

## The percentage of Paid Sourced Traffic for Calendar year 2017

Calendar Quarter	Percentage
Q1, 2017	5.8%
Q2, 2017	7.99%
Q3, 2017	7.74%
Q4, 2017 (Thru 10/16)	4.77%

What is a “Sourced Traffic”?

Any method by which publishers acquire more visitors through third parties. A third party that receives monetary consideration from a publisher to drive traffic to another publisher’s site is referred to as a “paid traffic source.”