

Site Usage

5,336,546 Visits

Previous: 6,687,852 (-20.21%)

58.66% Bounce Rate

Previous: 58.58% (0.13%)

12,241,414 Pageviews

Previous: 15,522,165 (-21.14%)

00:01:51 Avg. Time on Site

Previous: 00:02:18 (-19.60%)

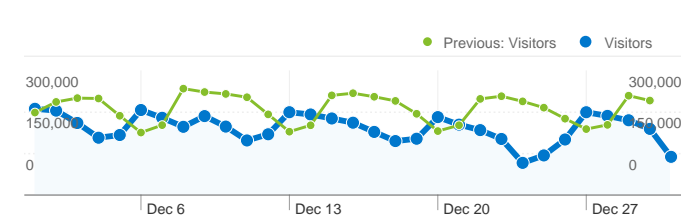
2.29 Pages/Visit

Previous: 2.32 (-1.17%)

68.06% % New Visits

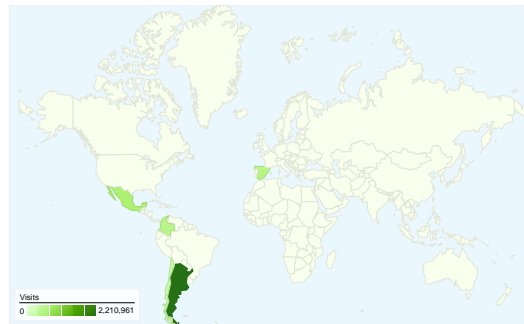
Previous: 68.60% (-0.79%)

