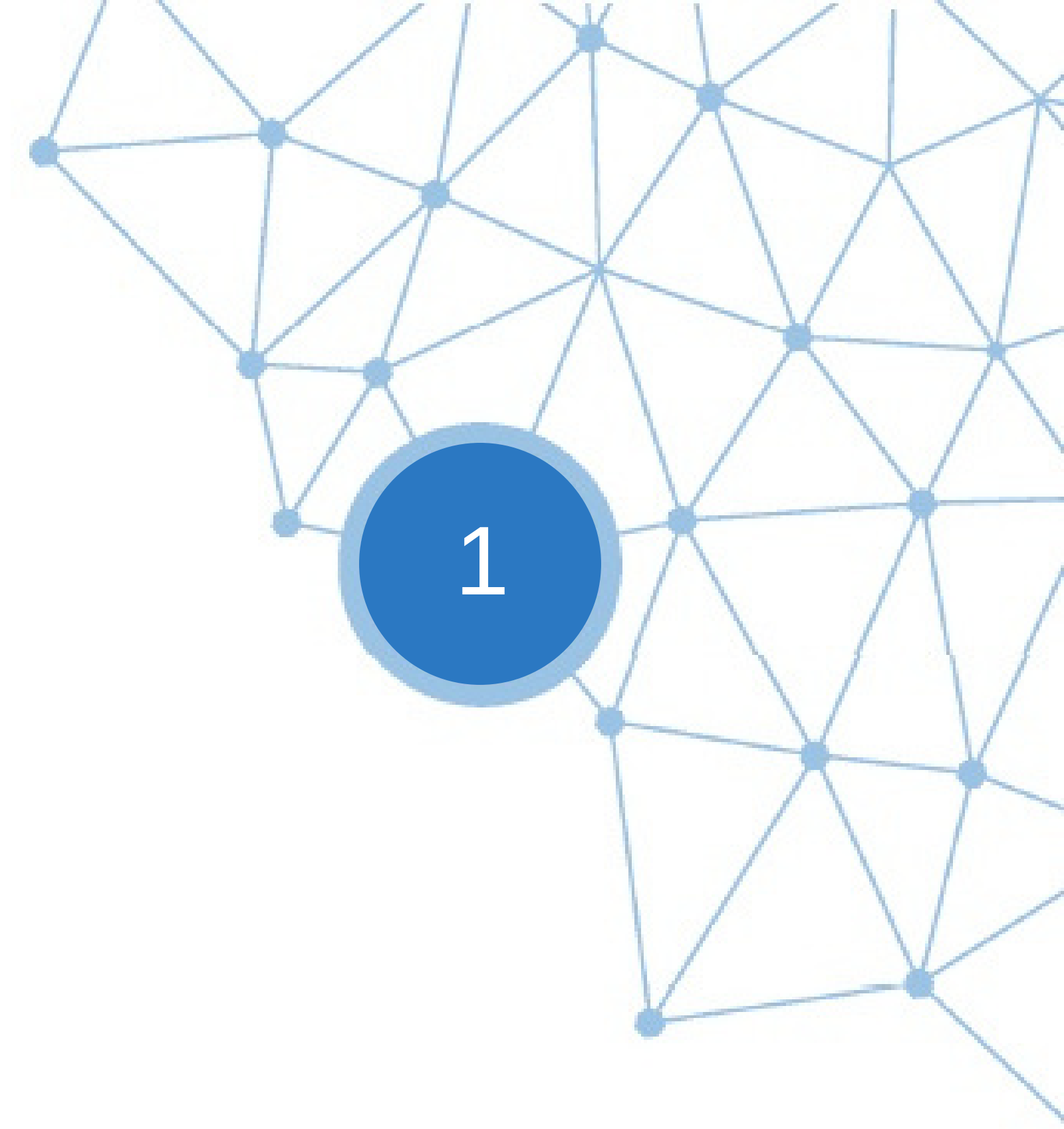


CASE STUDY 1



MyPrivateTutor : www.myprivatetutor.com

Website Type: Web Portal

ABOUT MY PRIVATE TUTOR

MyPrivateTutor is one of the largest online platforms in India helping students find great tutors, institutes, and coaching classes at a moment's notice.

