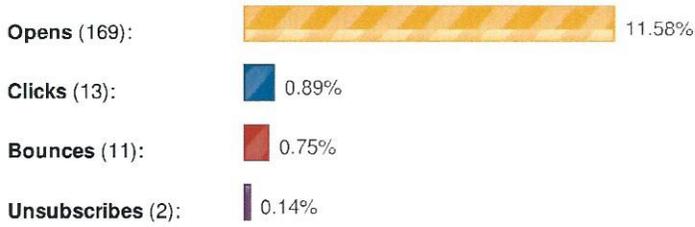


# May Blast

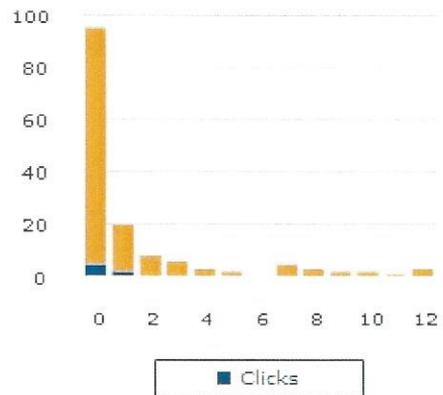
Sent to 1,459 list members on May 19, 2015 8:57AM PDT

## Overall Performance



Non-responders: 1289    Forwards: 0

## Activity



## Top Performing Links

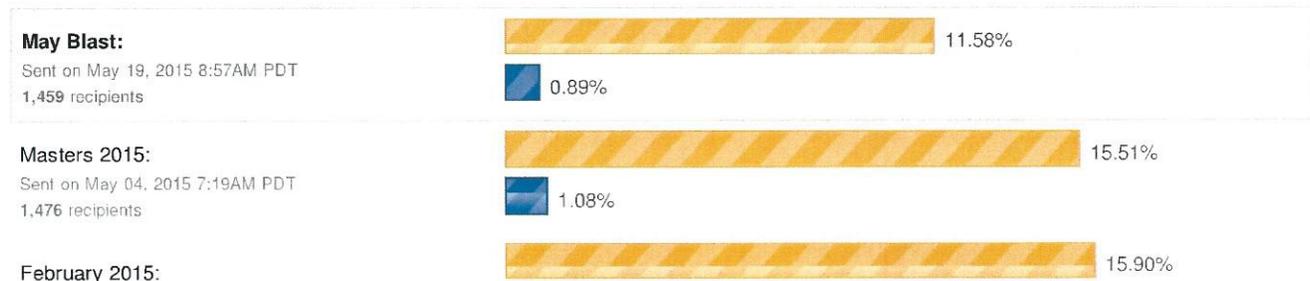
Link	#	%
<b>Image</b> http://www.facebook.com/CommercialSewing	7	0.48%
<b>Image</b> http://ww.commercialsewing.com	5	0.34%
<b>Image</b> http://www.facebook.com/CommercialSewing	1	0.07%
Text Version - Link 1 http://www.facebook.com/CommercialSewing	0	0.00%
Text Version - Link 2 http://www.facebook.com/CommercialSewing	0	0.00%

## Top Performing Lists

Name	Sent	Open	Click	Bounce	Unsub	Non-Resp.
Master List	1,459	169 (11.58%)	13 (0.89%)	11 (0.75%)	2 (0.14%)	1,289 (88.35%)

[More list details...](#)