Visitors Overview

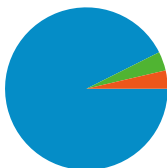


Visitors
4,433,583

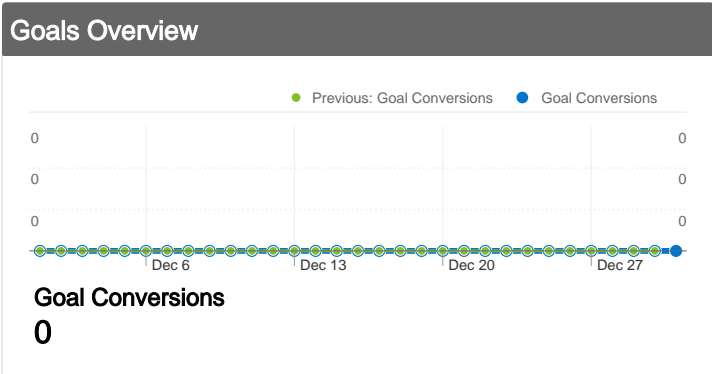
Map Overlay



Traffic Sources Overview

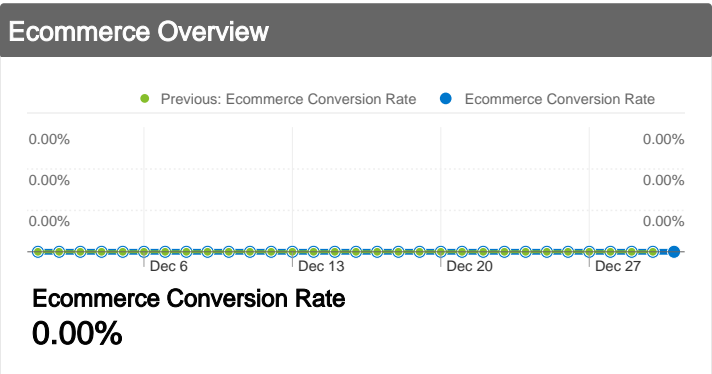


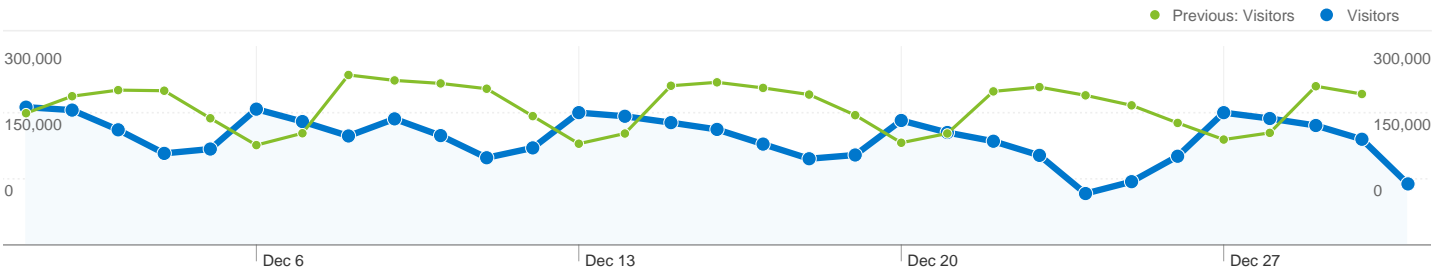
- **Search Engines**
4,941,776.00 (92.60%)
- **Referring Sites**
201,430.00 (3.77%)
- **Direct Traffic**
193,340.00 (3.62%)



Content Overview

| Pages | Pageviews | % Pageviews |
|-------------------------------|------------|-------------|
| /search/index.html | | |
| Dec 1, 2010 - Dec 31, 2010 | 8,406,182 | 68.67% |
| Nov 1, 2010 - Nov 30, 2010 | 10,138,979 | 65.32% |
| % Change | -17.09% | 5.13% |
| /index.html | | |
| Dec 1, 2010 - Dec 31, 2010 | 125,119 | 1.02% |
| Nov 1, 2010 - Nov 30, 2010 | 157,427 | 1.01% |
| % Change | -20.52% | 0.78% |
| /user/new/index.html | | |
| Dec 1, 2010 - Dec 31, 2010 | 68,680 | 0.56% |
| Nov 1, 2010 - Nov 30, 2010 | 72,902 | 0.47% |
| % Change | -5.79% | 19.46% |
| /user/login/index.html | | |
| Dec 1, 2010 - Dec 31, 2010 | 51,545 | 0.42% |
| Nov 1, 2010 - Nov 30, 2010 | 64,659 | 0.42% |
| % Change | -20.28% | 1.08% |
| /tubuscador/12060.htm | | |
| Dec 1, 2010 - Dec 31, 2010 | 50,271 | 0.41% |
| Nov 1, 2010 - Nov 30, 2010 | 60,011 | 0.39% |
| % Change | -16.23% | 6.22% |





4,433,583 people visited this site

5,336,546 Visits
 Previous: 6,687,852 (-20.21%)

4,433,583 Absolute Unique Visitors
 Previous: 5,468,863 (-18.93%)

12,241,414 Pageviews
 Previous: 15,522,165 (-21.14%)

2.29 Average Pageviews
 Previous: 2.32 (-1.17%)

00:01:51 Time on Site
 Previous: 00:02:18 (-19.60%)

58.66% Bounce Rate
 Previous: 58.58% (0.13%)

68.06% New Visits
 Previous: 68.60% (-0.79%)

Technical Profile

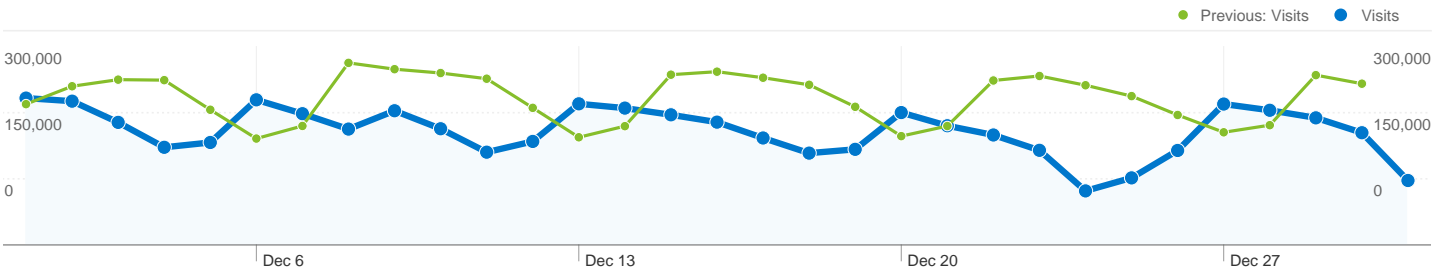
| Browser | Visits | % visits | Connection Speed | Visits | % visits |
|----------------------------|-----------|----------|----------------------------|-----------|----------|
| Internet Explorer | | | Unknown | | |
| Dec 1, 2010 - Dec 31, 2010 | 3,193,389 | 59.84% | Dec 1, 2010 - Dec 31, 2010 | 3,034,510 | 56.86% |
| Nov 1, 2010 - Nov 30, 2010 | 4,147,488 | 62.02% | Nov 1, 2010 - Nov 30, 2010 | 3,818,643 | 57.10% |
| % Change | -23.00% | -3.51% | % Change | -20.53% | -0.41% |
| Firefox | | | DSL | | |
| Dec 1, 2010 - Dec 31, 2010 | 1,114,848 | 20.89% | Dec 1, 2010 - Dec 31, 2010 | 1,373,152 | 25.73% |
| Nov 1, 2010 - Nov 30, 2010 | 1,350,451 | 20.19% | Nov 1, 2010 - Nov 30, 2010 | 1,681,428 | 25.14% |
| % Change | -17.45% | 3.46% | % Change | -18.33% | 2.35% |

