

Key Metrics Report

Report Suite: Harrahs Enterprise
Date: Thu. 1 Jan. 2015 - Tue. 30 Jun. 2015
Segment: Channel - Social Organic

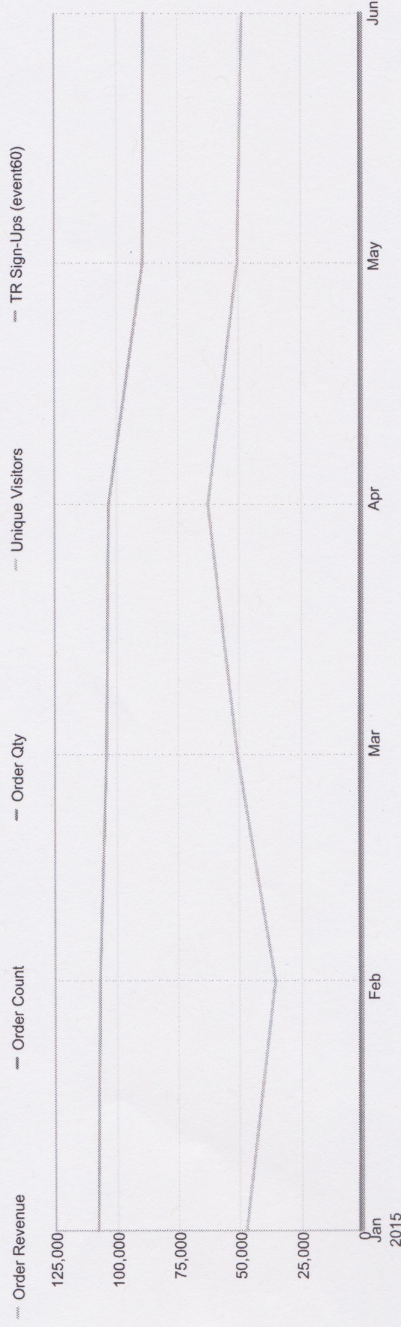


View by: Month

Day of Week: All Days

Selected Metrics: Order Revenue, Order Count, Order Qty, Unique Visitors, TR Sign-Ups (event60)

Normalize Data: No



Key Metrics Report | Channel - Social Organic | Thu. 1 Jan. 2015 - Tue. 30 Jun. 2015 | Graph generated by Adobe Analytics at 9:49 AM PDT, 7 Jul 2015

Date	Order Revenue	Order Count	Order Qty	Unique Visitors	TR Sign-Ups (event60)
1. Jan 2015	\$107,745	496	1,455	47,378	342
2. Feb 2015	\$106,924	418	1,229	35,633	285
3. Mar 2015	\$104,167	409	1,426	50,890	371
4. Apr 2015	\$103,235	447	1,244	62,697	346
5. May 2015	\$89,165	339	1,119	50,652	264
6. Jun 2015	\$88,887	308	1,084	48,609	250
Total	\$600,122	2,417	7,557	284,429	1,858

Key Metrics Report

Report Suite: Harrahs Enterprise
Date: Thu. 1 Jan. 2015 - Tue. 30 Jun. 2015
Segment: Channel - Social Marketing

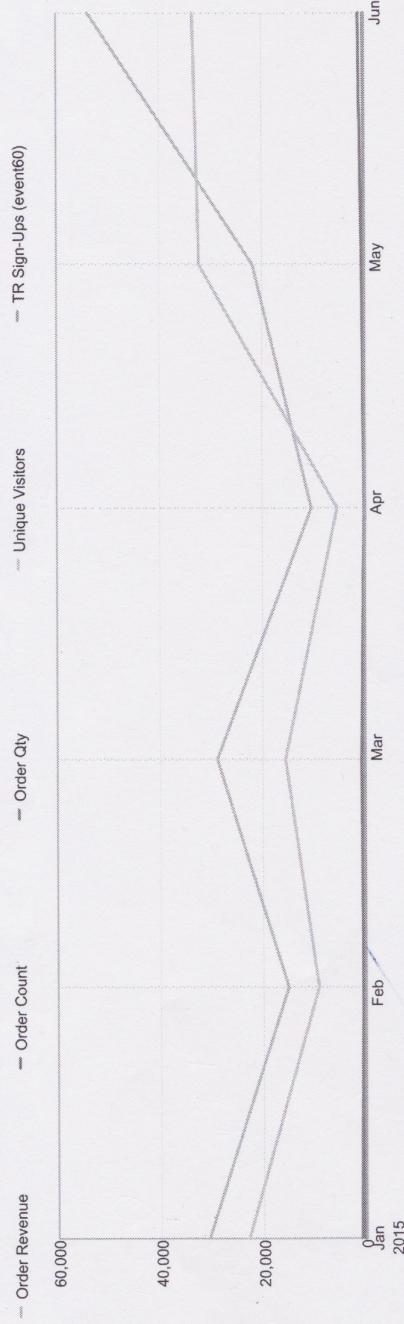


View by: Month

Day of Week: All Days

Selected Metrics: Order Revenue, Order Count, Order Qty, Unique Visitors, TR Sign-Ups (event60)

Normalize Data: No



Key Metrics Report | Channel - Social Marketing | Thu. 1 Jan. 2015 - Tue. 30 Jun. 2015 | Graph generated by Adobe Analytics at 9:48 AM PDT, 7 Jul 2015

Date	Order Revenue	Order Count	Order Qty	Unique Visitors	TR Sign-Ups (event60)
1. Jan 2015	\$10,375	27	181	5,417	8
2. Feb 2015	\$21,769	90	496	32,183	24
3. Mar 2015	\$28,855	151	743	15,553	37
4. Apr 2015	\$15,068	137	543	9,134	19
5. May 2015	\$30,569	202	880	22,843	30
6. Jun 2015	\$53,869	211	1,165	33,477	51
Total	\$160,506	818	4,008	110,883	169