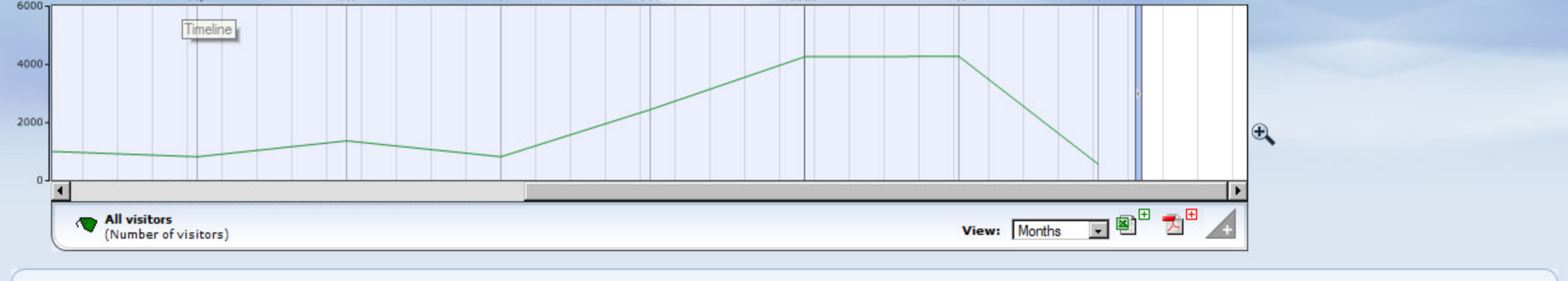
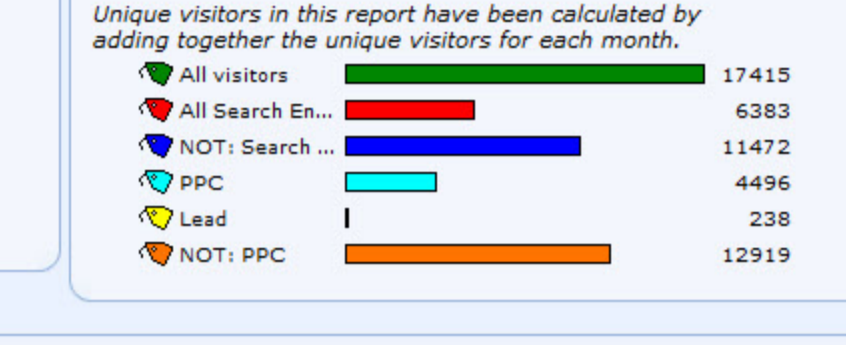


Site Overview



All dates
Analyze From: Mar 30, 2009
Start Date: Mar 30, 2009
End Date: Mar 9, 2010



Revenue from Visitors

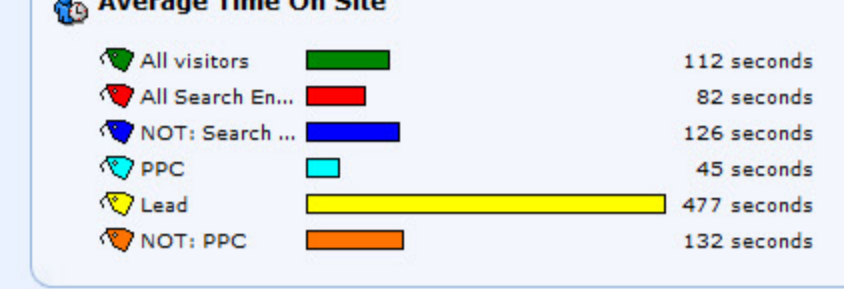
All visitors	
Number of purchases	321
Total revenue	\$321.00
Revenue per visitor	\$0.02
Revenue per purchase	\$1.00

All Search Engines (includes PPC)

Number of purchases	74
Total revenue	\$74.00
Revenue per visitor	\$0.01
Revenue per purchase	\$1.00

NOT: Search Engines

Number of purchases	247
Total revenue	\$247.00
Revenue per visitor	\$0.02
Revenue per purchase	\$1.00