| Chrome | | |
|----------------------------|---------|---------|
| Dec 1, 2010 - Dec 31, 2010 | 841,080 | 15.76% |
| Nov 1, 2010 - Nov 30, 2010 | 920,342 | 13.76% |
| % Change | -8.61% | 14.53% |
| Safari | | |
| Dec 1, 2010 - Dec 31, 2010 | 108,888 | 2.04% |
| Nov 1, 2010 - Nov 30, 2010 | 191,693 | 2.87% |
| % Change | -43.20% | -28.81% |
| Opera | | |
| Dec 1, 2010 - Dec 31, 2010 | 29,756 | 0.56% |
| Nov 1, 2010 - Nov 30, 2010 | 33,003 | 0.49% |
| % Change | -9.84% | 12.99% |

| Cable | | |
|----------------------------|---------|---------|
| Dec 1, 2010 - Dec 31, 2010 | 743,873 | 13.94% |
| Nov 1, 2010 - Nov 30, 2010 | 876,441 | 13.10% |
| % Change | -15.13% | 6.37% |
| T1 | | |
| Dec 1, 2010 - Dec 31, 2010 | 130,578 | 2.45% |
| Nov 1, 2010 - Nov 30, 2010 | 226,153 | 3.38% |
| % Change | -42.26% | -27.64% |
| Dialup | | |
| Dec 1, 2010 - Dec 31, 2010 | 52,057 | 0.98% |
| Nov 1, 2010 - Nov 30, 2010 | 62,865 | 0.94% |
| % Change | -17.19% | 3.78% |

Traffic Sources Overview

Dec 1, 2010 - Dec 31, 2010
Comparing to: Nov 1, 2010 - Nov 30, 2010



All traffic sources sent a total of 5,336,546 visits

3.62% Direct Traffic

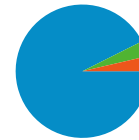
Previous: 4.45% (-18.50%)

3.77% Referring Sites

Previous: 3.87% (-2.34%)

92.60% Search Engines

Previous: 91.69% (1.00%)



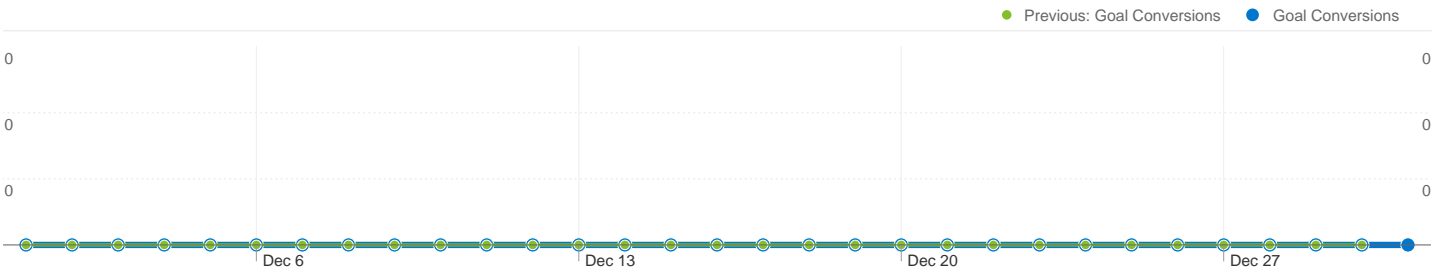
- **Search Engines**
4,941,776.00 (92.60%)
- **Referring Sites**
201,430.00 (3.77%)
- **Direct Traffic**
193,340.00 (3.62%)

