

## The percentage of Paid Sourced Traffic for Calendar year 2018

Calendar Quarter	Percentage
Q1, 2018	2.59%
Q2, 2018	1.46%
Q3, 2018	1.02%
Q4, 2018	2.29%

### 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.”