

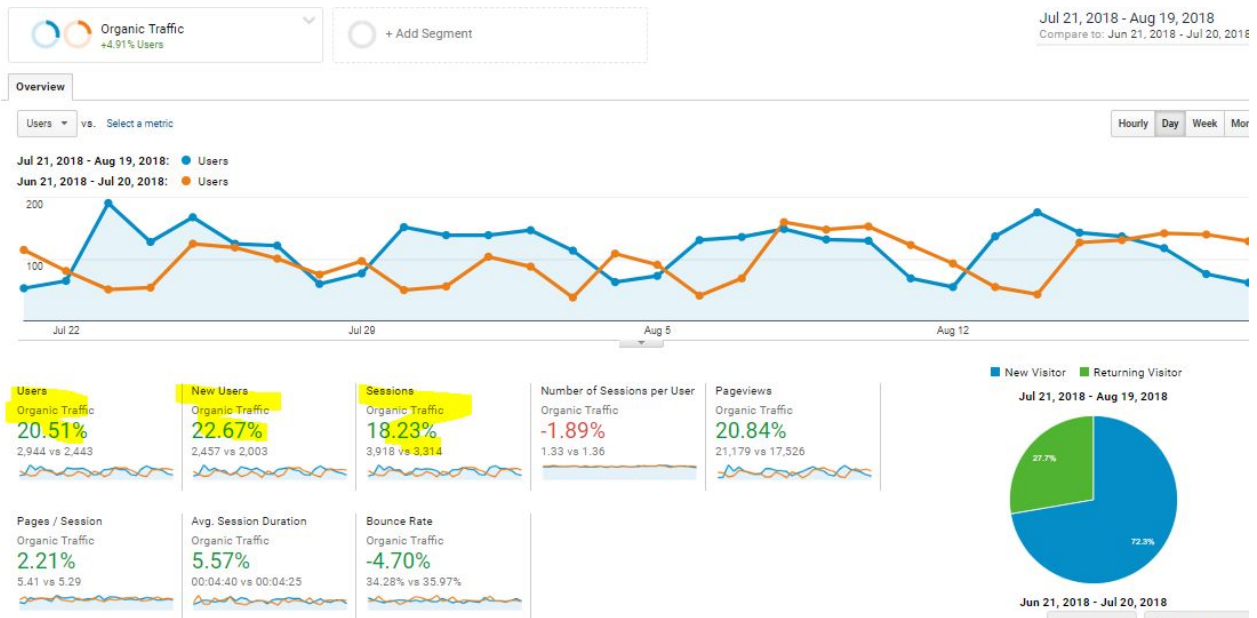
Instead of Flowers

Monthly Online Marketing Report - August, 2018

Highlights: Organic search traffic is up 18% over last period. Total revenue is up 19% over last period. Revenue from organic search is up 18%. We now have 15 key phrases on page 1 of google.

Organic search traffic is up nearly 20% over last period. New users and page views improved this period as well.

Traffic



Important Keyword Ranks

We continue to make gains in ranks for important key phrases. We now have 15 key phrases on page 1 of Google targeting Atlanta and St. Pete/ Tampa areas. As we build authority to insteadofflowers.com we'll continue to see gains in ranks and traffic in the coming months.

Atlanta

| Keyword | Google | Yahoo | Bing | GMS |
|------------------------------------|--------|--------|--------|------------|
| meal delivery atlanta | 1 0 | 4 +97 | 4 +97 | 590 |
| prepared meal delivery atlanta | 1 0 | 8 +93 | 8 +19 | 90 |
| gluten free meal delivery atlanta | 1 0 | 5 +96 | 5 +22 | Low Volume |
| meals delivered atlanta | 1 0 | 2 +99 | 2 +99 | 590 |
| gourmet meal delivery atlanta | 1 0 | 1 +1 | 1 +1 | Low Volume |
| meal prep delivery atlanta | 1 0 | 36 +65 | 36 +65 | Low Volume |
| best meal delivery service atlanta | 2 -1 | 29 +5 | 29 +18 | Low Volume |
| vegetarian meal delivery atlanta | 8 +16 | 8 +93 | 8 +93 | Low Volume |
| kids meal delivery atlanta | 10 +10 | 13 +88 | 13 +88 | Low Volume |
| healthy meal delivery atlanta | 14 +29 | 20 +81 | 20 +81 | 110 |
| vegan meal delivery atlanta | 18 -17 | 11 +90 | 11 +90 | 50 |
| atlanta meal prep reviews | 24 +12 | 20 +81 | 20 +81 | Low Volume |
| vegan food delivery atlanta | 26 +48 | 44 +57 | 44 +57 | Low Volume |