Top Traffic Sources

| Sources | Visits | % visits |
|----------------------------|-----------|----------|
| google (organic) | | |
| Dec 1, 2010 - Dec 31, 2010 | 4,449,259 | 83.37% |
| Nov 1, 2010 - Nov 30, 2010 | 5,440,866 | 81.35% |
| % Change | -18.23% | 2.48% |
| search (organic) | | |
| Dec 1, 2010 - Dec 31, 2010 | 240,080 | 4.50% |
| Nov 1, 2010 - Nov 30, 2010 | 323,883 | 4.84% |
| % Change | -25.87% | -7.10% |
| (direct) ((none)) | | |
| Dec 1, 2010 - Dec 31, 2010 | 193,340 | 3.62% |
| Nov 1, 2010 - Nov 30, 2010 | 297,303 | 4.45% |
| % Change | -34.97% | -18.50% |
| bing (organic) | | |
| Dec 1, 2010 - Dec 31, 2010 | 162,922 | 3.05% |
| Nov 1, 2010 - Nov 30, 2010 | 254,606 | 3.81% |
| % Change | -36.01% | -19.81% |
| yahoo (organic) | | |

| Keywords | Visits | % visits |
|----------------------------------|---------|----------|
| (other) | | |
| Dec 1, 2010 - Dec 31, 2010 | 834,876 | 39.61% |
| Nov 1, 2010 - Nov 30, 2010 | 735,178 | 33.40% |
| % Change | 13.56% | 18.58% |
| www.facebook.com.ar | | |
| Dec 1, 2010 - Dec 31, 2010 | 16,457 | 0.78% |
| Nov 1, 2010 - Nov 30, 2010 | 56,342 | 2.56% |
| % Change | -70.79% | -69.50% |
| www.navidadmillonaria.com | | |
| Dec 1, 2010 - Dec 31, 2010 | 16,139 | 0.77% |
| Nov 1, 2010 - Nov 30, 2010 | 0 | 0.00% |
| % Change | 100.00% | 100.00% |
| grippto | | |
| Dec 1, 2010 - Dec 31, 2010 | 7,091 | 0.34% |
| Nov 1, 2010 - Nov 30, 2010 | 9,342 | 0.42% |
| % Change | -24.10% | -20.74% |
| www.avon.com.mx | | |

| | | | | | |
|----------------------------|---------|--------|----------------------------|---------|---------|
| Dec 1, 2010 - Dec 31, 2010 | 71,722 | 1.34% | Dec 1, 2010 - Dec 31, 2010 | 7,002 | 0.33% |
| Nov 1, 2010 - Nov 30, 2010 | 91,234 | 1.36% | Nov 1, 2010 - Nov 30, 2010 | 8,853 | 0.40% |
| % Change | -21.39% | -1.48% | % Change | -20.91% | -17.42% |

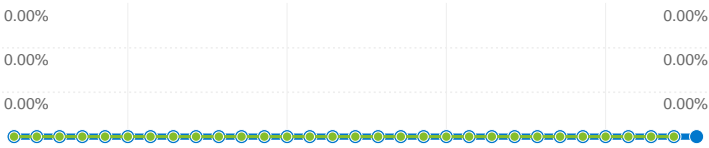


Visitors completed 0 goal conversions

0 conversions, Goal 3: Post
Previous: 0 (0.00%)

