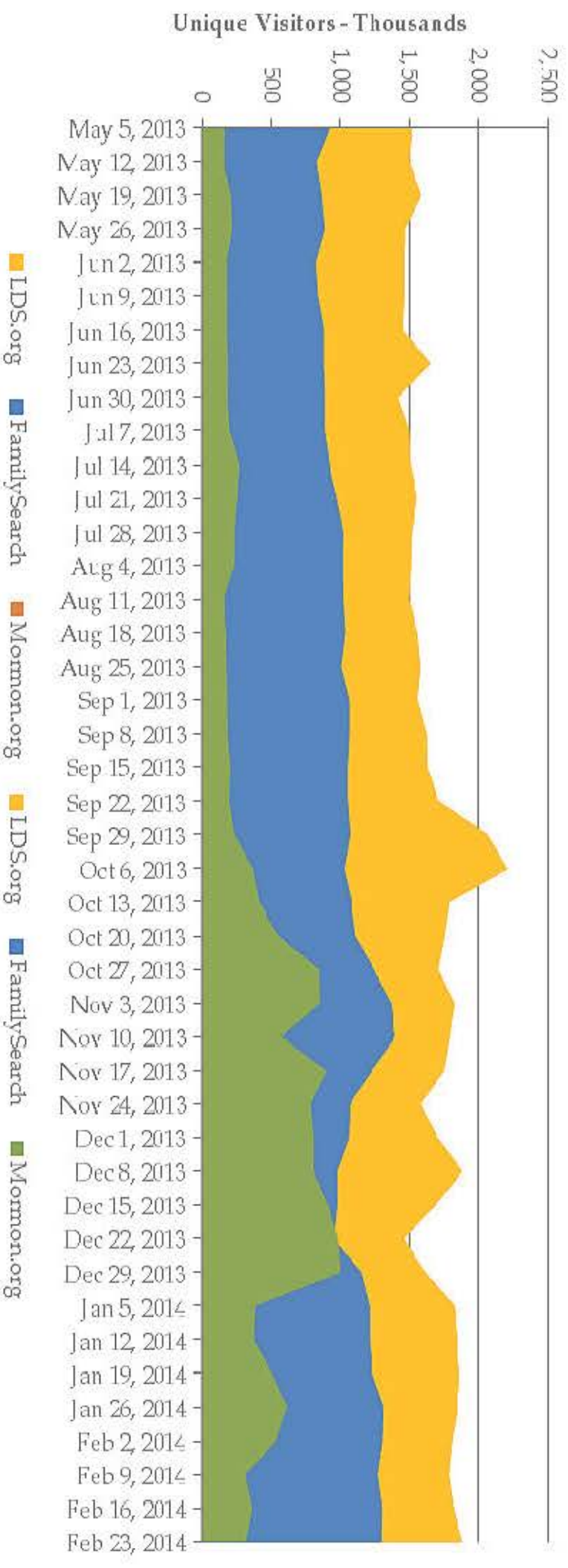
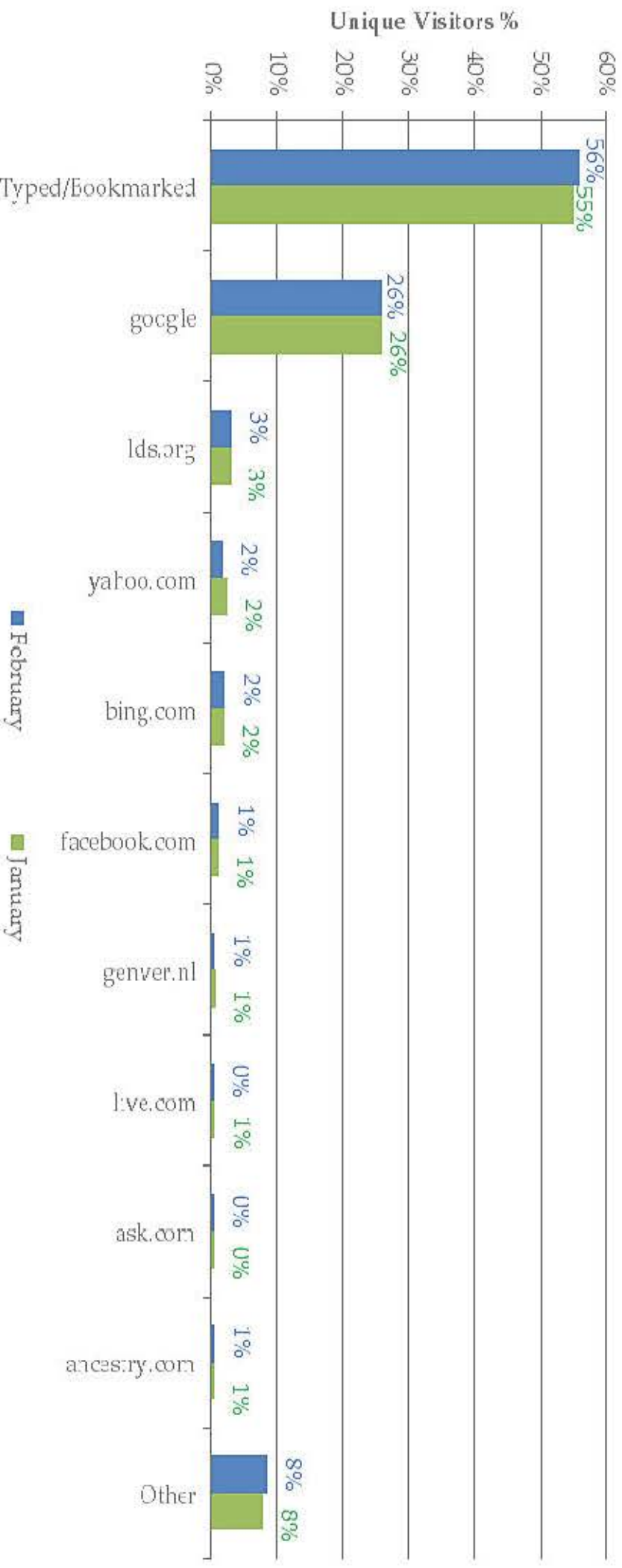