## Compare to Other Emails



Sent on Feb 25, 2015 10:46AM PST  
1,497 recipients

0.47%

**December:**

Sent on Dec 22, 2014 11:08AM PST  
1,523 recipients

0.39%

**November2014:**

Sent on Dec 04, 2014 12:28PM PST  
1,533 recipients

0.85%

**Account Average:**

2.30%



Opens Clicks

# Overview

May 10, 2015 - Jun 9, 2015  
Compare to: May 10, 2014 - Jun 9, 2014

All Sessions  
+0.00%

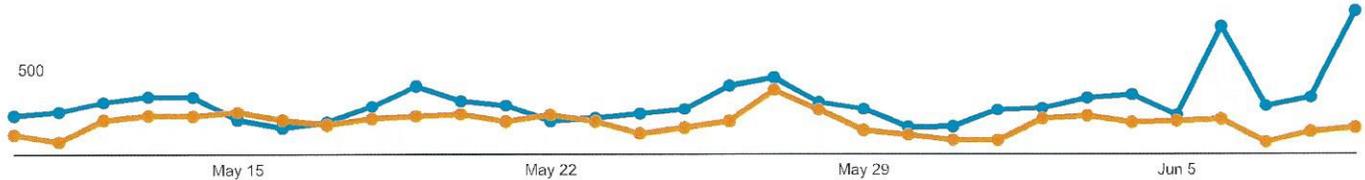
## Overview

May 10, 2015 - Jun 9, 2015: ● Pageviews

May 10, 2014 - Jun 9, 2014: ● Pageviews

1,000

500



Pageviews

69.94%

8,382 vs 4,913



Unique Pageviews

52.51%

6,045 vs 3,627



Avg. Time on Page

-12.56%

00:00:56 vs 00:01:05



Bounce Rate

81.30%

58.40% vs 32.24%



% Exit

25.98%

35.17% vs 27.81%



Page	Pageviews	% Pageviews
1. /		
May 10, 2015 - Jun 9, 2015	3,619	43.17%
May 10, 2014 - Jun 9, 2014	1,154	23.39%
<b>% Change</b>	<b>213.60%</b>	<b>84.54%</b>
2. /view-product.php?page=Marine&tab=Mooring/Trailerable+Covers		
May 10, 2015 - Jun 9, 2015	590	7.04%
May 10, 2014 - Jun 9, 2014	582	11.80%
<b>% Change</b>	<b>1.37%</b>	<b>-40.35%</b>
3. /contact.php?page=Contact		
May 10, 2015 - Jun 9, 2015	433	5.17%
May 10, 2014 - Jun 9, 2014	368	7.46%
<b>% Change</b>	<b>17.66%</b>	<b>-30.76%</b>
4. /customers.php?page=Customers		
May 10, 2015 - Jun 9, 2015	402	4.80%
May 10, 2014 - Jun 9, 2014	361	7.32%
<b>% Change</b>	<b>11.36%</b>	<b>-34.47%</b>
5. /index.php		
May 10, 2015 - Jun 9, 2015	288	3.44%
May 10, 2014 - Jun 9, 2014	223	4.52%
<b>% Change</b>	<b>29.15%</b>	<b>-24.00%</b>
6. /products.php?page=Products		
May 10, 2015 - Jun 9, 2015	278	3.32%
May 10, 2014 - Jun 9, 2014	161	3.26%

May 10, 2015 - Jun 9, 2015

181 | 3.25%

**% Change**

**72.67%** **1.61%**

7. </view-product.php?page=Power+Sports&tab=UTV>

May 10, 2015 - Jun 9, 2015

262 | 3.13%

May 10, 2014 - Jun 9, 2014

157 | 3.18%

**% Change**

**66.88%** **-1.80%**

8. </view-product.php?page=Marine>

May 10, 2015 - Jun 9, 2015

207 | 2.47%

May 10, 2014 - Jun 9, 2014

2 | 0.04%

**% Change**

**10,250.00%** **5,990.49%**

9. </technicalinfo.php?page=Technical+Info>

May 10, 2015 - Jun 9, 2015

204 | 2.43%

May 10, 2014 - Jun 9, 2014

224 | 4.54%

**% Change**

**-8.93%** **-46.41%**

10. </view-product.php?page=Power+Sports&tab=Personal+Watercraft>

May 10, 2015 - Jun 9, 2015

182 | 2.17%

May 10, 2014 - Jun 9, 2014

137 | 2.78%

**% Change**

**32.85%** **-21.83%**

## Location

ALL » COUNTRY: United States

May 10, 2015 - Jun 9, 2015  
Compare to: May 10, 2014 - Jun 9, 2014

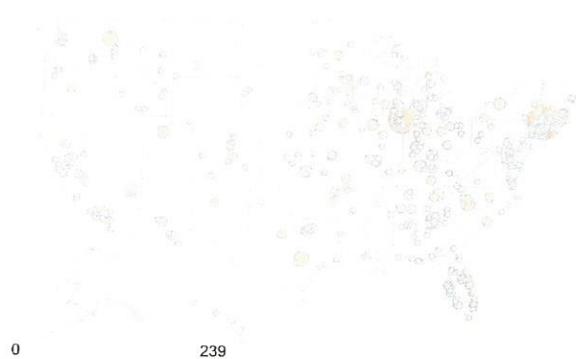
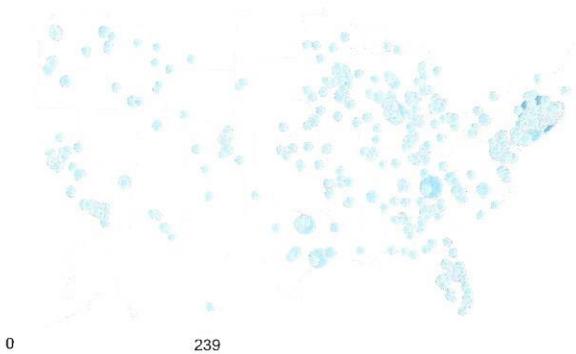
All Sessions  
-23.98%