St Petersburg/ Tampa

insteadofflowers.com

UNITED STATES - ENGLISH INSTEAD OF FLOWERS SAINT PETERSBURG, FL ADDED APRIL 13, 2018 BUSINESS SAINT PETERSBURG, FL ADD TAGS

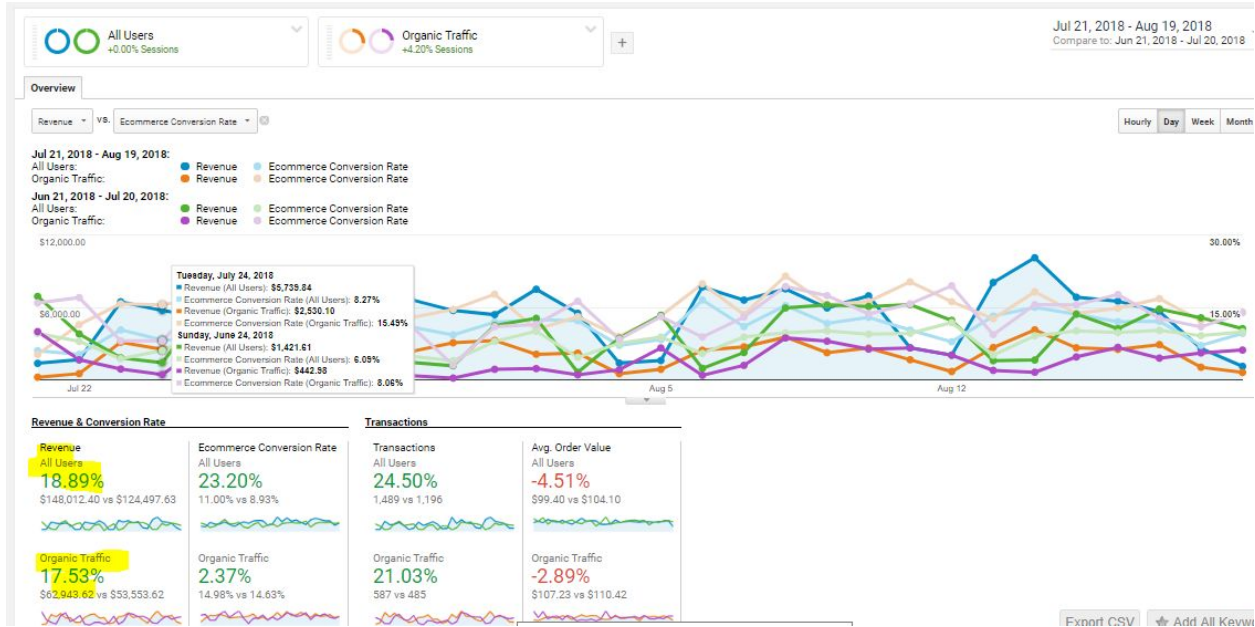
Ranks Report for Aug 19, 2018 +/- Since First Added Filter keywords Filter tags

| Keyword | Google +/- | Yahoo +/- | Bing +/- |
|--|------------|-----------|----------|
| send a meal tampa | 4 +4 | 4 -1 | 4 -1 |
| send a meal st petersburg | 4 -1 | 3 +1 | 3 +7 |
| send a dinner tampa | 4 -3 | - 0 | - 0 |
| gift meals delivered st petersburg | 6 -2 | 3 +1 | 3 +1 |
| send a dinner st petersburg | 7 -1 | 38 -14 | 38 +63 |
| gift meal delivery tampa | 8 -5 | 11 -1 | 11 -1 |
| gift meals delivered tampa | 11 -6 | - -92 | - 0 |
| best meal delivery service st petersburg | 24 +77 | 49 +52 | 49 +52 |
| gourmet meal delivery tampa | 31 +7 | 15 +1 | 15 +7 |
| vegan meal delivery tampa | 36 +40 | 60 +41 | 60 +41 |
| gluten free meal delivery st petersburg | 36 +65 | 9 +92 | 9 +92 |
| meal delivery tampa | 40 +19 | 58 +19 | 58 -7 |
| prepared meals tampa | 45 +39 | 82 +19 | 82 +19 |
| meals delivered tampa | 46 +14 | 70 -24 | 70 +31 |
| meal delivery tampa, fl | 53 +48 | 60 +41 | 60 +41 |

Total Conversions

Total Revenue is up by 19% this period over last. We had a 24% increase in transactions this period. Our conversion rate is up from 9% to 11%.

