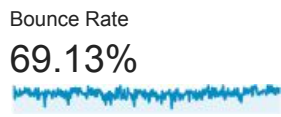
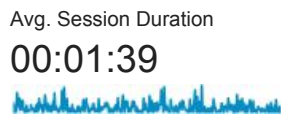
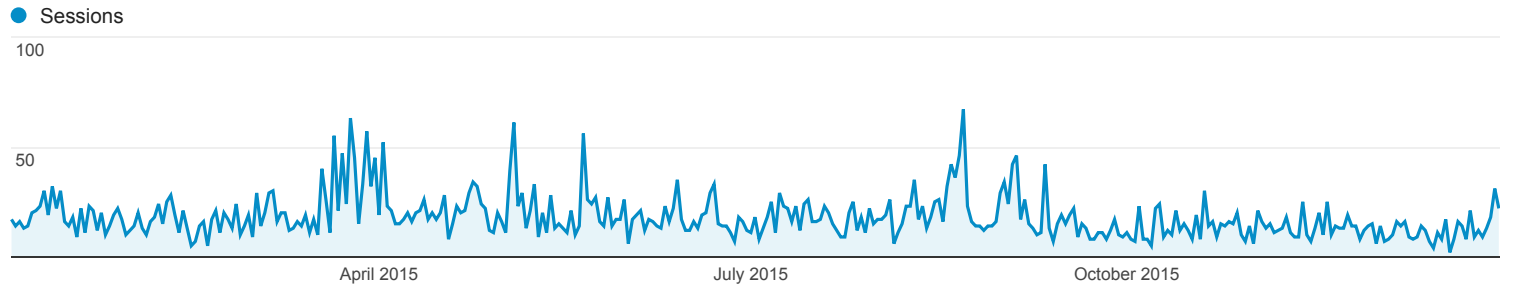


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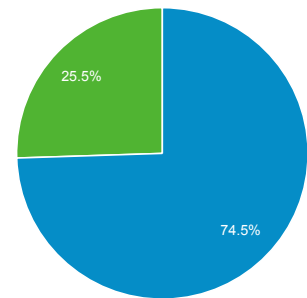
Audience Overview

All Sessions
100.00%

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	5,347	80.94%
2. (not set)	490	7.42%
3. pt-br	207	3.13%
4. en	101	1.53%
5. fr	45	0.68%
6. en-gb	39	0.59%
7. en-ca	37	0.56%
8. it-it	37	0.56%
9. es-es	25	0.38%
10. de	18	0.27%