Website Metrics February 2014

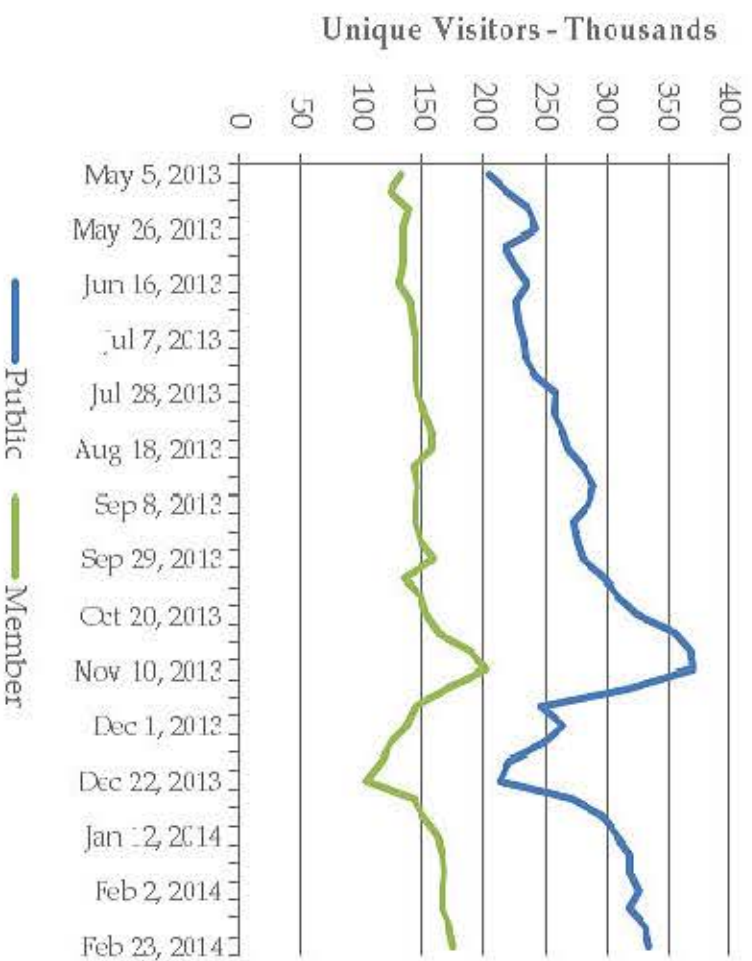
Weekly Comparison of Selected Church Sites