Top Search Keywords

All visitors		
buyapension.com	4.4%	924
annuities calculator	2.9%	611
annuity calculator	1.7%	370
immediate annuity calculator	1.1%	244
buy a pension	1.1%	234
annuity calculators	0.9%	191
buyapension	0.8%	162
annuity calculator retirement	0.7%	143
www.buyapension.com	0.7%	142
immediate annuity	0.7%	139
Other	15.2%	3221
None	69.9%	14638

All Search Engines (includes PPC)

buyapension.com	13.5%	924
annuities calculator	8.9%	611
annuity calculator	5.4%	370
immediate annuity calculator	3.6%	244
buy a pension	3.4%	234
annuity calculators	2.8%	191
buyapension	2.4%	162
annuity calculator retirement	2.1%	143
www.buyapension.com	2.1%	142
immediate annuity	2.0%	139
Other	46.9%	3221
None	7.1%	486

NOT: Search Engines

None	100.0%	14352
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Top Referrers

All visitors		
http://www.google.com	24.3%	5157
http://www.nytimes.com	7.5%	1584
http://174.34.146.50	3.3%	693
http://search.yahoo.com	1.8%	381
http://192.168.10.209	1.8%	377
http://search.aol.com	1.2%	262
http://www.aol.com	1.1%	240
http://www.bing.com	0.9%	197
http://www.7stratagy.com	0.8%	180
http://search.comcast.net	0.7%	147
Other	11.9%	2534
None	44.6%	9467

All Search Engines (includes PPC)

http://www.google.com	75.1%	5157
http://search.yahoo.com	5.5%	381
http://search.aol.com	3.8%	262
http://www.bing.com	3.5%	240
http://search.comcast.net	2.1%	147
http://finance.yahoo.com	1.0%	70
http://www.google.co.uk	0.9%	64
http://www.dogpile.com	0.7%	47
http://www.google.ca	0.7%	46
http://search.mvwebsearch.com	0.6%	39
Other	6.0%	414

NOT: Search Engines

http://www.nytimes.com	11.0%	1584
http://174.34.146.50	4.8%	693
http://192.168.10.209	2.6%	377
http://www.bing.com	1.4%	197
http://www.7stratagy.com	1.3%	180
http://www.cnbc.com	0.9%	128
http://192.168.10.229	0.7%	103
http://www.kiplinger.com	0.6%	82
http://www.thestreet.com	0.5%	72
http://www.f-a-mag.com	0.4%	59
Other	9.8%	1410
None	66.0%	9467

Pages with Most Visitors

Each visitor may see each page more than once.

All visitors		
Home page	53.1%	11277
/income_estimator.php	40.4%	8566
/new_retirement.php	14.0%	2973
/annuity_resources.php	13.8%	2922
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Est	12.0%	2553
/faq.php	9.8%	2075
/about_us.php	5.7%	1208
/media_coverage.php	2.5%	536
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Fixed	2.4%	502
/7stratgy/buyapension/income_estimator.php	2.0%	428

All Search Engines (includes PPC)

/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Est	32.8%	2255
Home page	31.2%	2143
/income_estimator.php	20.9%	2052
/annuity_resources.php	19.0%	688
/new_retirement.php	9.5%	653
/faq.php	7.3%	502
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Fixed	5.8%	396
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-IIA	4.5%	309
/7stratgy/buyapension/income_estimator.php	3.7%	257
/about_us.php	3.2%	220

NOT: Search Engines

Home page	63.6%	9134
/income_estimator.php	45.4%	6514
/new_retirement.php	16.2%	2320
/annuity_resources.php	15.6%	2234
/faq.php	11.0%	1573
/about_us.php	6.9%	988
/media_coverage.php	3.2%	456
/7stratgy/buyapension/income_estimator.php	3.0%	428
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Est	2.1%	298
/7stratgy/buyapension/	1.8%	264

