

# How Dentalcompare Measures Up

Dentalcompare is focused on providing advertisers with the most accurate and transparent website traffic data. Our recent BPA audit, provides advertisers with:

- ✓ 3<sup>rd</sup> party verified data according to BPA's highly respected standards
- ✓ BPA is a well-known auditor trusted by advertisers throughout the world
- ✓ Data audited for tag placement, robot/spider filters and internal traffic filters
- ✓ BPA's online reports provide data 24/7



Monthly average for December 1, 2010–November 30, 2011

	<b>Dentalcompare</b>	<b>Dental Product Shopper</b>	<b>Dental Products Report</b>
<b>Page Impressions</b>	<b>158,817</b>	135,076	112,197
<b>Unique Browsers</b>	<b>61,024</b>	43,004	37,522
<b>User Sessions</b>	<b>71,113</b>	48,674	41,186
<b>Frequency</b>	<b>1.16</b>	1.13	1.16
<b>Average page impressions per day</b>	<b>5,231</b>	4,161	3,441
<b>Average unique browsers per day</b>	<b>2,211</b>	1,801	1,363
<b>Average user sessions per day</b>	<b>2,344</b>	1,601	1,438

**For more information**

Please call your Dentalcompare representative or contact us at [sales@dentalcompare.com](mailto:sales@dentalcompare.com)

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