Map Overlay

Summary

May 10, 2015 - Jun 9, 2015

May 10, 2014 - Jun 9, 2014



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	53.71% <span style="color: green;">▲</span> 1,780 vs 1,158	5.86% <span style="color: green;">▲</span> 78.71% vs 74.35%	62.72% <span style="color: green;">▲</span> 1,401 vs 861	34.23% <span style="color: red;">▼</span> 42.08% vs 31.35%	15.75% <span style="color: red;">▼</span> 3.07 vs 3.64	16.89% <span style="color: red;">▼</span> 00:02:25 vs 00:02:54	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. (not set)									
May 10, 2015 -	239 (13.43%)	94.56%	226 (16.13%)	82.85%	1.46	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
2. Torrington									
May 10, 2015 -	78 (4.38%)	38.46%	30 (2.14%)	57.69%	2.28	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	52 (4.49%)	28.85%	15 (1.74%)	55.77%	2.00	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	50.00%	33.33%	100.00%	3.45%	14.10%	-1.47%	0.00%	0.00%	0.00%
3. New York									
May 10, 2015 -	36 (2.02%)	86.11%	31 (2.21%)	63.89%	2.11	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	29 (2.50%)	82.76%	24 (2.79%)	44.83%	2.66	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	24.14%	4.05%	29.17%	42.52%	-20.49%	-60.94%	0.00%	0.00%	0.00%
4. Knoxville									
May 10, 2015 -	25 (1.40%)	92.00%	23 (1.64%)	64.00%	1.72	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	4 (0.35%)	75.00%	3 (0.35%)	50.00%	2.25	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	525.00%	22.67%	666.67%	28.00%	-23.56%	-40.72%	0.00%	0.00%	0.00%
5. Chicago									
May 10, 2015 -	23 (1.28%)	78.26%	18 (1.28%)	30.43%	5.22	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)

May 10, 2013 -	23 (1.29%)	10.20%	10 (1.20%)	30.45%	3.22	00:03:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	28 (2.42%)	57.14%	16 (1.86%)	42.86%	2.71	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>-17.86%</b>	<b>36.96%</b>	<b>12.50%</b>	<b>-28.99%</b>	<b>92.22%</b>	<b>36.57%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
6. Dallas									
May 10, 2015 -	16 (0.90%)	81.25%	13 (0.93%)	18.75%	5.19	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	5 (0.43%)	100.00%	5 (0.58%)	20.00%	4.80	00:05:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>220.00%</b>	<b>-18.75%</b>	<b>160.00%</b>	<b>-6.25%</b>	<b>8.07%</b>	<b>-53.85%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
7. West Hartford									
May 10, 2015 -	15 (0.84%)	20.00%	3 (0.21%)	20.00%	3.47	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	3 (0.26%)	0.00%	0 (0.00%)	0.00%	10.00	00:07:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>400.00%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>-65.33%</b>	<b>-65.72%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
8. Washington									
May 10, 2015 -	15 (0.84%)	66.67%	10 (0.71%)	26.67%	3.20	00:05:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	1 (0.09%)	100.00%	1 (0.12%)	0.00%	6.00	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>1,400.00%</b>	<b>-33.33%</b>	<b>900.00%</b>	<b>∞%</b>	<b>-46.67%</b>	<b>470.25%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
9. Houston									
May 10, 2015 -	15 (0.84%)	93.33%	14 (1.00%)	46.67%	2.40	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	4 (0.35%)	100.00%	4 (0.46%)	75.00%	1.50	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>275.00%</b>	<b>-6.67%</b>	<b>250.00%</b>	<b>-37.78%</b>	<b>60.00%</b>	<b>-21.66%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
10. Orlando									
May 10, 2015 -	13 (0.73%)	84.62%	11 (0.79%)	30.77%	2.92	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 10, 2014 -	3 (0.26%)	100.00%	3 (0.35%)	33.33%	3.67	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>333.33%</b>	<b>-15.38%</b>	<b>266.67%</b>	<b>-7.69%</b>	<b>-20.28%</b>	<b>-56.80%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