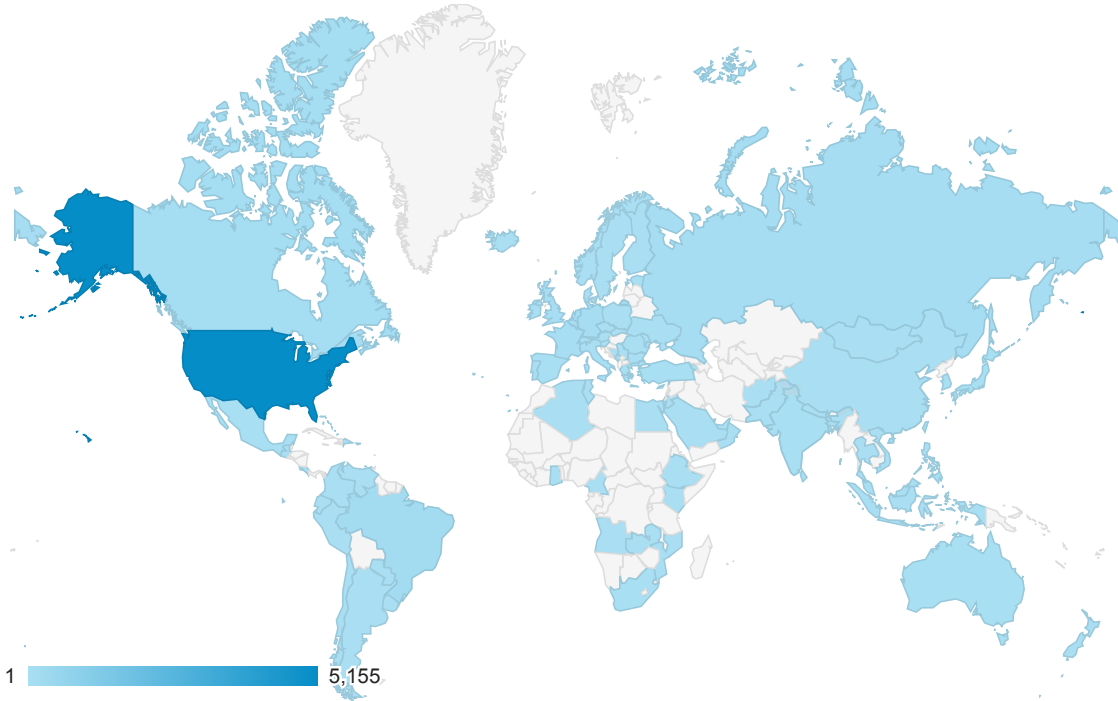
Jan 1, 2015 - Dec 31, 2015

Location

All Sessions
100.00%

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	6,606 <small>% of Total: 100.00% (6,606)</small>	74.49% <small>Avg for View: 74.48% (0.02%)</small>	4,921 <small>% of Total: 100.02% (4,920)</small>	69.13% <small>Avg for View: 69.13% (0.00%)</small>	1.91 <small>Avg for View: 1.91 (0.00%)</small>	00:01:39 <small>Avg for View: 00:01:39 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. United States	5,155 (78.04%)	70.65%	3,642 (74.01%)	64.60%	2.13	00:01:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Brazil	213 (3.22%)	100.00%	213 (4.33%)	98.59%	1.00	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Canada	158 (2.39%)	93.67%	148 (3.01%)	75.32%	1.38	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. (not set)	147 (2.23%)	99.32%	146 (2.97%)	89.12%	0.92	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Germany	129 (1.95%)	98.45%	127 (2.58%)	89.92%	1.02	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Russia	124 (1.88%)	13.71%	17 (0.35%)	75.81%	1.61	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. United Kingdom	57 (0.86%)	91.23%	52 (1.06%)	87.72%	1.07	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. France	55 (0.83%)	90.91%	50 (1.02%)	58.18%	1.40	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Netherlands	48 (0.73%)	91.67%	44 (0.89%)	85.42%	1.48	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Italy	46 (0.70%)	100.00%	46 (0.93%)	95.65%	0.96	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. China	33 (0.50%)	84.85%	28 (0.57%)	72.73%	1.09	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Japan	23 (0.35%)	95.65%	22 (0.45%)	69.57%	0.70	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. India	22 (0.33%)	90.91%	20 (0.41%)	81.82%	1.27	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

