

- Every month, on average, approximately 1,500 - 2,000 CARFAX.com visitors from the state of Oregon purchase a CARFAX Report.
- Every month, on average, approximately 24,000 - 25,000 CARFAX.com visitors from the state of Oregon view a VHR and/or ICR.

Plus:

- CARFAX.com visitors from the state of Oregon spend - on average - 14 minutes on CARFAX.com. If they view a VHR, that increases to 19 minutes. And, if they also buy a CARFAX VHR, they spend a whopping 32 minutes on the CARFAX.com website.
- CARFAX.com visitors from the state of Oregon will view 1.6 VHR/ICRs (on average). If they buy a CARFAX VHR, that increases to 3 VHR/ICRs they view (on average).
- The VHR/ICR view growth year over year for CARFAX.com visitors from the state of Oregon is 26%.

Monty, please let us know if this is helpful and if there is any other information we can provide for you!

Kathy

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