Revenue for Organic search is up 18% and transactions are up 21% over last period.



Revenue by States

| Region | Acquisition | | | Behavior | | | Conversions | | |
|-------------------------|--|--|--|--|---------------------------------------|---|-------------------------------------|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Transactions | Revenue | Ecommerce Conversion Rate |
| | 2,483 % of Total: 97.37% (2,550) | 2,116 % of Total: 96.98% (2,182) | 3,300 % of Total: 97.89% (3,371) | 46.15% Avg for View: 46.69% (-1.16%) | 4.58 Avg for View: 4.54 (1.00%) | 00:03:50 Avg for View: 00:03:46 (1.67%) | 419 % of Total: 100.00% (419) | \$40,881.84 % of Total: 100.00% (\$40,881.84) | 12.70% Avg for View: 12.42% (2.15%) |
| 1. Georgia | 1,762 (70.62%) | 1,439 (68.01%) | 2,444 (74.06%) | 41.61% | 5.02 | 00:04:16 | 358 (85.44%) | \$34,328.68 (83.97%) | 14.65% |
| 2. California | 35 (1.40%) | 32 (1.51%) | 41 (1.24%) | 58.54% | 3.61 | 00:01:47 | 5 (1.19%) | \$1,028.08 (2.51%) | 12.20% |
| 3. Virginia | 81 (3.28%) | 77 (3.64%) | 85 (2.58%) | 80.00% | 2.79 | 00:01:42 | 5 (1.19%) | \$732.11 (1.79%) | 5.88% |
| 4. Florida | 156 (6.28%) | 141 (6.66%) | 212 (6.42%) | 45.75% | 2.89 | 00:02:28 | 8 (1.91%) | \$532.00 (1.30%) | 3.77% |
| 5. North Carolina | 29 (1.16%) | 27 (1.28%) | 31 (0.94%) | 51.61% | 5.23 | 00:07:02 | 6 (1.43%) | \$485.94 (1.19%) | 19.35% |
| 6. New York | 43 (1.72%) | 36 (1.70%) | 48 (1.45%) | 45.82% | 3.92 | 00:03:56 | 6 (1.43%) | \$400.97 (0.98%) | 12.50% |
| 7. Alabama | 18 (0.72%) | 17 (0.80%) | 21 (0.64%) | 52.38% | 4.95 | 00:02:48 | 4 (0.95%) | \$385.01 (0.94%) | 19.05% |
| 8. District of Columbia | 13 (0.52%) | 12 (0.57%) | 13 (0.39%) | 61.54% | 3.08 | 00:02:39 | 1 (0.24%) | \$381.00 (0.93%) | 7.69% |
| 9. Texas | 38 (1.52%) | 34 (1.61%) | 52 (1.58%) | 48.08% | 7.12 | 00:05:19 | 4 (0.95%) | \$367.05 (0.90%) | 7.69% |
| 10. Tennessee | 25 (1.00%) | 22 (1.04%) | 30 (0.91%) | 46.67% | 3.10 | 00:01:33 | 2 (0.48%) | \$328.11 (0.80%) | 6.67% |
| 11. Ohio | 9 (0.36%) | 8 (0.38%) | 11 (0.33%) | 27.27% | 5.36 | 00:04:20 | 2 (0.48%) | \$300.61 (0.74%) | 18.18% |
| 12. Maryland | 8 (0.32%) | 6 (0.28%) | 9 (0.27%) | 33.33% | 4.89 | 00:03:34 | 3 (0.72%) | \$286.14 (0.70%) | 33.33% |
| 13. Michigan | 14 (0.56%) | 14 (0.66%) | 14 (0.42%) | 78.57% | 3.21 | 00:02:28 | 1 (0.24%) | \$230.55 (0.56%) | 7.14% |
| 14. Pennsylvania | 8 (0.32%) | 8 (0.38%) | 9 (0.27%) | 44.44% | 3.56 | 00:02:31 | 1 (0.24%) | \$177.02 (0.43%) | 11.11% |
| 15. Connecticut | 9 (0.36%) | 8 (0.38%) | 9 (0.27%) | 22.22% | 7.89 | 00:07:13 | 3 (0.72%) | \$152.48 (0.37%) | 33.33% |