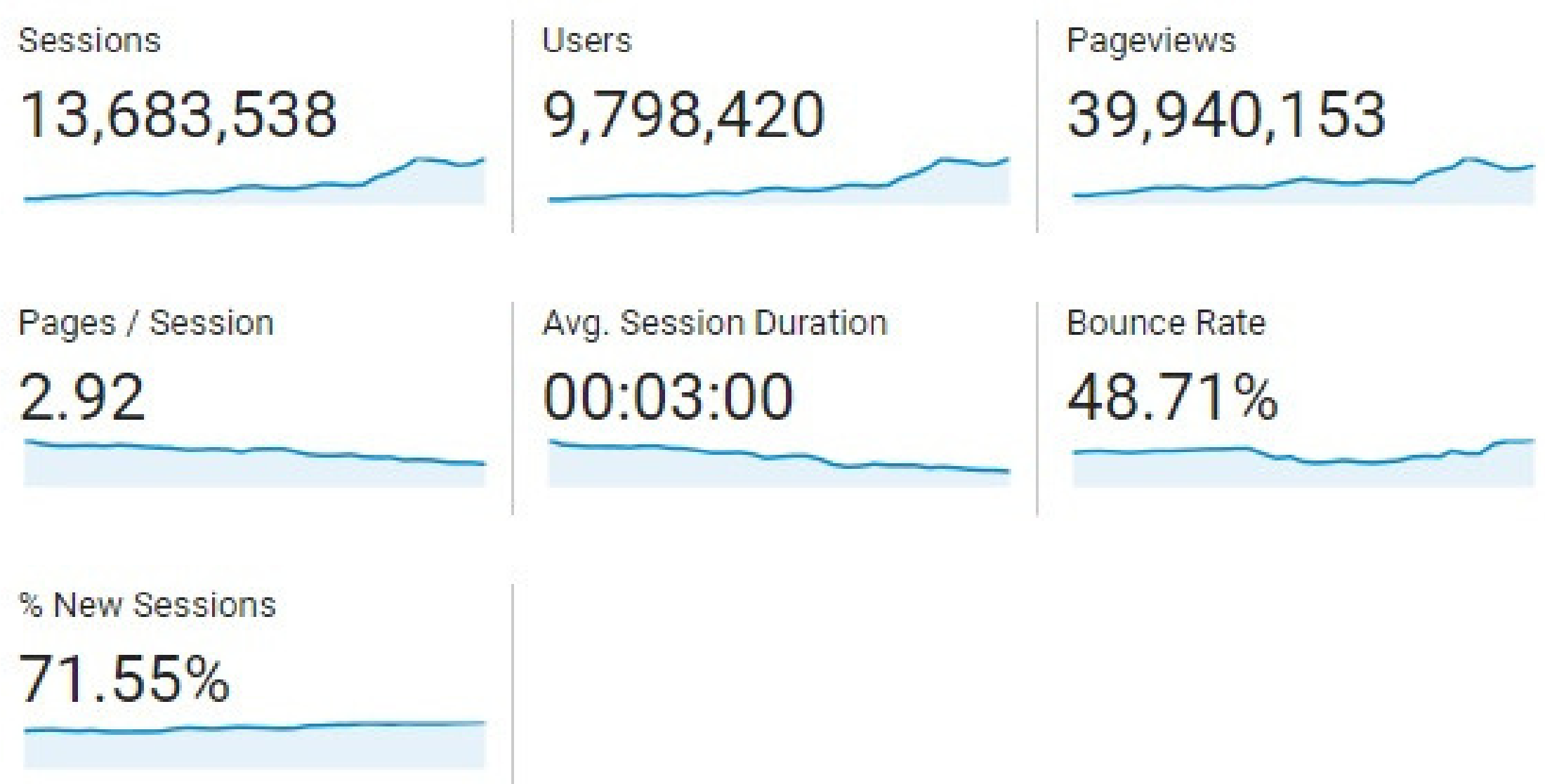
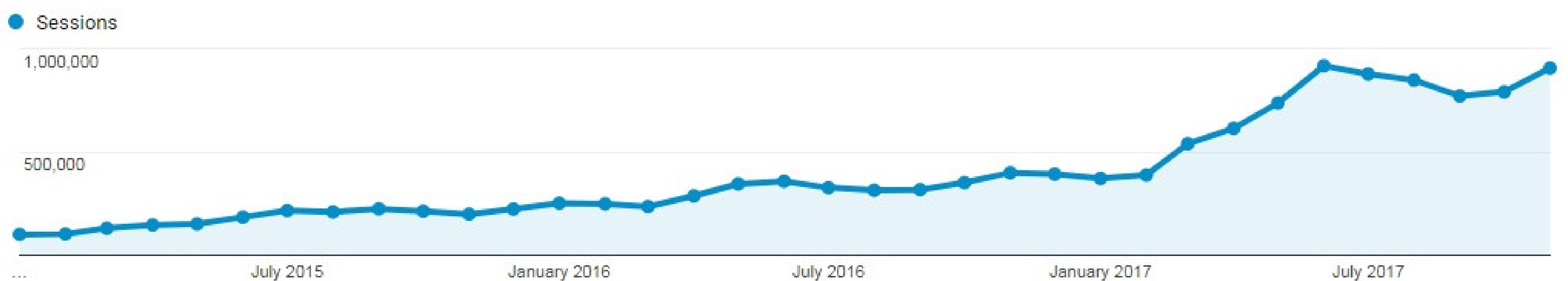
The platform serves an online marketplace for tutoring services including the likes of:

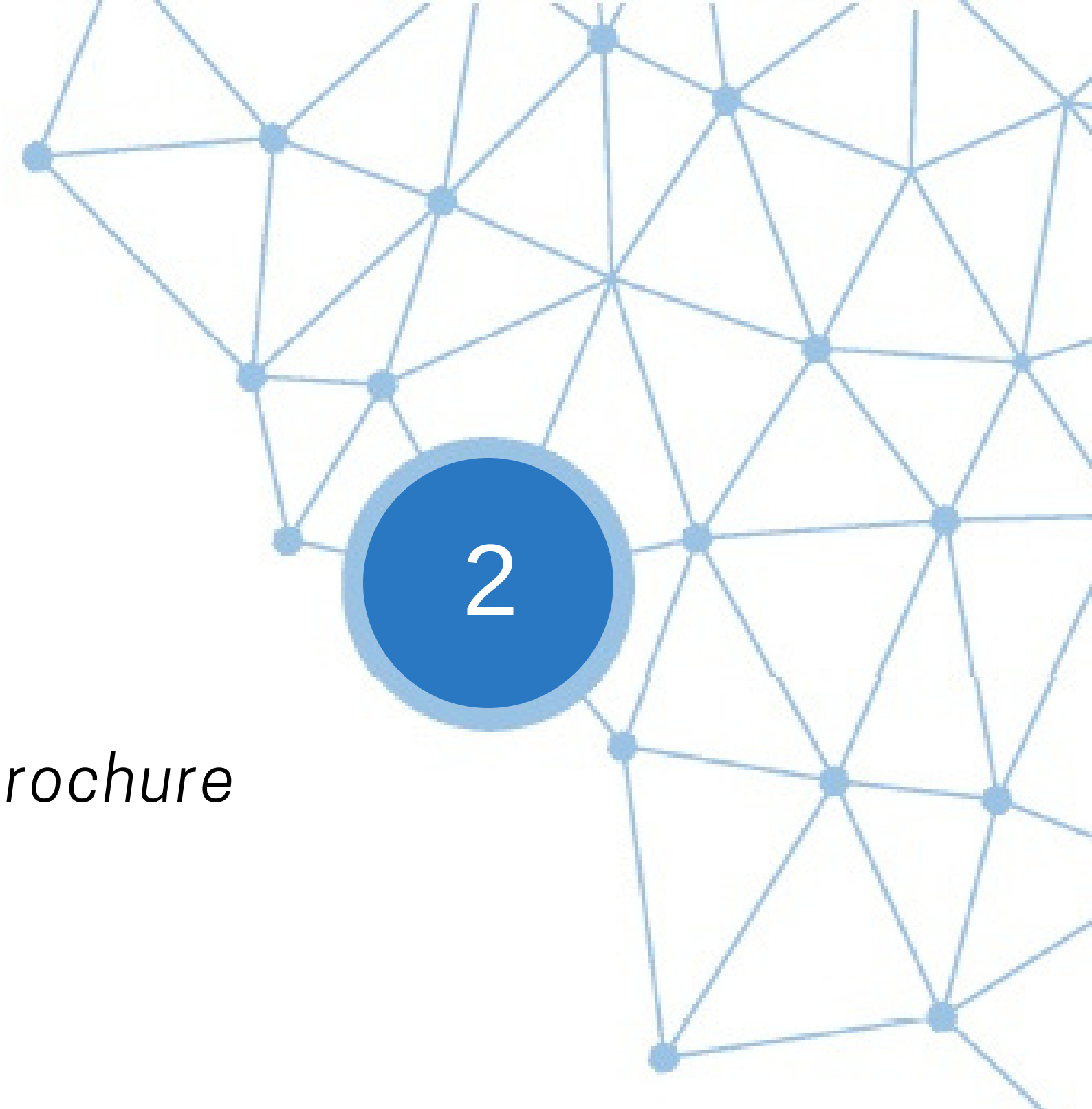
- In-person tutoring
- Online tutoring
- Self-paced tutorials and other study materials
- Group tutorial classes
- Courses (delivered online or locally)

