Performance of Categories and Subcategories Pages in 2013

Percentage of Categories' Pageviews

Other 1,78 — Advertisements and Cons 2,4 — Animals 1,92

Transportation and Delivery 3,34

Sport 2,12

Travel 6,36

Auto 21,08

Shopping 20,23

Ceremonies and Events 0,20

Computers 1,11

Construction 4,01

Education 2,14

Entertainment 0,69

Finances 10,78

Professional Services 3,70

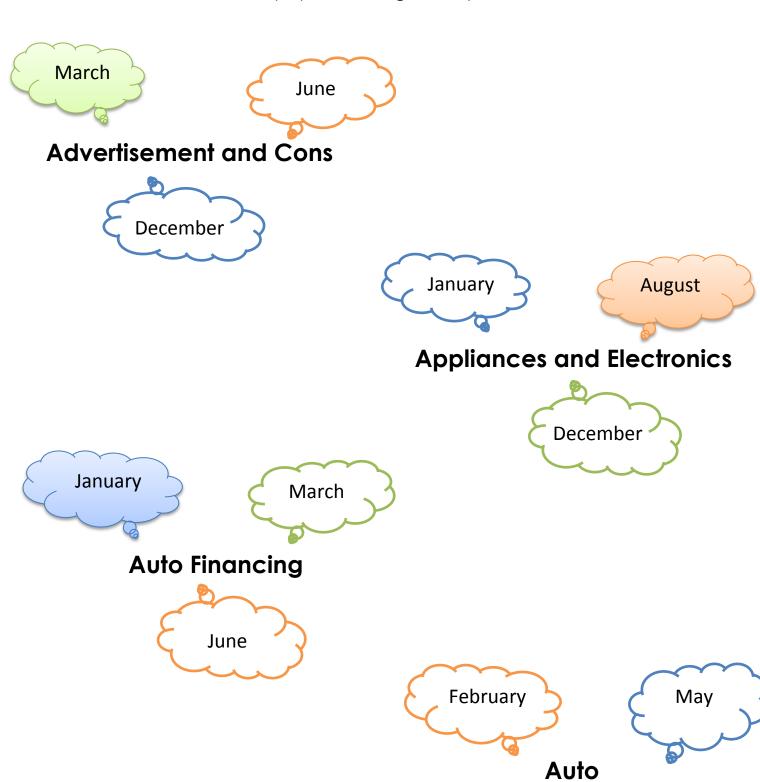Media 3,29

Kids 0,36

Household Services 6,19

Health and Beauty 15,48

Food 3,07

Government 0,22

Most viewed categories are:

- **Auto** – 21.08 %
- **Shopping** – 20.23 %
- **Health and Beauty** – 15.48 %
- **Finances** – 10.78 %
- **Travel** – 6.36 %
- **Household Services** – 6.19 %

Most popular categories by month

Opinion Corp

March (Advertisement and Cons)

June (Advertisement and Cons)

Advertisement and Cons

December

January (Appliances and Electronics)

August

Appliances and Electronics

December

January (Auto Financing)

March

Auto Financing

June

February (Auto)

May

Auto

September

March

June

Cosmetics and Toilets

August

January

February

Dental Services

November

January

July

Furniture and Décor

August

April

May

Health and Beauty

July

Opinion Corp

Home Security

February — March — June

Loans and Mortgages

February — March — June — July

Service Centers and Customer Service

May — June — July — August

Travel

April — June — July