| | | | | | | | | | | |
|-----|----------------|-------------|-------------|-------------|---------|-------|----------|-----------|------------------|---------|
| 16. | New Jersey | 13 (0.52%) | 12 (0.57%) | 16 (0.48%) | 37.50% | 5.81 | 00:07:24 | 2 (0.48%) | \$144.38 (0.35%) | 12.50% |
| 17. | Arizona | 10 (0.40%) | 7 (0.33%) | 16 (0.48%) | 18.75% | 5.81 | 00:06:36 | 2 (0.48%) | \$141.05 (0.35%) | 12.50% |
| 18. | Illinois | 18 (0.72%) | 14 (0.66%) | 21 (0.64%) | 52.38% | 3.19 | 00:01:12 | 2 (0.48%) | \$135.21 (0.33%) | 9.52% |
| 19. | South Carolina | 13 (0.52%) | 12 (0.57%) | 18 (0.55%) | 38.89% | 3.89 | 00:03:24 | 1 (0.24%) | \$108.12 (0.26%) | 5.56% |
| 20. | Wisconsin | 4 (0.16%) | 4 (0.19%) | 5 (0.15%) | 20.00% | 3.00 | 00:01:45 | 1 (0.24%) | \$86.20 (0.21%) | 20.00% |
| 21. | Rhode Island | 1 (0.04%) | 0 (0.00%) | 1 (0.03%) | 0.00% | 13.00 | 00:07:32 | 1 (0.24%) | \$76.23 (0.19%) | 100.00% |
| 22. | Nebraska | 3 (0.12%) | 3 (0.14%) | 3 (0.09%) | 66.67% | 3.33 | 00:03:05 | 1 (0.24%) | \$74.90 (0.18%) | 33.33% |
| 23. | (not set) | 123 (4.93%) | 123 (5.81%) | 125 (3.79%) | 97.60% | 1.02 | 00:00:22 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 24. | Arkansas | 3 (0.12%) | 3 (0.14%) | 3 (0.09%) | 66.67% | 2.00 | 00:00:37 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 25. | Colorado | 3 (0.12%) | 3 (0.14%) | 3 (0.09%) | 66.67% | 1.33 | 00:01:13 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 26. | Delaware | 1 (0.04%) | 1 (0.05%) | 1 (0.03%) | 100.00% | 1.00 | 00:00:00 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 27. | Hawaii | 1 (0.04%) | 1 (0.05%) | 1 (0.03%) | 100.00% | 1.00 | 00:00:00 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 28. | Indiana | 3 (0.12%) | 3 (0.14%) | 3 (0.09%) | 66.67% | 4.33 | 00:02:36 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 29. | Kansas | 6 (0.24%) | 6 (0.28%) | 6 (0.18%) | 83.33% | 1.83 | 00:00:27 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 30. | Kentucky | 4 (0.16%) | 3 (0.14%) | 5 (0.15%) | 40.00% | 4.80 | 00:02:59 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 31. | Louisiana | 2 (0.08%) | 2 (0.09%) | 2 (0.06%) | 0.00% | 2.50 | 00:01:03 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 32. | Massachusetts | 2 (0.08%) | 2 (0.09%) | 2 (0.06%) | 50.00% | 3.00 | 00:00:44 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 33. | Minnesota | 5 (0.20%) | 5 (0.24%) | 5 (0.15%) | 80.00% | 1.20 | 00:00:04 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 34. | Missouri | 2 (0.08%) | 2 (0.09%) | 3 (0.09%) | 66.67% | 2.67 | 00:02:08 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 35. | Mississippi | 2 (0.08%) | 2 (0.09%) | 2 (0.06%) | 50.00% | 3.50 | 00:00:48 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |

Revenue by Cities

Georgia

| City | Acquisition | | | Behavior | | | Conversions - E-commerce | | |
|----------------------|--|--|--|---|--|--|------------------------------------|--|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Transactions | Revenue | Ecommerce Conversion Rate |
| | 1,762 % of Total: 69.10% (2,550) | 1,439 % of Total: 65.95% (2,182) | 2,444 % of Total: 72.50% (3,371) | 41.61% Avg for View: 46.69% (-10.88%) | 5.02 Avg for View: 4.54 (10.72%) | 00:04:16 Avg for View: 00:03:46 (12.30%) | 358 % of Total: 85.44% (419) | \$34,328.68 % of Total: 82.97% (\$40,891.84) | 14.65% Avg for View: 12.43% (17.85%) |
| 1. Atlanta | 636 (34.77%) | 500 (34.75%) | 878 (35.92%) | 44.53% | 4.51 | 00:03:53 | 157 (43.85%) | \$15,055.43 (43.86%) | 17.88% |
| 2. Sandy Springs | 134 (7.32%) | 98 (6.81%) | 178 (7.26%) | 36.52% | 4.84 | 00:04:09 | 30 (8.38%) | \$3,433.35 (10.00%) | 16.85% |
| 3. Marietta | 109 (5.96%) | 85 (5.91%) | 146 (5.97%) | 34.93% | 5.36 | 00:05:26 | 20 (5.59%) | \$2,073.85 (6.04%) | 13.70% |
| 4. Roswell | 61 (3.44%) | 43 (2.99%) | 95 (3.89%) | 33.68% | 5.62 | 00:04:04 | 15 (4.19%) | \$1,640.70 (4.78%) | 15.79% |
| 5. (not set) | 88 (4.81%) | 70 (4.86%) | 115 (4.71%) | 31.30% | 4.24 | 00:03:22 | 13 (3.62%) | \$1,119.15 (3.26%) | 11.30% |
| 6. Brookhaven | 35 (1.91%) | 26 (1.81%) | 50 (2.05%) | 40.00% | 7.22 | 00:04:38 | 10 (2.79%) | \$1,047.85 (3.05%) | 20.00% |
| 7. Vinings | 16 (0.87%) | 15 (1.04%) | 18 (0.74%) | 38.89% | 6.06 | 00:08:46 | 4 (1.12%) | \$1,013.65 (2.95%) | 22.22% |
| 8. Dunwoody | 54 (2.95%) | 40 (2.78%) | 71 (2.91%) | 33.80% | 7.06 | 00:05:41 | 10 (2.79%) | \$765.66 (2.23%) | 14.08% |
| 9. North Druid Hills | 20 (1.09%) | 14 (0.97%) | 27 (1.10%) | 51.85% | 8.37 | 00:05:54 | 6 (1.66%) | \$503.02 (1.47%) | 22.22% |
| 10. College Park | 11 (0.60%) | 9 (0.62%) | 15 (0.61%) | 33.33% | 4.80 | 00:03:20 | 4 (1.12%) | \$495.50 (1.44%) | 26.67% |

Florida

| City | Acquisition | | | Behavior | | | Conversions eCommerce | | |
|-------------------|-------------------------------------|-------------------------------------|-------------------------------------|--|---|---|---------------------------------|--|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Transactions | Revenue | Ecommerce Conversion Rate |
| | 156 % of Total: 6.12% (2,550) | 141 % of Total: 6.46% (2,162) | 212 % of Total: 6.29% (8,271) | 45.75% Avg for View: 46.69% (-2.01%) | 2.89 Avg for View: 4.54 (-36.39%) | 00:02:28 Avg for View: 00:03:46 (-34.63%) | 8 % of Total: 1.91% (419) | \$532.00 % of Total: 1.30% (\$40,891.84) | 3.77% Avg for View: 12.43% (-69.64%) |
| 1. Tallahassee | 1 (0.61%) | 1 (0.71%) | 2 (0.94%) | 0.00% | 7.50 | 00:11:55 | 2 (25.00%) | \$276.35 (51.95%) | 100.00% |
| 2. Montverde | 1 (0.61%) | 1 (0.71%) | 1 (0.47%) | 0.00% | 19.00 | 00:11:14 | 1 (12.50%) | \$77.86 (14.64%) | 100.00% |
| 3. St. Petersburg | 20 (12.20%) | 16 (11.35%) | 35 (16.51%) | 45.71% | 2.54 | 00:02:16 | 1 (12.50%) | \$65.50 (12.31%) | 2.86% |
| 4. Pinecrest | 4 (2.44%) | 2 (1.42%) | 7 (3.20%) | 28.57% | 4.43 | 00:10:33 | 1 (12.50%) | \$62.29 (11.71%) | 14.29% |
| 5. Miramar | 1 (0.61%) | 1 (0.71%) | 1 (0.47%) | 0.00% | 6.00 | 00:13:14 | 1 (12.50%) | \$50.00 (9.40%) | 100.00% |
| 6. (not set) | 4 (2.44%) | 4 (2.84%) | 4 (1.89%) | 25.00% | 1.75 | 00:00:31 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 7. Anthony | 1 (0.61%) | 0 (0.00%) | 1 (0.47%) | 100.00% | 1.00 | 00:00:00 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 8. Apopka | 1 (0.61%) | 1 (0.71%) | 1 (0.47%) | 0.00% | 3.00 | 00:00:50 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 9. Auburndale | 1 (0.61%) | 1 (0.71%) | 1 (0.47%) | 0.00% | 3.00 | 00:01:19 | 0 (0.00%) | \$0.00 (0.00%) | 0.00% |
| 10. Blountstown | 1 (0.61%) | 1 (0.71%) | 3 (1.42%) | 33.33% | 6.00 | 00:05:48 | 2 (25.00%) | \$0.00 (0.00%) | 66.67% |