Top Entry Pages

All visitors		
Home page	51.3%	10888
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Est	12.0%	2552
/income_estimator.php	8.7%	1846
/annuity_resources.php	2.8%	603
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Fixed	2.4%	501
/new_retirement.php	2.1%	451
/7stratgy/buyapension/income_estimator.php	2.0%	428
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-IIA	1.7%	359
/faq.php	1.5%	318
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Gen	1.5%	314
Other	13.9%	2959

All Search Engines (includes PPC)

/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Est	30.8%	2123
Home page	28.9%	396
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Fixed	4.5%	309
/7stratgy/buyapension/income_estimator.php	3.7%	257
/annuity_resources.php	3.3%	228
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Gen	3.2%	218
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Fixed	2.6%	178
/faq.php	2.4%	162
/income_estimator.php	2.1%	146
Other	8.7%	595

NOT: Search Engines

Home page	61.1%	8765
/income_estimator.php	11.7%	1684
/7stratgy/buyapension/income_estimator.php	3.0%	428
/annuity_resources.php	2.6%	375
/new_retirement.php	2.4%	340
/income_estimator.php?srce=google&cmp=BAP&grp=BAP-Est	2.1%	297
/7stratgy/buyapension/	1.8%	264
/buyapension/income_estimator.php	1.6%	231
/about_us.php	1.3%	184
/faq.php	1.2%	172
Other	11.2%	1612

Top Destinations

All visitors		
http://personal.fidelity.com/retirement/index.html?ref=par	1.9%	405
http://www.iftid.ca	0.8%	161
http://www.fool.com/retirement/general/2009/05/20/buy-yourself-a-pension.aspx	0.7%	142
http://individual.troweprice.com/public/Retail/Retirement	0.6%	136
http://money.cnn.com/retirement/guide/annuities_immediate.moneyvmag/index.htm	0.4%	83
http://money.cnn.com/2004/05/12/pf/expert/ask_expert	0.4%	76
http://www.illife.com/stories/an-investing-opinion-immediate-annuities	0.3%	68
http://abcnews.go.com/Business/PersonalFinance/story?id=6224086&page=1	0.3%	60
http://www.cnbc.com/id/15840232?vid=1373828122&play=1	0.2%	53
http://www.kiplinger.com/yourretirement/fortypus/	0.2%	49
Other	0.9%	190
None	93.3%	19796

All Search Engines (includes PPC)

http://personal.fidelity.com/retirement/index.html?ref=par	1.4%	95
http://individual.troweprice.com/public/Retail/Retirement	0.7%	45
http://www.iftid.ca	0.5%	32
http://money.cnn.com/retirement/guide/annuities_immediate.moneyvmag/index.htm	0.4%	25
http://www.illife.com/stories/an-investing-opinion-immediate-annuities	0.3%	18
http://www.fool.com/retirement/general/2009/05/20/buy-yourself-a-pension.aspx	0.2%	17
http://abcnews.go.com/Business/PersonalFinance/story?id=6224086&page=1	0.2%	16
http://www.kiplinger.com/yourretirement/fortypus/	0.2%	11
http://money.cnn.com/2004/05/12/pf/expert/ask_expert	0.1%	10
http://www.7stratagy.com	0.1%	7
Other	0.4%	26
None	95.6%	6565

NOT: Search Engines

http://personal.fidelity.com/retirement/index.html?ref=par	2.2%	310
http://www.iftid.ca	0.9%	129
http://www.fool.com/retirement/general/2009/05/20/buy-yourself-a-pension.aspx	0.9%	125
http://individual.troweprice.com/public/Retail/Retirement	0.6%	91
http://money.cnn.com/2004/05/12/pf/expert/ask_expert	0.5%	66
http://money.cnn.com/retirement/guide/annuities_immediate.moneyvmag/index.htm	0.4%	58
http://www.illife.com/stories/an-investing-opinion-immediate-annuities	0.3%	50
http://www.cnbc.com/id/15840232?vid=1373828122&play=1	0.3%	46
http://www.kiplinger.com/Business/PersonalFinance/story?id=6224086&page=1	0.3%	44
http://www.kiplinger.com/yourretirement/fortypus/	0.3%	38
Other	1.1%	164
None	92.2%	13231

CT_X_ButtonClicked

This report is currently showing values for the custom variable 'CT_X_ButtonClicked'. Choose which parameter or cookie to display.