Goal Performance

Goal Conversion Rate

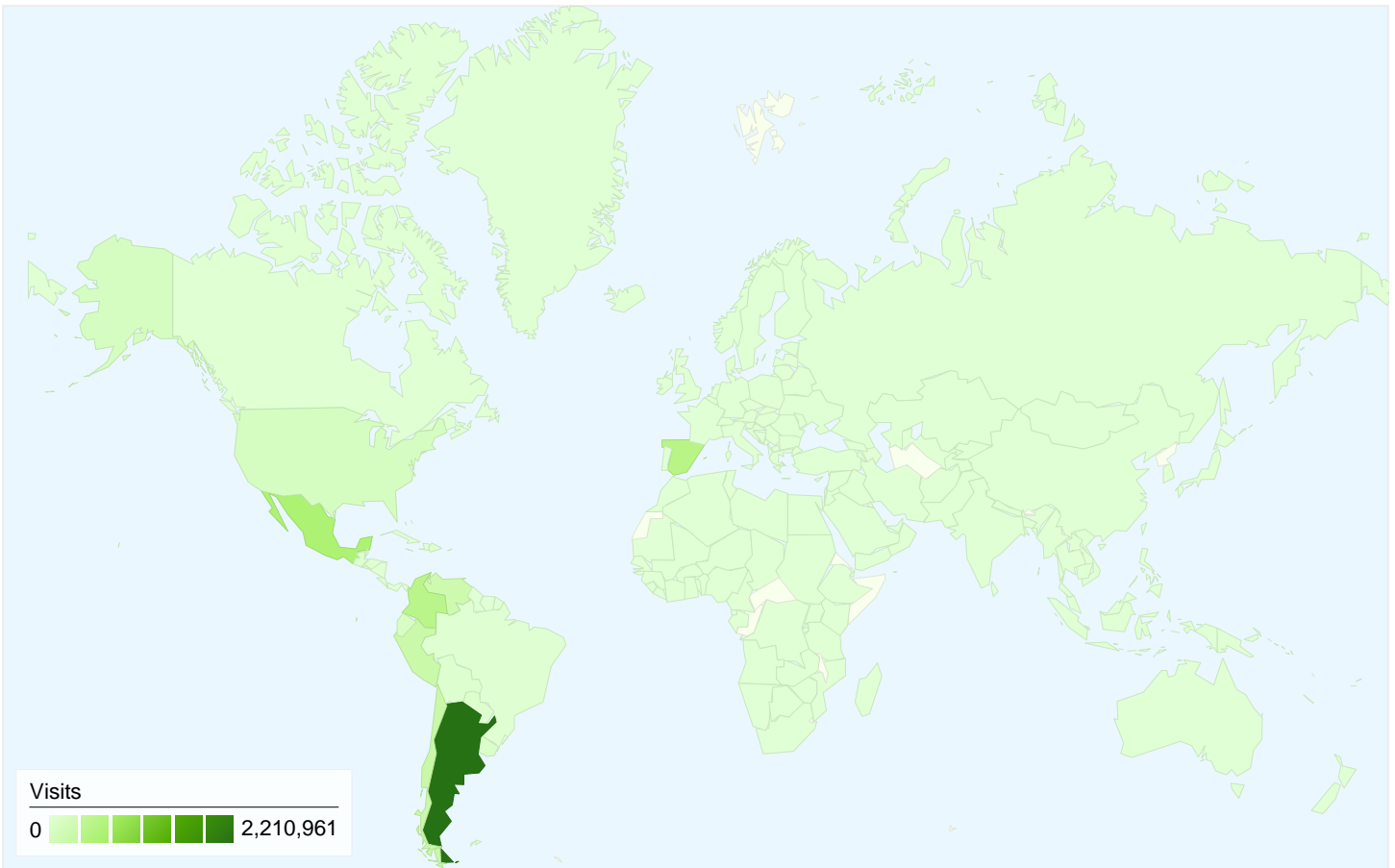


Goal Conversion Rate
0.00%

Total Goal Value



Total Goal Value
\$0.00



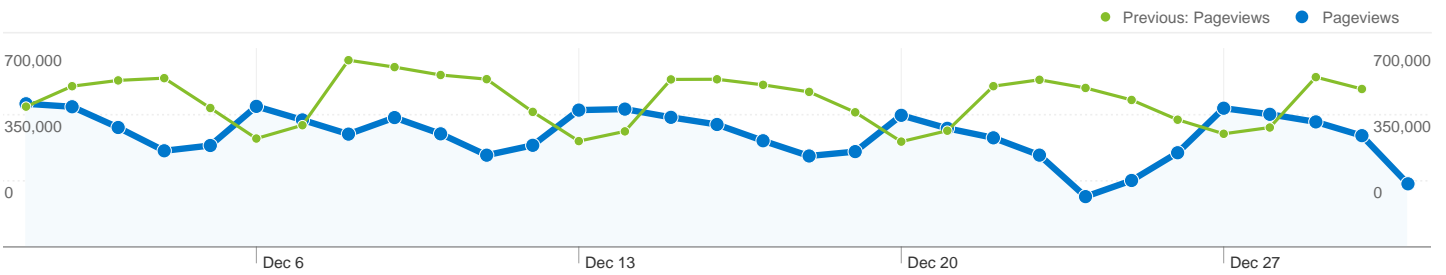
5,336,546 visits came from 204 countries/territories

