

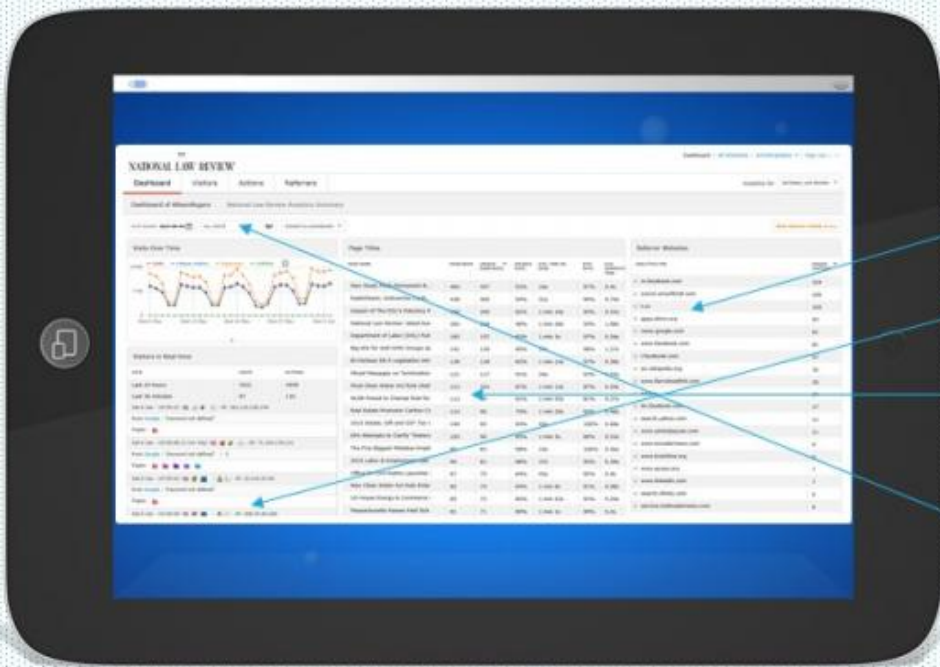
Benefits of Publishing with the National Law Review

Client Analytics

We continue to expand and enhance the benefits we provide to our customers. We now offer to our clients integrated access to analytics data through the National Law Review website.

The access we provide is through an intuitive, easy-to-use, flexible, widget-based system, rich in functionality, which captures readership information on each firm's content, author biographies and corporate summary. Each client has access to statistics and information about their content to help them understand and improve their presence on the web. This functionality is implemented using 3rd party, open-source software from Piwik.

Clients have the ability to customize what they see and how they view it through their own personal dashboard. This includes important information such as page-views, visitors, regions or countries, sources, keywords and numerous other website statistics. Customized monthly, weekly, and daily reports can also be emailed automatically.