Jan 1, 2015 - Dec 31, 2015

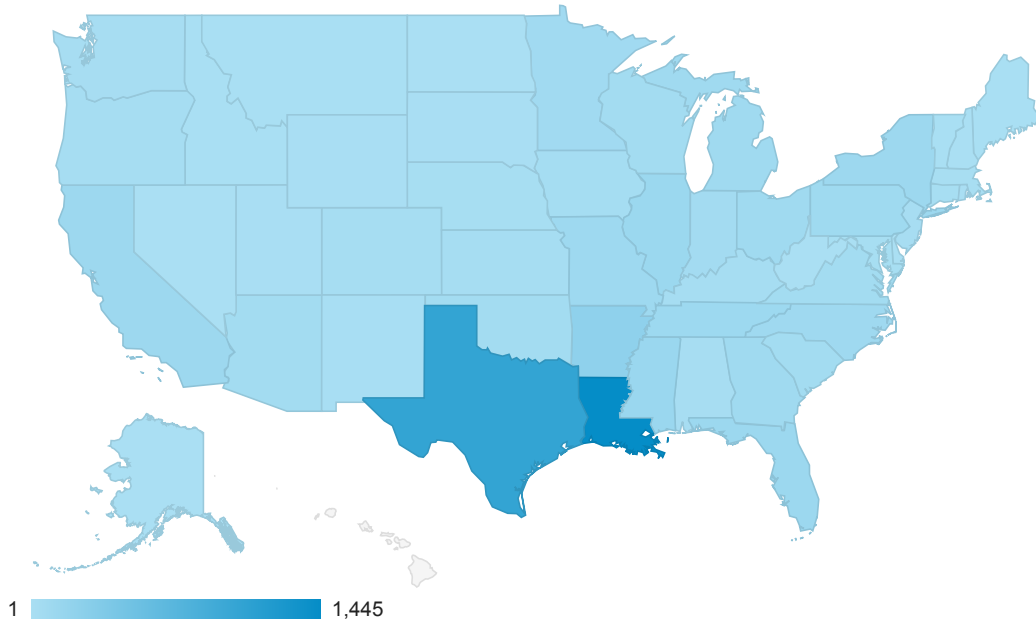
Location

ALL » COUNTRY: United States

All Sessions
78.04%

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	5,155 % of Total: 78.04% (6,606)	70.65% Avg for View: 74.48% (-5.14%)	3,642 % of Total: 74.02% (4,920)	64.60% Avg for View: 69.13% (-6.56%)	2.13 Avg for View: 1.91 (11.14%)	00:01:58 Avg for View: 00:01:39 (19.35%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Louisiana	1,445 (28.03%)	56.75%	820 (22.52%)	51.90%	2.60	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Texas	1,041 (20.19%)	61.38%	639 (17.55%)	60.61%	2.19	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Arkansas	240 (4.66%)	49.17%	118 (3.24%)	49.17%	3.10	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. (not set)	189 (3.67%)	93.12%	176 (4.83%)	69.31%	1.39	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Mississippi	145 (2.81%)	52.41%	76 (2.09%)	51.03%	4.03	00:03:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Illinois	129 (2.50%)	78.29%	101 (2.77%)	75.97%	1.81	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Florida	123 (2.39%)	95.12%	117 (3.21%)	78.86%	1.60	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. New York	119 (2.31%)	94.12%	112 (3.08%)	78.15%	1.53	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. California	117 (2.27%)	88.89%	104 (2.86%)	82.05%	1.26	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Tennessee	111 (2.15%)	74.77%	83 (2.28%)	67.57%	2.38	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Missouri	105 (2.04%)	58.10%	61 (1.67%)	54.29%	2.42	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. North Carolina	98 (1.90%)	90.82%	89 (2.44%)	78.57%	1.67	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Pennsylvania	96 (1.86%)	95.83%	92 (2.53%)	85.42%	1.26	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)