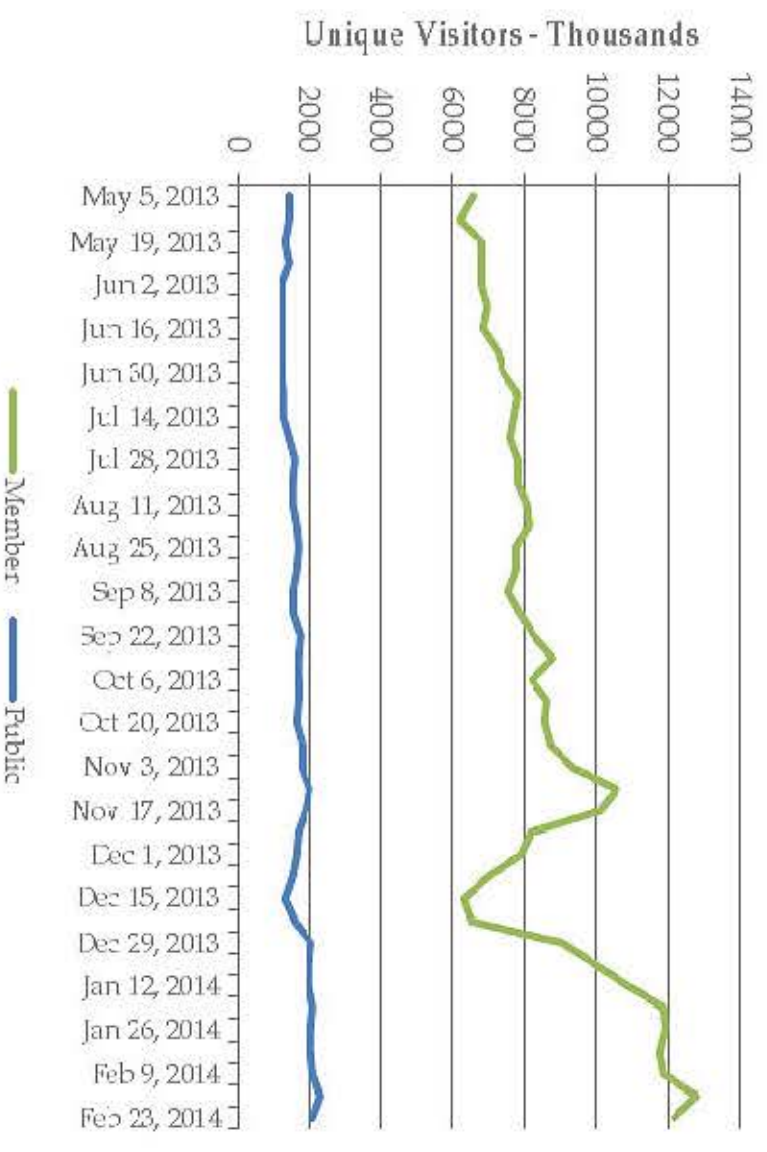
Top 10 Ways Users Accessed FamilySearch Homepage