Conversions by Device

Conversions by desktop improved by 19% while conversions by mobile increase by nearly 12% over last period. Conversions by tablets improved by 22% this period.

| Device Category | Acquisition | | | Behavior | | | Conversions eCommerce | | |
|-----------------------------|--|--|--|--|---|---|---|---|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Transactions | Revenue | Ecommerce Conversion Rate |
| | 0.73% ▲ 9,694 vs 9,763 | 0.02% ▲ 8,862 vs 8,861 | 1.05% ▲ 12,541 vs 12,400 | 8.98% ▲ 47.20% vs 51.97% | 12.48% ▲ 4.32 vs 2.84 | 15.16% ▲ 00:03:36 vs 00:03:08 | 24.50% ▲ 1,489 vs 1,196 | 18.89% ▲ \$148,012.40 vs \$124,497.63 | 23.20% ▲ 11.00% vs 8.92% |
| 1. desktop | | | | | | | | | |
| Jul 21, 2018 - Aug 19, 2018 | 4,941 (50.56%) | 4,507 (50.88%) | 6,650 (49.11%) | 38.80% | 5.43 | 00:04:36 | 1,156 (77.64%) | \$117,910.07 (79.66%) | 17.38% |
| Jun 21, 2018 - Jul 20, 2018 | 4,199 (49.08%) | 3,786 (42.79%) | 5,604 (41.82%) | 36.13% | 5.35 | 00:04:33 | 911 (76.17%) | \$98,785.04 (79.26%) | 16.26% |
| % Change | 17.67% | 19.04% | 18.67% | 7.37% | 1.49% | 1.01% | 26.89% | 19.36% | 6.93% |
| 2. mobile | | | | | | | | | |
| Jul 21, 2018 - Aug 19, 2018 | 4,003 (40.96%) | 3,641 (41.08%) | 5,606 (41.40%) | 58.42% | 2.91 | 00:02:14 | 201 (13.50%) | \$15,635.97 (10.56%) | 3.59% |
| Jun 21, 2018 - Jul 20, 2018 | 4,702 (48.24%) | 4,341 (48.99%) | 6,437 (48.04%) | 66.52% | 2.47 | 00:01:45 | 155 (12.96%) | \$13,974.74 (11.22%) | 2.41% |
| % Change | -14.87% | -16.13% | -12.91% | -12.18% | 17.87% | 28.10% | 29.68% | 11.89% | 48.90% |
| 3. tablet | | | | | | | | | |
| Jul 21, 2018 - Aug 19, 2018 | 828 (8.47%) | 715 (8.07%) | 1,285 (9.49%) | 42.80% | 4.76 | 00:04:26 | 132 (8.87%) | \$14,466.36 (9.77%) | 10.27% |
| Jun 21, 2018 - Jul 20, 2018 | 847 (8.69%) | 734 (8.28%) | 1,359 (10.14%) | 48.34% | 4.14 | 00:03:50 | 130 (10.87%) | \$11,737.85 (9.48%) | 9.57% |
| % Change | -2.24% | -2.59% | -5.45% | -11.47% | 15.00% | 15.92% | 1.54% | 23.25% | 7.39% |

Show rows: 10 Go to: 1 1 - 3 of 3