ANALYTICS REPORT

[From Jan 1, 2015 to Nov 30, 2017]

(Graph represented on a monthly basis)

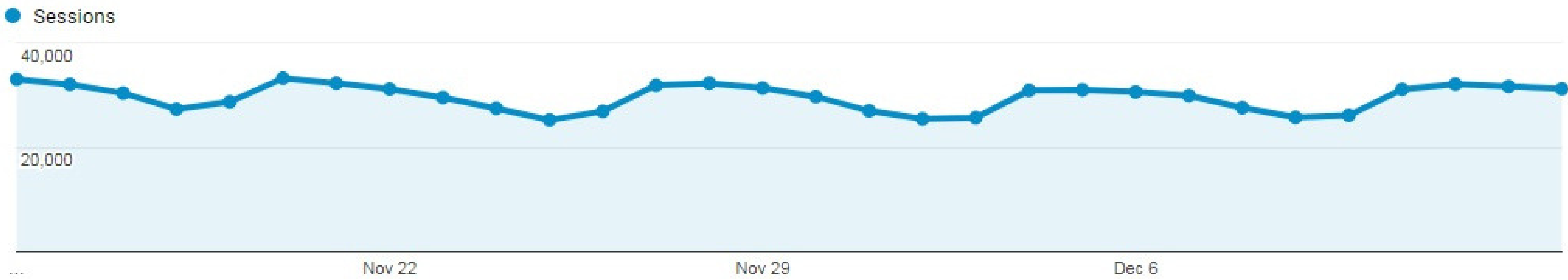




ANALYTICS REPORT

[From Nov 15, 2017 to Dec 14, 2017]**
 (Graph represented on a day-to-day basis)

**Last 30 days from the date of creation of this brochure



Sessions 887,309	Users 735,819	Pageviews 1,842,936
Pages / Session 2.08	Avg. Session Duration 00:01:50	Bounce Rate 67.26%
% New Sessions 76.91%		