Jan 1, 2015 - Dec 31, 2015

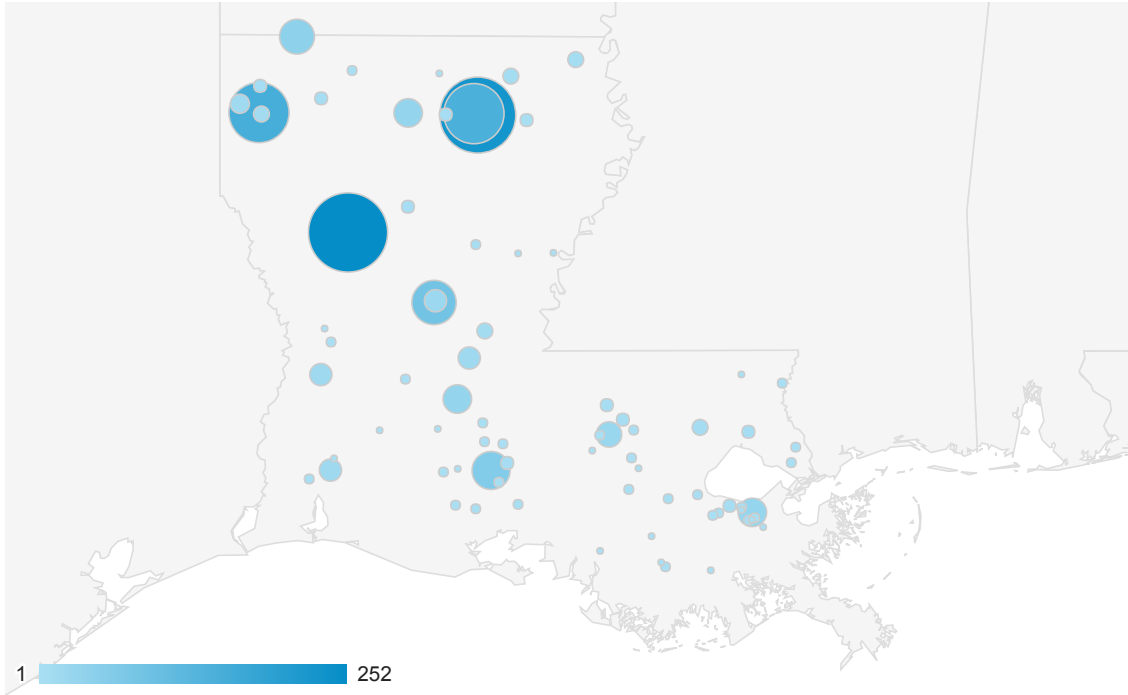
Location

ALL » COUNTRY: United States » REGION: Louisiana

All Sessions
21.87%

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,445 % of Total: 21.87% (6,606)	56.75% Avg for View: 74.48% (-23.81%)	820 % of Total: 16.67% (4,920)	51.90% Avg for View: 69.13% (-24.92%)	2.60 Avg for View: 1.91 (35.96%)	00:03:05 Avg for View: 00:01:39 (86.05%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Natchitoches	252 (17.44%)	12.30%	31 (3.78%)	40.08%	2.71	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Monroe	229 (15.85%)	66.81%	153 (18.66%)	58.08%	2.38	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Shreveport	152 (10.52%)	80.92%	123 (15.00%)	61.84%	2.30	00:03:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. West Monroe	146 (10.10%)	23.29%	34 (4.15%)	52.74%	2.38	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Alexandria	84 (5.81%)	78.57%	66 (8.05%)	45.24%	3.71	00:06:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Lafayette	60 (4.15%)	61.67%	37 (4.51%)	63.33%	2.05	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Springhill	45 (3.11%)	35.56%	16 (1.95%)	35.56%	2.71	00:03:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. (not set)	43 (2.98%)	53.49%	23 (2.80%)	58.14%	2.47	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Ruston	35 (2.42%)	80.00%	28 (3.41%)	51.43%	2.31	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Ville Platte	35 (2.42%)	100.00%	35 (4.27%)	77.14%	1.57	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. New Orleans	33 (2.28%)	63.64%	21 (2.56%)	51.52%	2.79	00:03:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Baton Rouge	27 (1.87%)	92.59%	25 (3.05%)	44.44%	2.41	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Pineville	22 (1.52%)	81.82%	18 (2.20%)	54.55%	4.73	00:04:05	0.00%	0 (0.00%)	\$0.00 (0.00%)