Site Usage

| Country/Territory | Visits | Pages/Visit | Avg. Time on Site | % New Visits | Bounce Rate |
|-----------------------------------------------------------------------------|-----------|-------------|-------------------|--------------|-------------|
| Visits 5,336,546 Previous: 6,687,852 (-20.21%) | | | | | |
| Pages/Visit 2.29 Previous: 2.32 (-1.17%) | | | | | |
| Avg. Time on Site 00:01:51 Previous: 00:02:18 (-19.60%) | | | | | |
| % New Visits 68.17% Previous: 68.80% (-0.92%) | | | | | |
| Bounce Rate 58.66% Previous: 58.58% (0.13%) | | | | | |
| Argentina | 2,210,961 | 2.36 | 00:02:00 | 56.15% | 57.43% |
| December 1, 2010 - December 31, 2010 | 2,210,961 | 2.36 | 00:02:00 | 56.15% | 57.43% |
| November 1, 2010 - November 30, 2010 | 2,773,452 | 2.45 | 00:02:07 | 56.33% | 56.55% |
| % Change | -20.28% | -3.62% | -5.59% | -0.33% | 1.55% |
| Mexico | 629,787 | 2.27 | 00:01:48 | 79.87% | 59.12% |
| December 1, 2010 - December 31, 2010 | 629,787 | 2.27 | 00:01:48 | 79.87% | 59.12% |
| November 1, 2010 - November 30, 2010 | 757,542 | 2.17 | 00:01:45 | 81.09% | 60.77% |
| % Change | -16.86% | 4.51% | 2.49% | -1.50% | -2.72% |
| Spain | 511,042 | 1.93 | 00:01:21 | 77.75% | 66.54% |
| December 1, 2010 - December 31, 2010 | 511,042 | 1.93 | 00:01:21 | 77.75% | 66.54% |

| | | | | | |
|--------------------------------------|----------------|--------|----------|---------|---------|
| November 1, 2010 - November 30, 2010 | 588,851 | 1.95 | 00:01:22 | 78.20% | 66.22% |
| % Change | -13.21% | -0.93% | -1.04% | -0.58% | 0.48% |
| Colombia | | | | | |
| December 1, 2010 - December 31, 2010 | 479,025 | 2.42 | 00:01:45 | 74.44% | 55.11% |
| November 1, 2010 - November 30, 2010 | 621,933 | 2.47 | 00:01:55 | 74.52% | 54.90% |
| % Change | -22.98% | -2.13% | -9.47% | -0.12% | 0.38% |
| Chile | | | | | |
| December 1, 2010 - December 31, 2010 | 291,390 | 2.07 | 00:01:34 | 75.45% | 61.98% |
| November 1, 2010 - November 30, 2010 | 381,399 | 2.11 | 00:01:42 | 75.29% | 61.18% |
| % Change | -23.60% | -1.89% | -7.51% | 0.21% | 1.29% |
| Peru | | | | | |
| December 1, 2010 - December 31, 2010 | 280,846 | 2.33 | 00:01:50 | 79.55% | 59.93% |
| November 1, 2010 - November 30, 2010 | 338,702 | 2.31 | 00:01:54 | 80.37% | 59.52% |
| % Change | -17.08% | 0.86% | -3.00% | -1.02% | 0.68% |
| Venezuela | | | | | |
| December 1, 2010 - December 31, 2010 | 249,008 | 2.47 | 00:01:55 | 73.89% | 54.68% |
| November 1, 2010 - November 30, 2010 | 333,931 | 2.46 | 00:01:54 | 74.84% | 54.72% |
| % Change | -25.43% | 0.09% | 0.36% | -1.28% | -0.07% |
| United States | | | | | |
| December 1, 2010 - December 31, 2010 | 126,382 | 2.34 | 00:01:58 | 76.91% | 57.60% |
| November 1, 2010 - November 30, 2010 | 213,539 | 1.92 | 00:13:23 | 85.55% | 68.76% |
| % Change | -40.82% | 21.86% | -85.29% | -10.10% | -16.22% |
| Ecuador | | | | | |
| December 1, 2010 - December 31, 2010 | 113,535 | 2.30 | 00:02:04 | 75.06% | 56.87% |
| November 1, 2010 - November 30, 2010 | 145,710 | 2.45 | 00:02:13 | 75.78% | 55.10% |
| % Change | -22.08% | -5.84% | -6.59% | -0.95% | 3.20% |
| Uruguay | | | | | |
| December 1, 2010 - December 31, 2010 | 76,517 | 2.36 | 00:01:47 | 67.70% | 57.96% |
| November 1, 2010 - November 30, 2010 | 91,491 | 2.37 | 00:01:50 | 68.22% | 56.23% |
| % Change | -16.37% | -0.22% | -2.47% | -0.77% | 3.08% |

