

Analytics Dashboard (through December 31, 2015)

Call for Justice YouTube Account

ACCOUNT	July '15	Aug. '15	Sept. '15	Oct. '15	Nov. '15	Dec. '15	Lifetime
Total Views	2,150	4,307	5,130	4,334	3,856	3,442	83,190
Minutes Watched	22,308	44,268	49,271	40,741	37,250	34,442	798,293
New Subscribers	28	28	34	32	34	15	706

Video	July '15	Aug. '15	Sept. '15	Oct. '15	Nov. '15	Dec. '15	Lifetime
Criminal Law 101	1,289	2,558	1,108	1,662	1,906	1,940	49,204
Immigration Law	342	735	359	1,461	906	432	14,627
Bankruptcy Law	194	552	482	713	542	434	7,197
Family Law Issues	76	185	72	125	151	193	4,971
Family Law Basics	19	342	24	27	58	58	1,197
Ellie's 10 Takeaways	25	49	24	53	9	38	1,093
Landlord Tenant	19	29	19	29	33	61	1,039
Interview Techniques	14	28	17	9	8	20	894
Civil Legal Basics	80	76	4	119	107	116	769
Community Mediation	8	8	1	6	5	16	375
Youth Law	9	7	1	8	16	33	371
Civil Commitments	11	10	2	16	10	22	272
Mission of C4J	0	7	1	6	3	15	256
911/MN Expungement	14	14	4	7	12	21	176
MLAO	10	8	1	2	4	29	158
Veteran Resources*	5	2	3	0	9	7	149
VLN--"Drilling Deep"	6	2	1	0	0	5	143
Government Benefits	5	0	1	1	0	5	123
Crime Victim Services	28	20	1	1	1	7	95
Elder Law refreshed				45	5	11	77

Call for Justice Website

	July '15	Aug. '15	Sept. '15	Oct. '15	Nov. '15	Dec. '15	Lifetime
Visits	888	1,193	1,019	936	927	946	24,218
Unique Visitors	776	995	867	793	715	821	17,865
Page Views	1,732	2,673	2,784	2,183	2,330	2,136	59,154
Pages / Visit	1.95	2.24	2.73	2.33	2.51	2.26	2.45
Av. Visit Duration	0:01:32	0:01:42	0:01:51	0:01:40	0:01:59	0:01:17	0:02:09
Bounce Rate	73.42%	66.05%	63.40%	61.54%	62.68%	68.08%	59.45%
% New Visits	83.22%	79.88%	79.59%	79.27%	71.09%	82.35%	74.04%

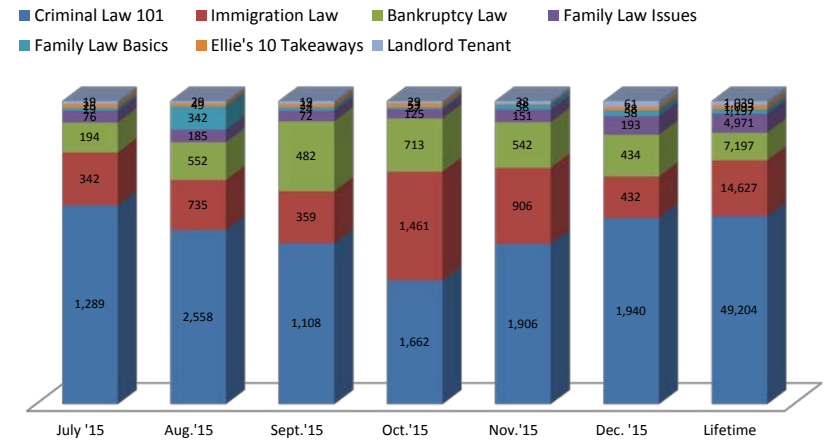
Call for Justice Social Media Outlets

Twitter Followers	July '15	Aug. '15	Sept. '15	Oct. '15	Nov. '15	Dec. '15	Lifetime
Net "Followers":	164	167	167	169	182	188	188 "Followers"
New "Followers":	5	3	0	2	5	6	3% Increase

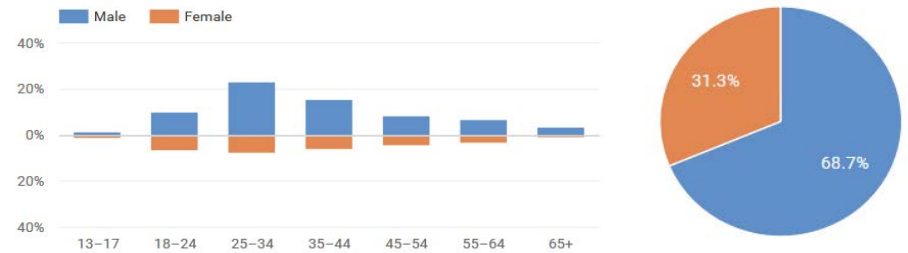
Facebook Likes	July '15	Aug. '15	Sept. '15	Oct. '15	Nov. '15	Lifetime
Net "Likes":	351	359	413	429	442	459 "Likes"
New "Likes":	9	8	54	16	5	17 "4% increase"

YouTube Subscribers	July '15	Aug. '15	Sept. '15	Oct. '15	Nov. '15	Lifetime
Net Subscribers:	538	566	583	636	668	706 "706 Subscribers"
New Subscribers:	28	28	17	53	34	38 "6% Increase"

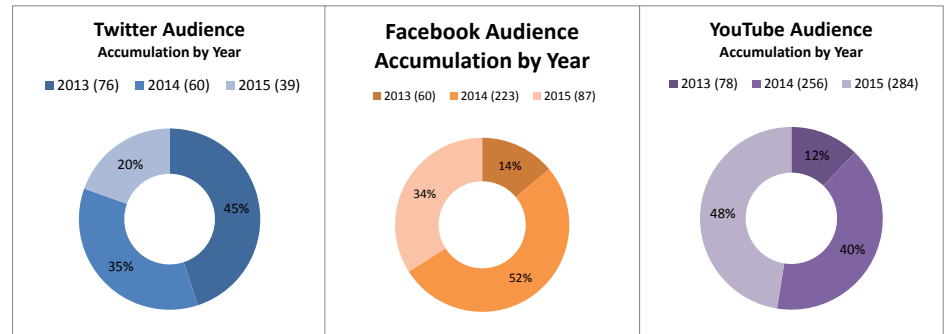
Total Views by Month (Videos with Over 800 Total Views)



YouTube Video Views by Gender Q3 (July-Sept.) 2015



Social Media Audience Growth -- Yearly Totals



\*The "Veterans Legal Resources" video was changed in March, due to editing errors. The video was taken down and replaced with 40 views logged.