

**TO
THE
NEW**™



Google Analytics Data Audit of JesusOnline Ministries

Time Period of Audit: 1 January 2005 – 31 December 2018

March 31, 2020

TO THE NEW is a digital technology company providing digital transformation and product engineering services to independent software vendors plus Consumer Internet and Fortune 500 companies across the globe. (TOTHENEW.com)

It is one of the fastest-growing international technology companies with a CAGR greater than 50% since 2014. Established in 2008, our passionate team of 1400+ employees is spread across delivery centers in New Delhi, Dubai, and NYC.

TO THE NEW was contracted by JesusOnline Ministries to analyze the accuracy of their reporting methodology for their two major websites — <https://jesusonline.com/> and <https://y-jesus.com/> — as well as several other subsidiary language websites.

TO THE NEW performed an audit of the Google Analytics data for the above mentioned websites to provide an assessment of JOM recorded metrics with respect to goal effectiveness and accuracy of the reported results.

Our findings are as follows:

1. JOM reached 61,281,754 people from 1 January 2005 to 31 December 2018 through their various websites. Using “New Users” as the correct Google Analytics metric is the most conservative estimate of first-time users who came to JOM websites. (New Users in Google Analytics terminology are Users who land on the website for the first time when their Google Analytics cookie is first created. Every subsequent visit after that changes the User identity to Returning User.)
2. JOM also had 13,391,055 views of their “Has Science Discovered God?” video which is on other organizations’ YouTube channels. Therefore, it was not possible to obtain the exact metric of how many repeat views came from the same people. Hence, I used a website ratio of visits to visitors and calculated 1 view = 0.77 new users. I thereby estimate 10,311,112 people saw the video.
3. By combining the above two totals, we can confidently state that JOM has cumulatively reached 71.6 million people through 2018.

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4. The calculation of users indicating decisions for Christ on <https://jesusonline.com/> is computed factoring in all users (including new and returning) who indicated they received Christ for the first time and those who rededicated themselves to Christ. The Cost per Acquisition (i.e., cost per indicated decision) was \$4.62.
5. The six to ten-page Y-Jesus articles are engaging users when looking at their engagement statistics. The average first page to last page follow-through reading rates for all articles is high with an average of 11% article completions.
6. By using the Bot filtering option in Google Analytics, JOM's reported metrics are not significantly impacted by robot generated traffic.

To have a detailed understanding of how the above conclusions were reached, please refer to the comprehensive report provided by *To The New*.

This analytics audit was personally performed by me, Sumit Sharma, Senior Manager, Digital Analytics Division. I have almost 12 years of experience in Digital Analytics and specifically Google Analytics.

On behalf of our company, I can state with confidence that the visitor data and all JOM visitor response reporting has been measured prudently and reflects accurately the true statistical outcomes of all visitor interaction with JesusOnline websites.

Respectfully,

DocuSigned by:


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Sumit Sharma
Senior Manager
Digital Analytics Division

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"A Google Premier Partner"

Google Analytics Data Audit of JesusOnline Ministries Reported Results

March 5, 2020

JesusOnline Ministries recently requested RAINMAKER Internet Marketing to provide a third-party Google Analytics review of the results generated from two websites, www.JesusOnline.com and www.Y-Jesus.com, and methodology used to determine ministry results.

RAINMAKER Internet Marketing is an award winning, full service digital marketing agency with 12 years digital analytics experience and officially recognized status as a **Google Premier Partner**, a designation that only the top 4% of digital companies worldwide achieve.

Over the years, our agency has received Google certification as experts in: Google Ads, Google Display, Google Search and Google Analytics.

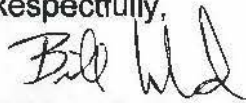
After reviewing the JesusOnline recorded Google Analytics reports, their methodology, along with their response results, I, as founder and CEO of RAINMAKER arrived at the following determinations:

1. JesusOnline's websites are soundly constructed to enable visitor data to be recorded accurately. After undergoing the scrutiny of acceptable analytic reporting, we believe the results reported by JesusOnline are accurate and reliable.
2. We discovered that, in our view, JesusOnline Ministries has in fact even under-reported some results.
3. I personally observed that reporting safeguards have been put into place to prevent the exaggeration or inflation of data. I did not find any incident where inflated data reporting had occurred.

As Google evolves, they continue to offer online businesses more advanced tools that support higher quality, granular data feedback to help measure the effectiveness of all website endeavors.

We acknowledge and congratulate JesusOnline Ministries for taking an aggressive, responsible approach to ensure all reporting of results reflects the highest integrity.

Respectfully,

A handwritten signature in black ink, appearing to read "Bill Crawford". The signature is written in a cursive style with a large initial "B" and "C".

Bill Crawford
President