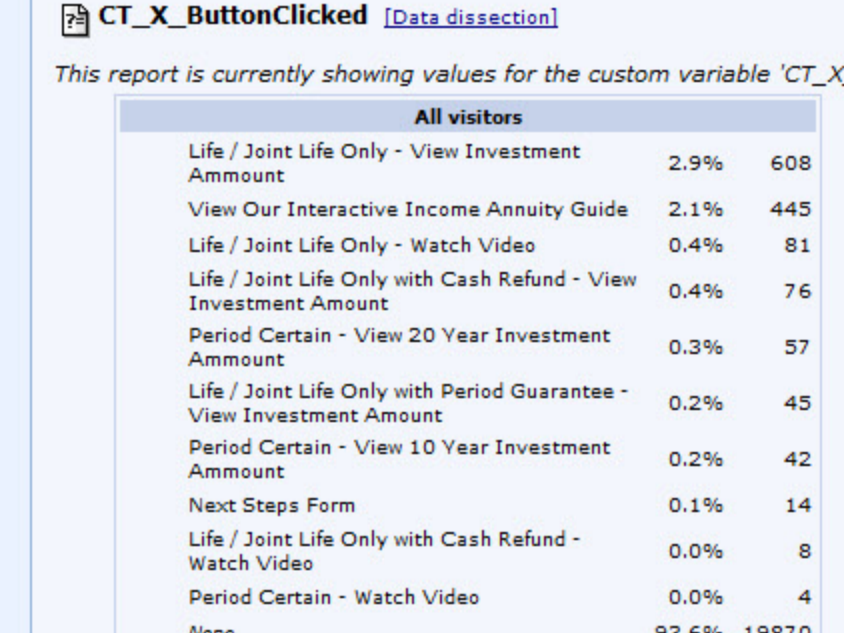
All visitors		
Life / Joint Life Only - View Investment Amount	2.9%	608
View Our Interactive Income Annuity Guide	2.1%	445
Life / Joint Life Only - Watch Video	0.4%	81
Life / Joint Life Only with Cash Refund - View Investment Amount	0.4%	76
Period Certain - View 20 Year Investment Amount	0.3%	57
Life / Joint Life Only with Period Guarantee - View Investment Amount	0.2%	45
Period Certain - View 10 Year Investment Amount	0.2%	42
Next Steps Form	0.1%	14
Life / Joint Life Only with Cash Refund - Watch Video	0.0%	8
Period Certain - Watch Video	0.0%	4
None	93.6%	19870

All Search Engines (includes PPC)

Life / Joint Life Only - View Investment Amount	4.2%	288
View Our Interactive Income Annuity Guide	1.6%	108
Life / Joint Life Only with Cash Refund - View Investment Amount	0.5%	32
Period Certain - View 20 Year Investment Amount	0.4%	25
Life / Joint Life Only - Watch Video	0.3%	22
Life / Joint Life Only with Period Guarantee - View Investment Amount	0.3%	20
Period Certain - View 10 Year Investment Amount	0.2%	11
Life / Joint Life Only with Cash Refund - Watch Video	0.1%	4
Next Steps Form	0.0%	3
Life%20%2F%20Joint%20Life%20Only%20-%20View%20Investment%20Amount	0.0%	3
Other	92.5%	6355

NOT: Search Engines

View Our Interactive Income Annuity Guide	2.3%	337
Life / Joint Life Only - View Investment Amount	2.2%	320
Life / Joint Life Only - Watch Video	0.4%	59
Life / Joint Life Only with Cash Refund - View Investment Amount	0.3%	44
Period Certain - View 20 Year Investment Amount	0.2%	32
Period Certain - View 10 Year Investment Amount	0.2%	31
Life / Joint Life Only with Period Guarantee - View Investment Amount	0.2%	25
Next Steps Form	0.1%	11
Period Certain - Watch Video	0.0%	4
Life / Joint Life Only with Cash Refund - Watch Video	0.0%	4
None	94.2%	13515