FamilySearch Member/Public*

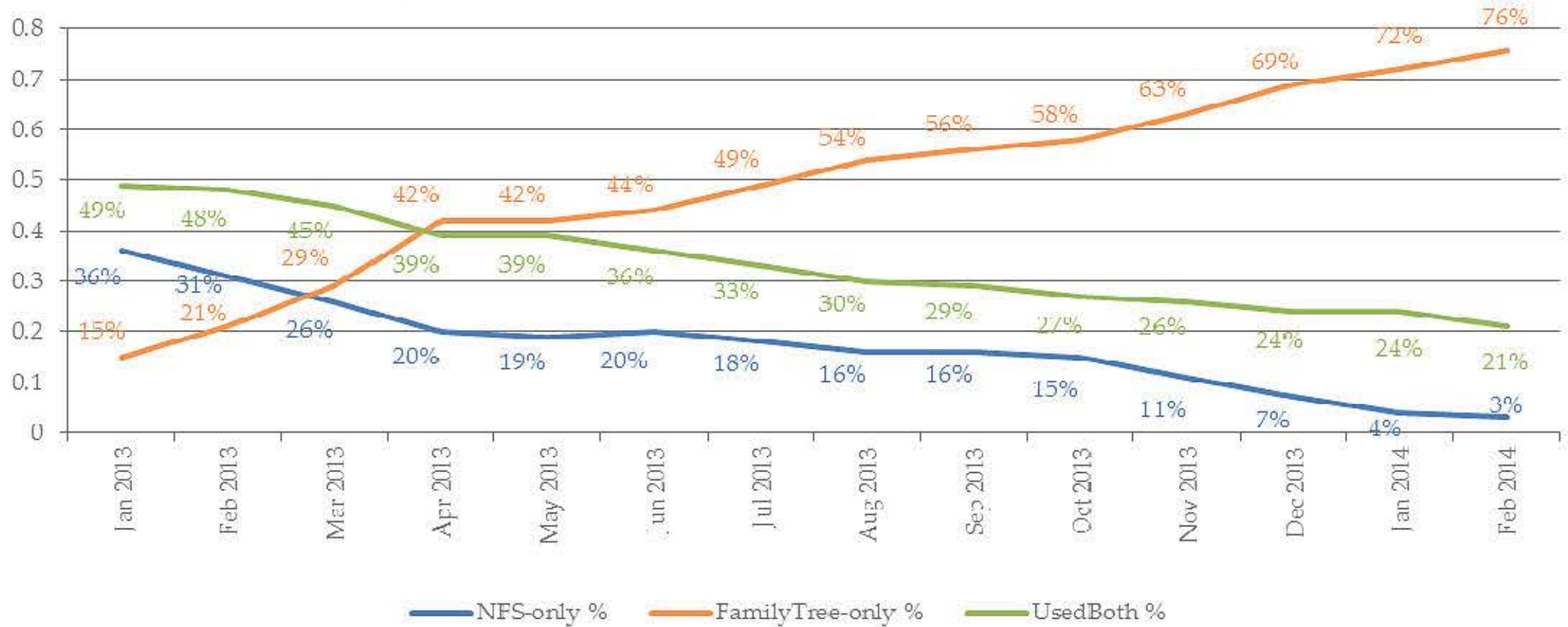


FamilyTree Member/Public*



*Public includes users who at registration selected Non-Member, and Members w/o MRN so they are designated as low-confidence members.
Confidential (internal use only)