Rows 1 - 10 of 1168

# Commercial Sewing May Social Media Recap

## Facebook Analytics

**625**  
**Total Page Likes**

**239**  
Likes Since 4/1/15



Average Weekly Reach: 2,014 people



Average Weekly Engagement: 106 people



Audience:

67% Men, 31% Women  
26% Ages 25-34



Top 3 Cities Reached:  
Torrington, CT  
Titusville, FL  
West Palm Beach, FL



## YouTube Analytics

**842**  
**Total Video Views in May**



Popular videos:

Outer Armor mooring cover on Yamaha  
(201 views)

Mid-size ranger door installation  
(108 views)

Mooring Cover Installation-Cobalt  
(86 views)



Traffic Sources:

26% YouTube search

9% Website

13% YouTube channel page

## Facebook Ad Recap

### Masters Water Ski and Wakeboard Tournament

CAMPAIGN DETAILS

Budget: \$10/daily

Length: 5/12/15-5/24/15

**187**  
Likes from Ad

**4,352**  
Total Reach

**188**  
Clicks on Ad



**Commercial Sewing**  
Win a Beats by Dre Pill!  
Get pumped for your next adventure! LIKE our page for a chance to win!

Like Page 390 people like this page

powered by

# Audience Overview

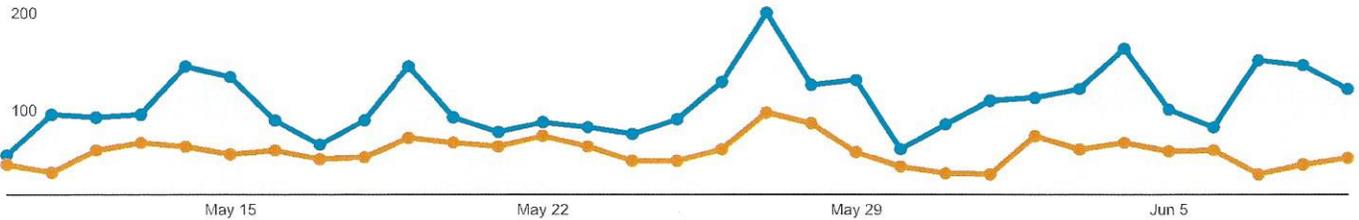
May 10, 2015 - Jun 9, 2015  
Compare to: May 10, 2014 - Jun 9, 2014

All Sessions  
+0.00%

## Overview

May 10, 2015 - Jun 9, 2015: Sessions

May 10, 2014 - Jun 9, 2014: Sessions



Sessions

**115.03%**

2,901 vs 1,377



Users

**133.09%**

2,550 vs 1,094



Pageviews

**69.94%**

8,383 vs 4,927



Pages / Session

**-20.97%**

3.42 vs 3.58



Avg. Session Duration

**-37.84%**

30:01.46 vs 38:02:51



Bounce Rate

**81.30%**

55.46% vs 32.34%



% New Sessions

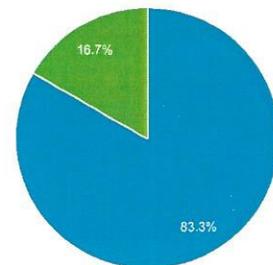
**11.40%**

0.125% vs 74.73%

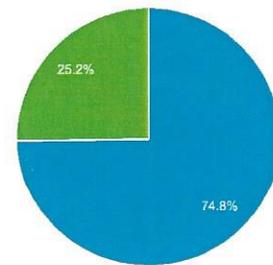


New Visitor Returning Visitor

May 10, 2015 - Jun 9, 2015



May 10, 2014 - Jun 9, 2014



## Language

Sessions % Sessions

1. en-us

May 10, 2015 - Jun 9, 2015

1,703 57.51%

May 10, 2014 - Jun 9, 2014

1,266 91.94%

% Change

**34.52%** **-37.44%**

2. (not set)

