

**Daily average
Before FIA**

**Mobile Traffic from Facebook
to Publisher Website**

| | |
|-----------------------------|----------------|
| Sessions | 300,000 |
| Pageviews | 450,000 |
| Avg. pageviews per session | 1.50 |
| Newsletter subscribers | 3,000 |
| Direct sold RPM | \$11 |
| Indirect Sold RPM | \$7 |
| Revenue per mille PVs (RPM) | \$18 |
| Total Revenue | \$8,100 |

| | Promedio diario antes de FIA | Promedio diario después de FIA | % Var | | |
|----------------------------------------------|------------------------------|--------------------------------|-------------|----------------|------------------------------|
| Tráfico móvil desde Facebook al medio | | | | | |
| Visitas | 300,000 | 100,000 | -67% | | |
| Páginas Vistas | 450,000 | 150,000 | -67% | | |
| Páginas vistas por Sesión | 1.50 | 1.50 | 0% | | |
| Newsletter suscriptores | 3,000 | 1,000 | -67% | | |
| Publicidad directa RPM | \$11 | \$11 | | | |
| Publicidad Programática RPM | \$7 | \$7 | | | |
| Ingresos por Mil Páginas Vistas (F | \$18 | \$18 | 0% | | |
| Ingresos Totales | \$8,100 | \$2,700 | -67% | | |
| Facebook Instant Articles | | | | | |
| Visitas | | 210,000 | | | |
| Páginas Vistas | | 310,000 | | | |
| Páginas vistas por Sesión | | 1.48 | | | |
| Newsletter suscriptores | | 0 | | | |
| Publicidad directa RPM | | \$6 | | | |
| Publicidad Programática RPM | | \$2 | | | |
| Ingresos por Mil Páginas Vistas (RPM) | | \$8 | | | |
| Ingresos Totales | | \$2,480 | | | |
| Combined | | | | | |
| Combined Organic + Viral Reach | 2,500,000 | 2,450,000 | -2% | | |
| Visitas | 300,000 | 310,000 | 3% | | |
| Páginas Vistas | 450,000 | 460,000 | 2% | | |
| Newsletter suscriptores | 3,000 | 1,000 | -67% | | |
| Páginas vistas por Sesión | 1.50 | 1.48 | -1% | | |
| Ingresos por Mil Páginas Vistas (F | \$18 | \$11 | -37% | | |
| Ingresos Totales | \$8,100 | \$5,180 | -36% | \$2,920 | Yearly Revenue Impact |
| | | | | | -\$1,065,800 |

| | Daily average Before FIA | Daily average After FIA | % Var |
|--------------------------------------------------------------|-----------------------------|----------------------------|-------------|
| Mobile Traffic from Facebook to Publisher Website | | | |
| Sessions | 300,000 | 100,000 | -67% |
| Pageviews | 450,000 | 150,000 | -67% |
| Avg. pageviews per session | 1.50 | 1.50 | 0% |
| Newsletter subscribers added | 3,000 | 1,000 | -67% |
| Revenue per mille PVs (RPM) | \$16 | \$16 | 0% |
| Total Revenue | \$7,200 | \$2,400 | -67% |

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|----------------------------------|--|----------------|--|
| Facebook Instant Articles | | | |
| Sessions | | 210,000 | |
| Pageviews | | 310,000 | |
| Avg. pageviews per session | | 1.48 | |
| Newsletter subscribers added | | 0 | |
| Revenue per mille PVs (RPM) | | \$7 | |
| Total Revenue | | \$2,111 | |

| | | | |
|--------------------------------|----------------|----------------|-------------|
| Combined | | | |
| Combined Organic + Viral Reach | 2,500,000 | 2,450,000 | -2% |
| Sessions | 300,000 | 310,000 | 3% |
| Pageviews | 450,000 | 460,000 | 2% |
| Newsletter subscribers added | 3,000 | 1,000 | -67% |
| Avg. pageviews per session | 1.50 | 1.48 | -1% |
| Revenue per mille PVs (RPM) | \$16 | \$10 | -39% |
| Total Revenue | \$7,200 | \$4,511 | -37% |

2,000 **Yearly Revenue Impact** -730,000

\$2,689 **Yearly Revenue Impact** -\$981,633

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