Jan 1, 2015 - Dec 31, 2015

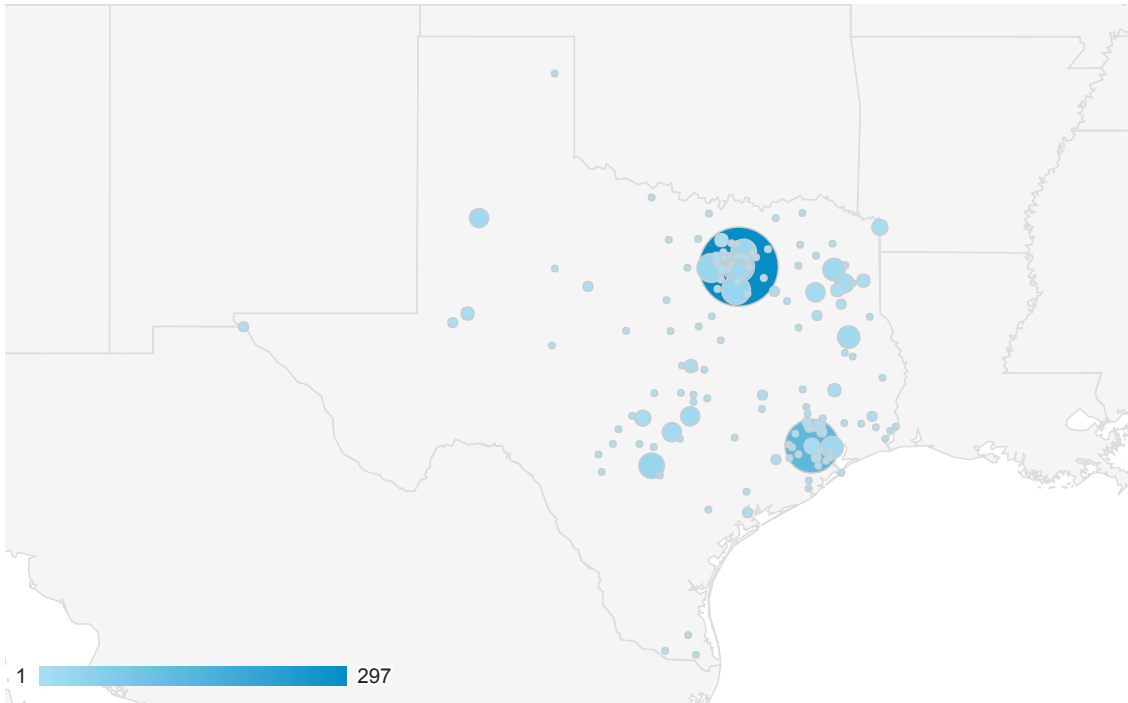
Location

ALL » COUNTRY: United States » REGION: Texas

All Sessions
15.76%

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,041 % of Total: 15.76% (6,606)	61.38% Avg for View: 74.48% (-17.58%)	639 % of Total: 12.99% (4,920)	60.61% Avg for View: 69.13% (-12.32%)	2.19 Avg for View: 1.91 (14.47%)	00:02:22 Avg for View: 00:01:39 (43.43%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Dallas	374 (35.93%)	63.64%	238 (37.25%)	65.78%	1.81	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Houston	152 (14.60%)	64.47%	98 (15.34%)	53.95%	2.43	00:03:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Waxahachie	35 (3.36%)	20.00%	7 (1.10%)	42.86%	2.71	00:05:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Fort Worth	34 (3.27%)	61.76%	21 (3.29%)	70.59%	2.15	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. San Antonio	33 (3.17%)	48.48%	16 (2.50%)	45.45%	2.06	00:02:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Plano	29 (2.79%)	24.14%	7 (1.10%)	31.03%	4.03	00:04:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Baytown	24 (2.31%)	75.00%	18 (2.82%)	70.83%	1.79	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Gilmer	20 (1.92%)	75.00%	15 (2.35%)	40.00%	3.80	00:05:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Nacogdoches	20 (1.92%)	45.00%	9 (1.41%)	40.00%	2.85	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Austin	18 (1.73%)	61.11%	11 (1.72%)	66.67%	1.78	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

Jan 1, 2015 - Dec 31, 2015

Frequency & Recency





























 All Sessions
100.00%

Distribution

Count of Sessions

Sessions
6,606
% of Total: 100.00% (6,606)