May 10, 2015 - Jun 9, 2015

515 17.39%

May 10, 2014 - Jun 9, 2014

0 | 0.00%

% Change

**100.00%** **100.00%**

3. ru-ru

May 10, 2015 - Jun 9, 2015

314 10.60%

May 10, 2014 - Jun 9, 2014

1 | 0.07%

% Change

**31,300.00%** **14,502.43%**

4. ru		
May 10, 2015 - Jun 9, 2015	294	9.93%
May 10, 2014 - Jun 9, 2014	2	0.15%
<b>% Change</b>	<b>14,600.00%</b>	<b>6,736.17%</b>
5. pt-br		
May 10, 2015 - Jun 9, 2015	23	0.78%
May 10, 2014 - Jun 9, 2014	11	0.80%
<b>% Change</b>	<b>109.09%</b>	<b>-2.76%</b>
6. en-gb		
May 10, 2015 - Jun 9, 2015	16	0.54%
May 10, 2014 - Jun 9, 2014	15	1.09%
<b>% Change</b>	<b>6.67%</b>	<b>-50.40%</b>
7. en-ca		
May 10, 2015 - Jun 9, 2015	14	0.47%
May 10, 2014 - Jun 9, 2014	5	0.36%
<b>% Change</b>	<b>180.00%</b>	<b>30.21%</b>
8. fr		
May 10, 2015 - Jun 9, 2015	14	0.47%
May 10, 2014 - Jun 9, 2014	9	0.65%
<b>% Change</b>	<b>55.56%</b>	<b>-27.66%</b>
9. es-es		
May 10, 2015 - Jun 9, 2015	9	0.30%
May 10, 2014 - Jun 9, 2014	2	0.15%
<b>% Change</b>	<b>350.00%</b>	<b>109.27%</b>
10. zh-cn		
May 10, 2015 - Jun 9, 2015	9	0.30%
May 10, 2014 - Jun 9, 2014	8	0.58%
<b>% Change</b>	<b>12.50%</b>	<b>-47.68%</b>



**TERRACROSS AND OUTER ARMOR**

**NOW SIDE BY SIDE**



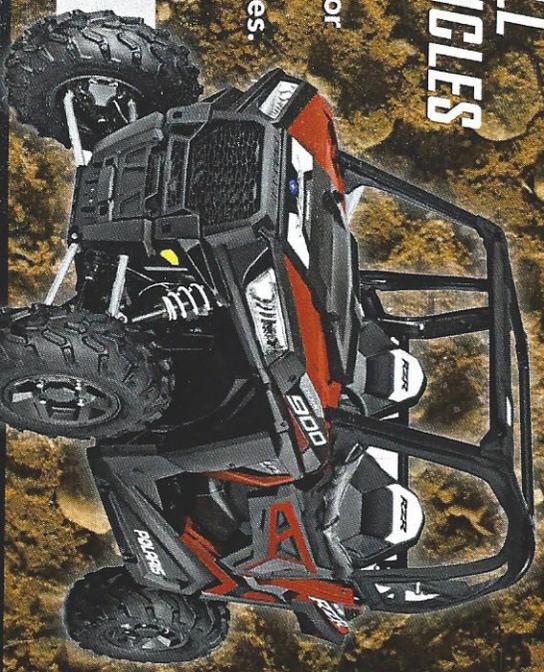
**WE ARE PROUD TO ANNOUNCE  
OUR TERRACROSS PARTNERSHIP**

call 115 @ 3:41pm  
call 115 done  
approved of  
changes

# TOUGH STUFF BY YOUR SIDE

## THE BEST PROTECTION FOR ALL TYPES OF RECREATIONAL VEHICLES

Outer Armor - Built by Commercial Sewing manufactures all types of covers and accessories for your favorite Polaris® vehicle. Make sure you ask your Polaris® dealer about Outer Armor accessories.



 POLARIS

  
**OUTER ARMOR**  
BUILT BY COMMERCIAL SEWING

 [COMMERCIALSEWING.COM](http://COMMERCIALSEWING.COM)  

TRADEMARK?

TM

② take out of A like comm-sewing

Commercial Sewing

Switch

↳ make outer Armor smaller

↑ make frame bigger

Commer

~~up/down~~  
Slightly  
Bigger



THE BEST PROTECTION FOR ALL  
TYPES OF RECREATIONAL VEHICLES

## TERRACROSS AND OUTER ARMOR NOW SIDE BY SIDE



Outer Armor - Built by Commercial Sewing has officially partnered with the TerraCross Racing Series. TerraCross Championship is Entertainment Television series that features the best off-road and action sports athletes as well as celebrities competing on Polaris RZR XP 1000s on a Rough, Tough & Muddy course complete with obstacles such as rocks, logs, jumps and tight turns.

Outer Armor has provided 30 door nets for all competitors. The first race in the series will take place on June 25th, and 26th at the San Diego Del Mar Fair. Stay Tuned for more updates on our Facebook Page!

VISIT [TERRACROSSRACING.COM](http://TERRACROSSRACING.COM)

LIKE US ON FACEBOOK



 [COMMERCIALSEWING.COM](http://COMMERCIALSEWING.COM)