- World
- South America
- Central America & Caribbean
- Africa
- Europe
- Middle East & Central Asia
- South and East Asia
- Pacific

All Search Engines (includes PPC)

United States	83.3%	5721
Unknown	13.5%	928
Canada	1.2%	84
United Kingdom	0.7%	48
Australia	0.2%	13
India	0.1%	10
Spain	0.1%	5
Argentina	0.1%	5
Germany	0.1%	5
South Africa	0.1%	4
Other	0.6%	44

NOT: Search Engines

United States	65.7%	9436
Unknown	15.7%	2254
Argentina	12.0%	1729
Canada	4.9%	374
Colombia	0.9%	133
India	0.5%	73
United Kingdom	0.4%	30
Australia	0.2%	36
Singapore	0.2%	26
Peru	0.2%	22
Other	1.6%	230

Regions with Most Visitors

All visitors		
United States	71.4%	15157
Unknown	15.0%	3182
Argentina	15.0%	3182
Canada	2.2%	458
Colombia	0.6%	135
United Kingdom	0.4%	94
India	0.4%	83
Australia	0.2%	43
Singapore	0.1%	27
Peru	0.1%	22
Other	1.3%	284

All Search Engines (includes PPC)

United States	28.0%	1600
Unknown	7.7%	440
California	7.3%	415
New York	4.7%	271
Florida	4.3%	246
Texas	3.2%	183
Illinois	3.2%	182
Massachusetts	3.1%	176
Pennsylvania	2.9%	168
New Jersey	2.4%	136
Colorado	2.4%	136
Other	33.3%	1904

NOT: Search Engines

United States	27.8%	2627
Unknown	8.5%	803
New York	7.2%	680
California	6.9%	462
Kansas	3.8%	361
Texas	3.7%	348
Florida	3.6%	340
New Jersey	3.1%	294
Illinois	2.8%	262
Massachusetts	2.6%	248
Pennsylvania	2.6%	248
Other	31.9%	3011

Organizations with Most Visitors

All visitors		
Comcast Cable	15.2%	3213
unknown	11.7%	2476
CABLEVISION S.A.	8.1%	1722
Road Runner	6.3%	1345
SBC Internet Services	5.3%	1130
Verizon Internet Services	5.2%	1110
Cox Communications	3.6%	772
BellSouth.net	2.4%	517
America Online	2.4%	504
CHARTER COMMUNICATIONS	2.4%	500
Other	37.4%	7930

All Search Engines (includes PPC)

Comcast Cable	17.4%	1197
unknown	9.7%	666
Road Runner	7.8%	535
SBC Internet Services	6.4%	440
Verizon Internet Services	6.1%	419
Cox Communications	4.4%	300
BellSouth.net	3.3%	228
America Online	3.2%	219
CHARTER COMMUNICATIONS	3.0%	204
Optimum Online (Cablevision Systems)	2.4%	167
Other	36.3%	2492

NOT: Search Engines

Comcast Cable	14.1%	1807
unknown	12.6%	2019
CABLEVISION S.A.	12.0%	1718
Road Runner	15.6%	810
Verizon Internet Services	4.8%	691
SBC Internet Services	4.8%	690
Cox Communications	3.3%	472
Optimum Online (Cablevision Systems)	3.3%	328
CHARTER COMMUNICATIONS	2.1%	296
BellSouth.net	2.0%	289
Other	36.5%	5232

Browsers

All visitors		
IE 7	26.3%	5587
IE 8	22.2%	4717
Firefox 3	13.8%	2935
IE 6	12.6%	2667
Firefox 3.5	12.0%	2536
Safari	11.6%	2466
Firefox 2	0.6%	128
Opera	0.6%	121
Unknown	0.2%	40
Firefox 1.5	0.0%	8
Firefox 1	0.0%	5
(robot)	0.0%	4
IE 5	0.0%	2
Firefox (unknown version)	0.0%	2
Conqueror	0.0%	1

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