Pageviews
12,640
% of Total: 100.00% (12,640)

Count of Sessions	Sessions	Pageviews
1	4,921 	7,591 
2	366 	939 
3	150 	429 
4	95 	261 
5	71 	224 
6	52 	111 
7	34 	71 
8	31 	90 
9-14	151 	409 
15-25	141 	608 
26-50	166 	571 
51-100	212 	689 
101-200	206 	627 
201+	10 	20 

Jan 1, 2015 - Dec 31, 2015

Engagement















 All Sessions
100.00%

Distribution

Session Duration

Sessions
6,606
% of Total: 100.00% (6,606)

Pageviews
12,640
% of Total: 100.00% (12,640)

Session Duration	Sessions	Pageviews
0-10 seconds	4,919 	5,146 
11-30 seconds	188 	451 
31-60 seconds	195 	505 
61-180 seconds	461 	1,410 
181-600 seconds	518 	2,277 
601-1800 seconds	274 	1,845 
1801+ seconds	51 	1,006 

Jan 1, 2015 - Dec 31, 2015

Engagement

All Sessions
100.00%

Distribution

Page Depth

Sessions

6,606

% of Total: 100.00% (6,606)

Pageviews

12,640

% of Total: 100.00% (12,640)

Page Depth	Sessions	Pageviews
<1	87	0
1	4,567	4,567
2	892	1,784
3	397	1,191
4	201	804
5	124	620
6	74	444
7	63	441
8	41	328
9	28	252
10	32	320
11	19	209
12	16	192
13	9	117
14	8	112
15	7	105
16	6	96
17	5	85
18	1	18
19	4	76
20+	25	879

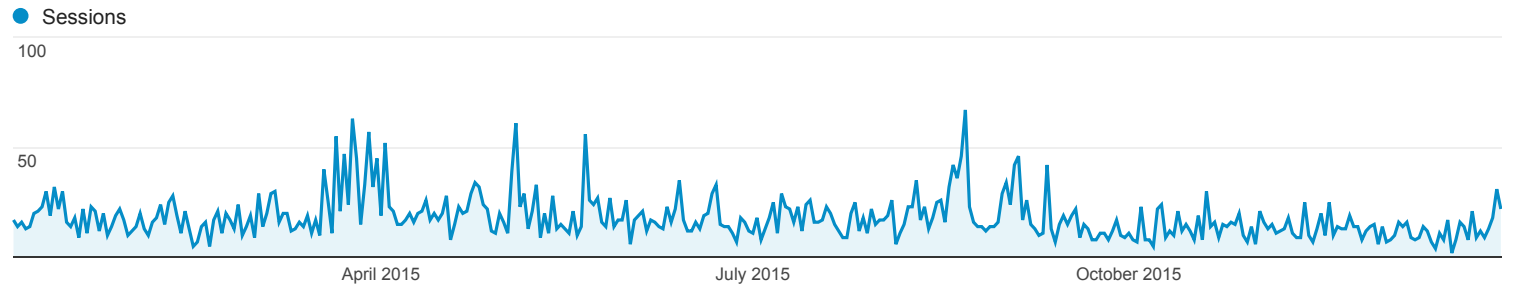
Jan 1, 2015 - Dec 31, 2015

Overview

All Sessions
100.00%

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	6,606 % of Total: 100.00% (6,606)	74.49% Avg for View: 74.48% (0.02%)	4,921 % of Total: 100.02% (4,920)	69.13% Avg for View: 69.13% (0.00%)	1.91 Avg for View: 1.91 (0.00%)	00:01:39 Avg for View: 00:01:39 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	4,520 (68.42%)	78.87%	3,565 (72.44%)	69.51%	1.96	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	1,580 (23.92%)	59.05%	933 (18.96%)	66.96%	1.80	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	506 (7.66%)	83.60%	423 (8.60%)	72.53%	1.86	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