1 - 10 of 204



Pages on this site were viewed a total of 12,241,414 times

12,241,414 Pageviews
 Previous: 15,522,165 (-21.14%)

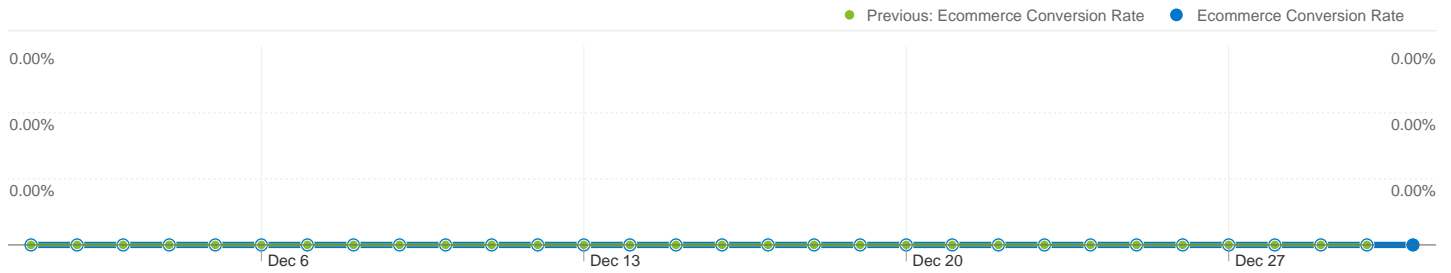
8,727,267 Unique Views
 Previous: 11,112,801 (-21.47%)

58.66% Bounce Rate
 Previous: 58.58% (0.13%)

Top Content

| Pages | Pageviews | % Pageviews |
|-------------------------------|------------|-------------|
| /search/index.html | | |
| Dec 1, 2010 - Dec 31, 2010 | 8,406,182 | 68.67% |
| Nov 1, 2010 - Nov 30, 2010 | 10,138,979 | 65.32% |
| % Change | -17.09% | 5.13% |
| /index.html | | |
| Dec 1, 2010 - Dec 31, 2010 | 125,119 | 1.02% |
| Nov 1, 2010 - Nov 30, 2010 | 157,427 | 1.01% |
| % Change | -20.52% | 0.78% |
| /user/new/index.html | | |
| Dec 1, 2010 - Dec 31, 2010 | 68,680 | 0.56% |
| Nov 1, 2010 - Nov 30, 2010 | 72,902 | 0.47% |
| % Change | -5.79% | 19.46% |
| /user/login/index.html | | |
| Dec 1, 2010 - Dec 31, 2010 | 51,545 | 0.42% |
| Nov 1, 2010 - Nov 30, 2010 | 64,659 | 0.42% |
| % Change | -20.28% | 1.08% |
| /tubuscador/12060.htm | | |

| | | |
|----------------------------|---------|-------|
| Dec 1, 2010 - Dec 31, 2010 | 50,271 | 0.41% |
| Nov 1, 2010 - Nov 30, 2010 | 60,011 | 0.39% |
| % Change | -16.23% | 6.22% |



Sales of 0 products generated \$0.00

0.00% Conversion Rate

Previous: 0.00% (0.00%)

0 Transactions

Previous: 0 (0.00%)

\$0.00 Average Order Value

Previous: \$0.00 (0.00%)

0 Purchased Products

Previous: 0 (0.00%)

Top Revenue Sources

| Products | Items | Revenue |
|---------------------------------|-------|---------|
| There is no data for this view. | | |

| Sources / Medium | Revenue | % Revenue |
|---------------------------------|---------|-----------|
| There is no data for this view. | | |