DEVICE ANALYSIS

Device Category ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	887,309 % of Total: 100.00% (887,309)	76.96% Avg for View: 76.91% (0.06%)	682,836 % of Total: 100.06% (682,394)	67.26% Avg for View: 67.26% (0.00%)
1. mobile	634,176 (71.47%)	76.95%	488,004 (71.47%)	68.54%
2. desktop	234,989 (26.48%)	77.00%	180,949 (26.50%)	63.49%
3. tablet	18,144 (2.04%)	76.52%	13,883 (2.03%)	71.36%

SOCIAL MEDIA REPORT- FACEBOOK

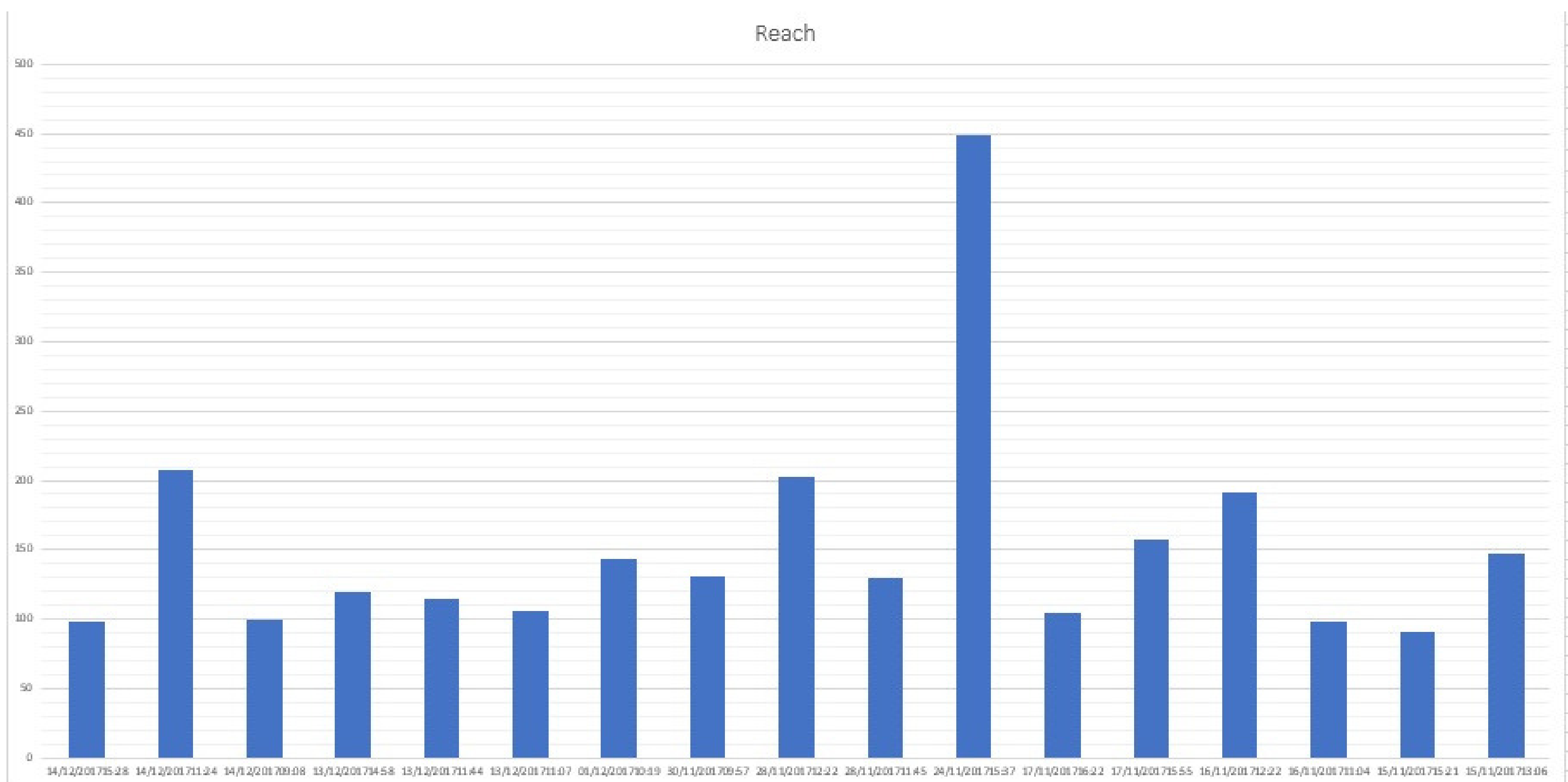
[From Nov 15, 2017 to Dec 14, 2017]**

**Last 30 days from the date of creation of this brochure

3

Sr. No.	Type of Posts	Reach
1	Link	98
2	Photo	207
3	Link	99
4	Link	119
5	Link	114
6	Link	106
7	Link	143
8	Link	131
9	Link	202
10	Link	129
11	Video	449
12	Link	105
13	Photo	157
14	Photo	191
15	Link	98
16	Link	91
17	Link	147
	Total	2586

Graphical Representation



TRAFFIC ACQUISITION

CHANNELS

- Organic Search
- Direct
- Display
- Referral
- Email
- Paid Search
- Social
- Miscellaneous sources

4

Detailed analysis of the channels is provided below:

Default Channel Grouping	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	887,309 % of Total: 100.00% (887,309)	76.96% Avg for View: 76.91% (0.06%)	682,836 % of Total: 100.06% (682,394)	67.26% Avg for View: 67.26% (0.00%)	2.08 Avg for View: 2.08 (0.00%)	00:01:50 Avg for View: 00:01:50 (0.00%)
1. Organic Search	636,322 (71.71%)	78.35%	498,543 (73.01%)	68.39%	1.97	00:01:43
2. Direct	210,016 (23.67%)	79.76%	167,505 (24.53%)	66.60%	2.07	00:01:47
