0	0.0%
13.	giftcert	\$85	0.7%	2	1.2%	0	0.0%
14.	2079	\$80	0.7%	1	0.6%	0	0.0%
15.	2086	\$75	0.6%	2	1.2%	0	0.0%

GirEffect - Referring Domains

Graph



Summary

Referrer Type	Instances	%
1. Other Web Sites	4,868	63.7%
2. Typed/Bookmarked	2,609	34.1%
3. Search Engines	169	2.2%
Total	7,646	

Details

Referring Domain	Instances	%
1. girleffect.org	4,377	86.9%
2. stumbleupon.com	161	3.2%
3. google.com	148	2.9%
4. facebook.com	87	1.7%
5. shacknews.com	37	0.7%
6. nike.com	31	0.6%
7. yahoo.com	22	0.4%

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GirlEffect

8.	blogspot.com	17	0.3%
9.	live.com	16	0.3%
10.	diretodeforno.com.br	16	0.3%
11.	evite.com	14	0.3%
12.	icio.us	10	0.2%
13.	kimberlyblessing.com	9	0.2%
14.	latinspots.com	8	0.2%
15.	google.co.uk	8	0.2%
Total		5,037	

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