nFS and FamilyTree Usage



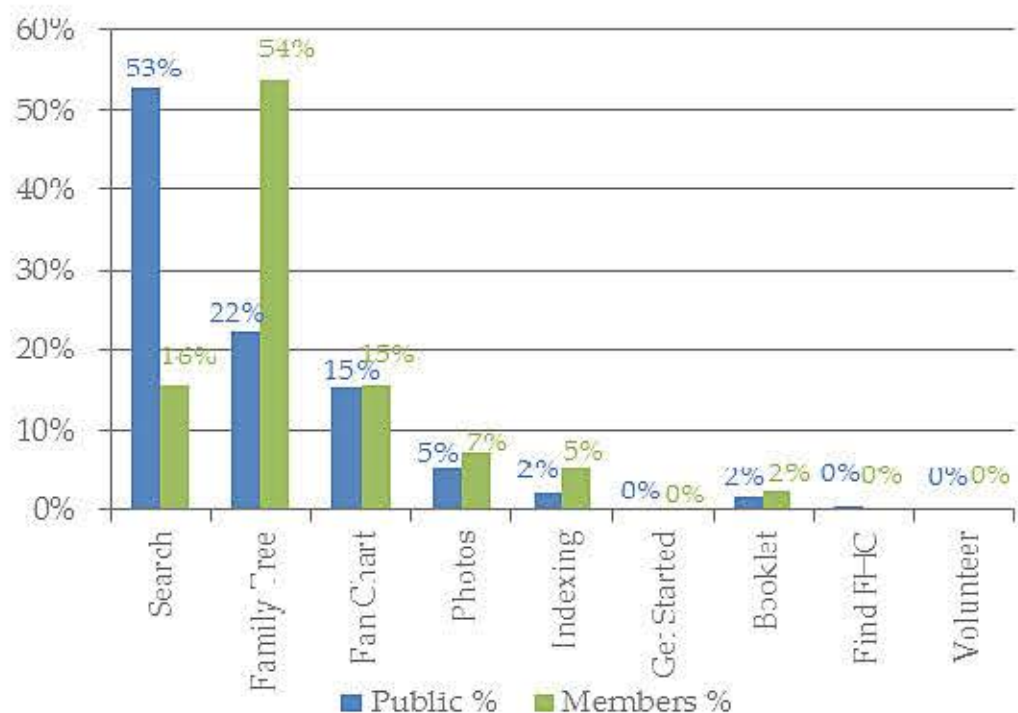
FamilySearch Website Bounce Rate



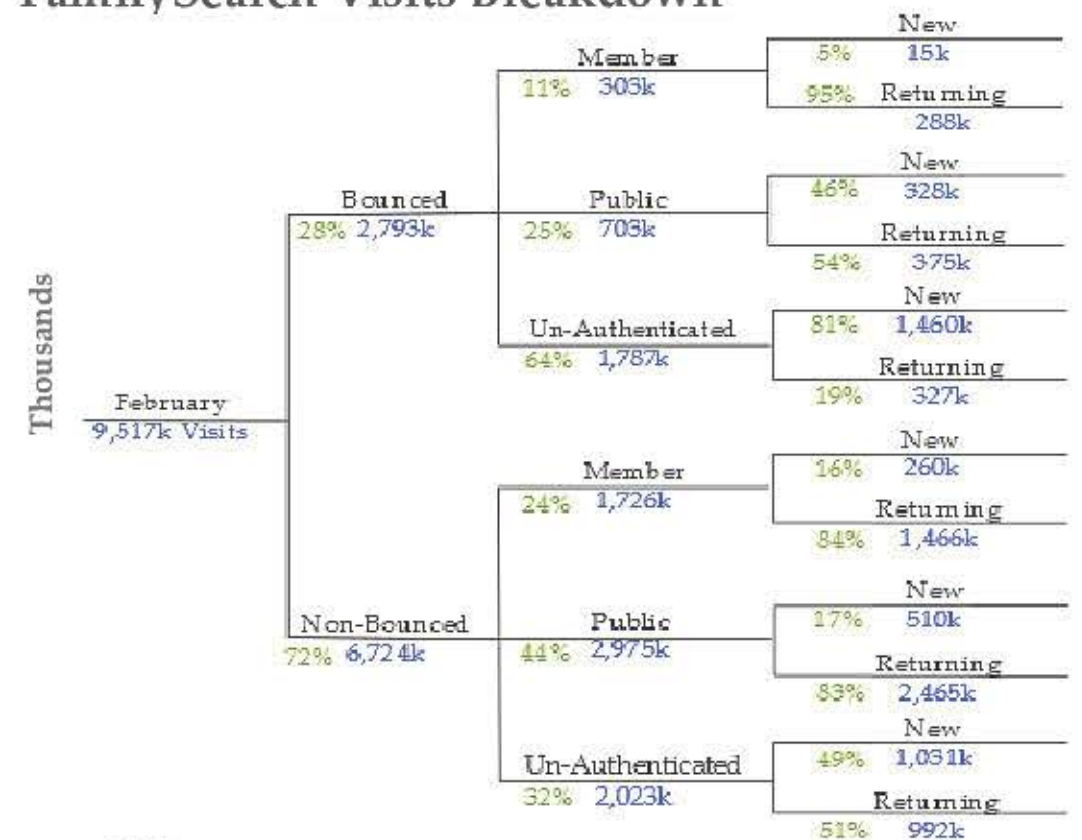
FamilySearch Monthly Registrations*



FamilySearch Homepage February Clicks



FamilySearch Visits Breakdown



* note: FamilySearch Monthly Registrations is sourced from actual registrations, not Omniture.