

# **EXHIBIT 94**

Google Account | Analytics | User acquisition: First user default channel group

analytics.google.com/analytics/web/#/p275013712/reports/explorer?params=\_u...nav%3Dmaui%26\_u.comparisonOption%3Ddisabled%26\_u.date00%3D20211201%26\_u.date01%3D20220331&r=lifecycle-...

Analytics | All accounts > Breaking Code Silence | Breaking Code Silence

Try searching "how to activate Google signals"

Reports snapshot | Realtime | Life cycle | Acquisition | Overview | User acquisition | Traffic acquisition | Engagement | Monetization | Retention | User | User Attributes | Tech | Library

All Users | Add comparison + | Custom | Dec 1, 2021 - Mar 31, 2022

### User acquisition: First user default channel group

Add filter +

Channel Group	New users
Organic Search	7,851
Direct	3,516
Paid Search	2,251
Organic Social	1,152
Referral	1,111

Search...	Rows per page: 10	1-7 of 7	
First user defa... channel group +	↓ New users	Engaged sessions	Engagement rate
	16,181 100% of total	12,048 100% of total	51.99% Avg 0%
1 Organic Search	7,851	6,919	61.24%
2 Direct	3,516	2,452	42.03%
3 Paid Search	2,251	1,152	41.88%

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