3. Referral	24,390 (2.75%)	28.84%	7,033 (1.03%)	38.32%	4.71	00:05:19
4. Display	8,714 (0.98%)	73.85%	6,435 (0.94%)	91.89%	1.12	00:00:24
5. Email	3,906 (0.44%)	15.62%	610 (0.09%)	40.53%	5.00	00:04:25
6. Paid Search	2,460 (0.28%)	68.98%	1,697 (0.25%)	78.98%	1.78	00:01:26
7. Social	1,475 (0.17%)	67.53%	996 (0.15%)	57.83%	2.74	00:02:48
8. (Other)	26 (0.00%)	65.38%	17 (0.00%)	69.23%	1.42	00:00:03

LATEST ORGANIC RANK REPORT ON BASIS OF KEYWORDS

music tutors in chennai URL: https://www.myprivatetutor.com/local-tutors/chennai/music Page: 1 Organic	1
tutor jobs in chennai URL: https://www.myprivatetutor.com/5/chennai/tuition-jobs Page: 1 Organic	1

CONTD. FROM PREVIOUS PAGE

5

tuition jobs kolkata URL: https://www.myprivatetutor.com/5/kolkata/tuition-jobs Page: 1 Organic	1
gre tutors in kolkata URL: https://www.myprivatetutor.com/local-tutors/kolkata/all/gre Page: 1 Organic	1
tutor jobs in kolkata URL: https://www.myprivatetutor.com/5/kolkata/tuition-jobs Page: 1 Organic	1
part time tutor jobs in kolkata URL: https://www.myprivatetutor.com/5/kolkata/tuition-jobs Page: 1 Organic	1
tuition jobs mumbai URL: https://www.myprivatetutor.com/5/mumbai/tuition-jobs Page: 1 Organic	1
english tutors in mumbai URL: https://www.myprivatetutor.com/local-tutors/mumbai/spoken-english Page: 1 Organic	1
gre tutors in mumbai URL: https://www.myprivatetutor.com/top-tutors/mumbai/gre Page: 1 Organic	1
tutor jobs in mumbai URL: https://www.myprivatetutor.com/5/mumbai/tuition-jobs Page: 1 Organic	1