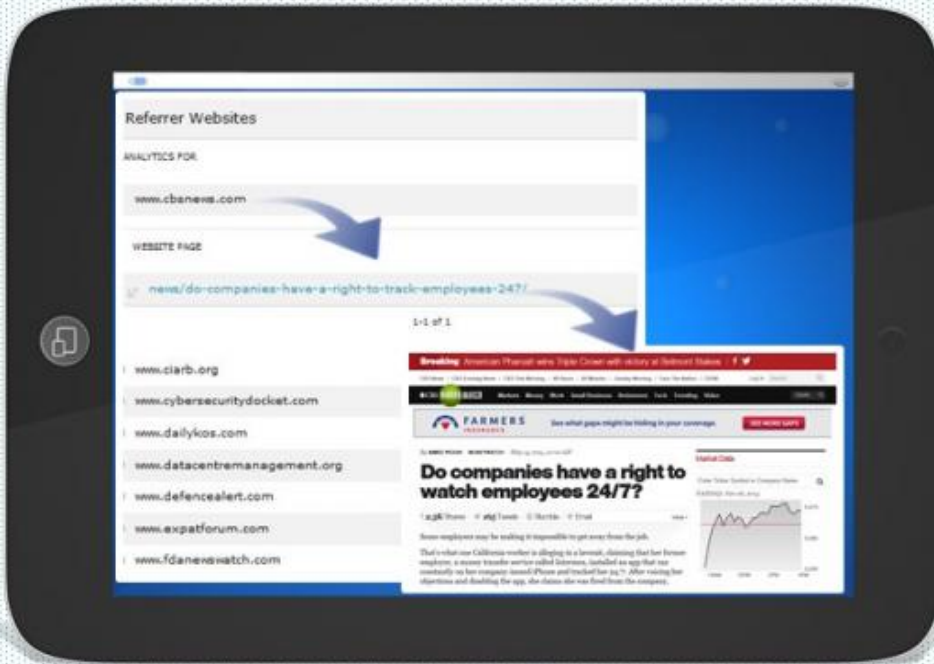


Real-time readership analytics include:

1. Links from other media citing publisher's article;
2. reader's employer city and state or country*;
3. number of readers by article and how reader accessed the article*;
4. the ability to segment analytics by source of article (specific blog, video, whitepaper, etc.)

Unlike other third party media, publishing firm's receive real-time, actionable readership analytics.

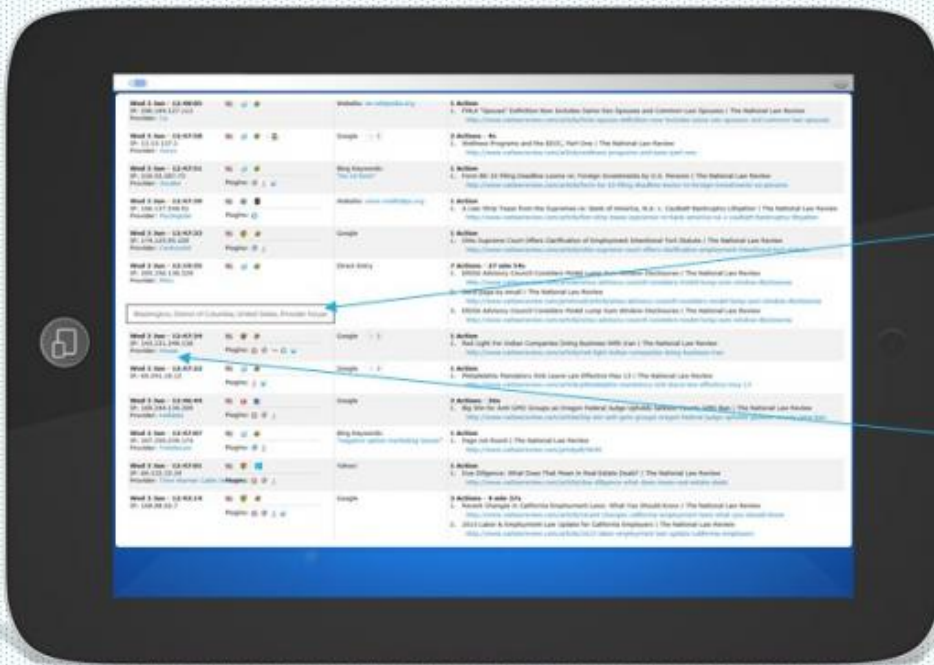
*When available. Can be limited by reader and/or search provider.



Analytics include:

1. Links to other media where firm's article is cited;
2. link to firm's article on the NLR which was cited;
3. outside media links are captured in readership reports.

Analytics: Firm's see what other media is citing their thought leadership.



Analytics include:

1. The reader's organization and city, state or country* where the article or author profile was accessed;
2. link to the reader's organizational website at the time the article was accessed;
3. organization, city, state or country is captured in readership reports.

Analytics: Firm's see the location and the organizations who are reading their firm's thought leadership.

*When available. Can be limited by reader and/or search provider.

Analytics include:

1. The number of readers by article;
2. how the reader accessed the article* (social media, links from other website, etc.);
3. keywords* used in search, article's current search engine ranking;
4. pages visited after* the reader left the NLR;
5. Info. is captured in readership reports.

*When available. Can be limited by reader and/or search provider.



Analytics: Firms see how readers are accessing their content and where they are going after they leave.

Source URL: <https://www.natlawreview.com/Benefits-of-Publishing-with-the-National-Law-Review>