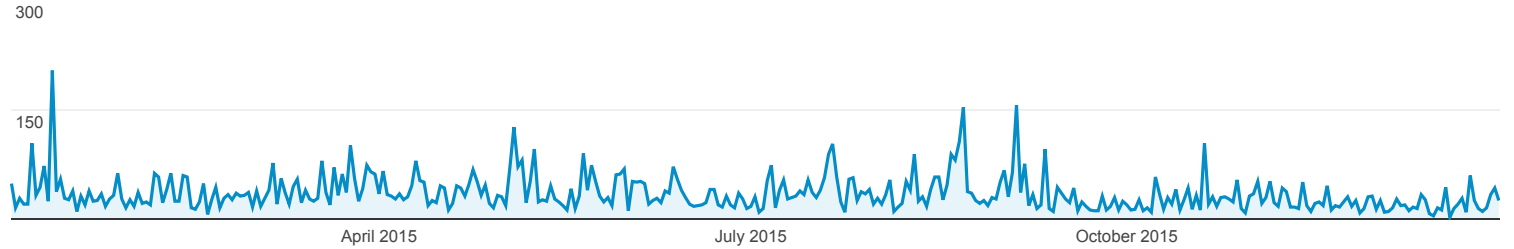
Jan 1, 2015 - Dec 31, 2015

Pages

All Sessions
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	12,640 % of Total: 100.00% (12,640)	9,307 % of Total: 100.00% (9,307)	00:01:47 Avg for View: 00:01:47 (0.00%)	6,519 % of Total: 100.00% (6,519)	69.13% Avg for View: 69.13% (0.00%)	51.57% Avg for View: 51.57% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	4,130 (32.67%)	2,881 (30.96%)	00:01:30	2,750 (42.18%)	58.12%	52.78%	\$0.00 (0.00%)
2. /nlvtcevents.html	1,159 (9.17%)	892 (9.58%)	00:02:28	399 (6.12%)	76.94%	56.08%	\$0.00 (0.00%)
3. /eventphotos/eventphotos.html	837 (6.62%)	390 (4.19%)	00:01:13	52 (0.80%)	38.46%	15.41%	\$0.00 (0.00%)
4. /marketplace.html	638 (5.05%)	533 (5.73%)	00:03:35	526 (8.07%)	81.56%	76.96%	\$0.00 (0.00%)
5. /links.html	593 (4.69%)	433 (4.65%)	00:03:25	389 (5.97%)	77.38%	70.83%	\$0.00 (0.00%)
6. /clubmeetings.html	333 (2.63%)	229 (2.46%)	00:01:50	27 (0.41%)	62.96%	30.93%	\$0.00 (0.00%)
7. /1939Ford9N.html	254 (2.01%)	207 (2.22%)	00:04:06	193 (2.96%)	79.79%	77.17%	\$0.00 (0.00%)
8. /1949JohnDeereR.html	237 (1.88%)	199 (2.14%)	00:02:45	194 (2.98%)	82.47%	81.86%	\$0.00 (0.00%)
9. /1939FarmallA.html	236 (1.87%)	203 (2.18%)	00:03:01	201 (3.08%)	83.58%	82.63%	\$0.00 (0.00%)
10. /members.html	218 (1.72%)	153 (1.64%)	00:01:43	16 (0.25%)	68.75%	25.23%	\$0.00 (0.00%)
11. /1948Oliver88.html	211 (1.67%)	173 (1.86%)	00:02:44	172 (2.64%)	83.72%	80.57%	\$0.00 (0.00%)
12. /eventphotos/Verda15a.html	168 (1.33%)	110 (1.18%)	00:02:04	6 (0.09%)	33.33%	16.67%	\$0.00 (0.00%)
13. /1937AllisChalmerB.html	163 (1.29%)	148 (1.59%)	00:01:58	144 (2.21%)	93.75%	89.57%	\$0.00 (0.00%)
14. /eventphotos/jena2013march.html	152 (1.20%)	133 (1.43%)	00:01:54	122 (1.87%)	84.43%	77.63%	\$0.00 (0.00%)
15. /officers.html	148 (1.17%)	112 (1.20%)	00:01:02	14 (0.21%)	57.14%	33.11%	\$0.00 (0.00%)
16. /eventphotos/1940FarmallB.html	146 (1.16%)	121 (1.30%)	00:02:11	109 (1.67%)	85.32%	76.03%	\$0.00 (0.00%)
17. /eventphotos/Arcadia14a.html	143 (1.13%)	97 (1.04%)	00:02:02	53 (0.81%)	49.06%	34.97%	\$0.00 (0.00%)
18. /eventphotos/Ruston15a.html	142 (1.12%)	112 (1.20%)	00:03:07	77 (1.18%)	90.91%	75.35%	\$0.00 (0.00%)
19. /eventphotos/Arcadia15a.html	129 (1.02%)	81 (0.87%)	00:01:48	2 (0.03%)	0.00%	13.18%	\$0.00 (0.00%)

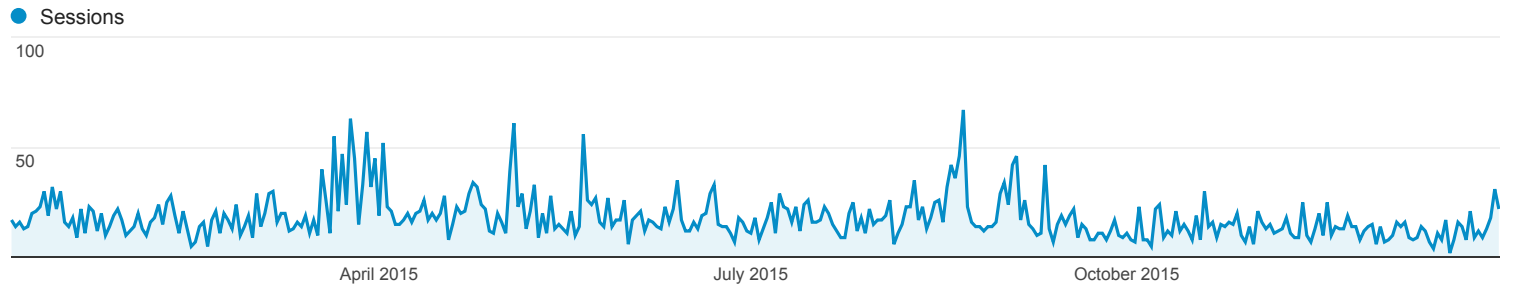
Jan 1, 2015 - Dec 31, 2015

All Traffic

All Sessions
100.00%

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	6,606 % of Total: 100.00% (6,606)	74.49% Avg for View: 74.48% (0.02%)	4,921 % of Total: 100.02% (4,920)	69.13% Avg for View: 69.13% (0.00%)	1.91 Avg for View: 1.91 (0.00%)	00:01:39 Avg for View: 00:01:39 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	2,234 (33.82%)	79.63%	1,779 (36.15%)	70.95%	1.87	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	1,649 (24.96%)	75.32%	1,242 (25.24%)	68.04%	1.92	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. nlvtc.net / referral	378 (5.72%)	46.30%	175 (3.56%)	69.05%	1.63	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. etateci.org / referral	333 (5.04%)	70.57%	235 (4.78%)	74.17%	1.87	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. bratp.net / referral	323 (4.89%)	34.06%	110 (2.24%)	37.15%	4.30	00:04:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. bing / organic	221 (3.35%)	49.77%	110 (2.24%)	33.94%	3.16	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. social-buttons.com / referral	221 (3.35%)	100.00%	221 (4.49%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. yahoo / organic	192 (2.91%)	60.94%	117 (2.38%)	52.60%	2.92	00:03:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. buttons-for-website.com / referral	91 (1.38%)	100.00%	91 (1.85%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. www.event-tracking.com / referral	87 (1.32%)	100.00%	87 (1.77%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

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