

MWi National Metrics

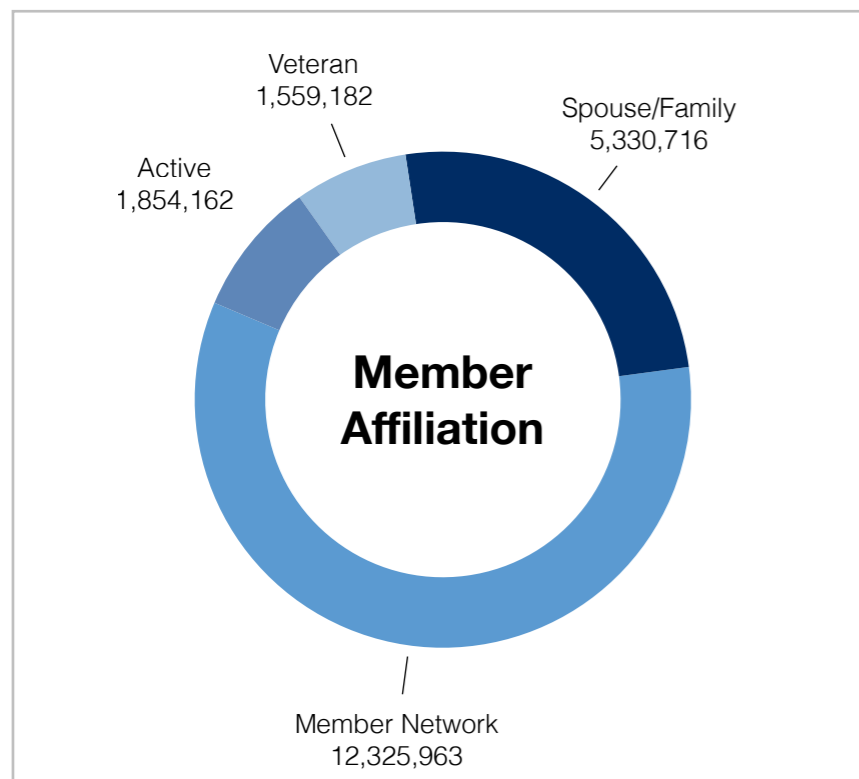
March 2024



Members	21,070,022
Communities	54
Surveys	1,677,263
Audience	110,925,675
Comments	857,960
Shares	1,213,415
Article Reads	289,706,743
Response Time	41 seconds

Total Membership	
Top 10	Membership
Texas	3,270,810
Florida	2,772,633
California	2,650,491
New York	879,406
Georgia	832,589
Arizona	736,082
Pennsylvania	626,698
Alabama	583,465
New Jersey	579,812
Colorado	565,820

Weighted Score	
Top 10	Score
Mississippi	216.8
Texas	215.2
Florida	211.7
Utah	211.2
Nevada	207.6
Colorado	202.1
Arkansas	201.1
Indiana	201.1
Illinois	192.9
North Carolina	192.7



Notes:

- As a digital platform MWi has created a rich collection of proprietary data.
- MWi metrics are both quantitative and qualitative with national, state and local insights captured.
- Multi-Scale Analysis has identified areas of greatest concern and where resource gaps exist.
- Real-time community management drives higher engagement and generates more candid member feedback.

MWi Monthly Metrics

March 2024



Community

Total

New Members	13,028
Comments	12,235
Response Time	41 seconds
Sentiment	100% Positive

Content

Total

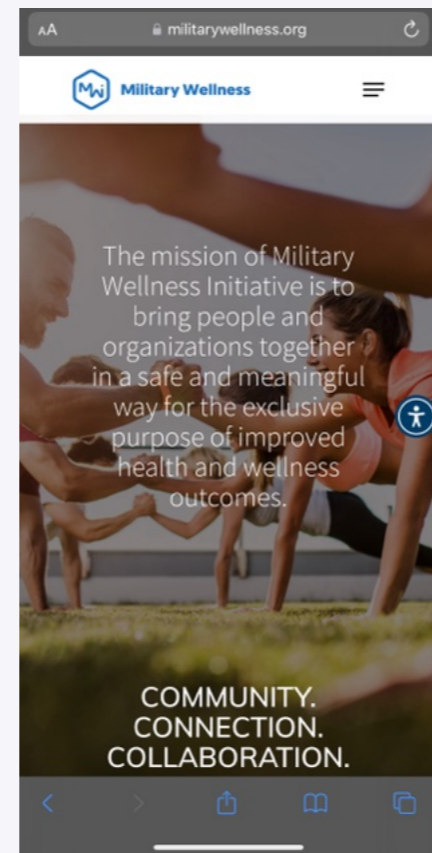
Article Reads	18,711,402
Shares	47,228
Readers	42% Male 58% Female
Article Sentiment	100% Positive

Key Insights

MWi rolled out a full seasonal visual refresh across all 54 community sites, the national community, and the website. This change better aligns the visuals and messaging with the current season, fostering a stronger connection between members nationwide and the time of year. Seasonal changes are crucial for driving engagement, as members feel more engaged when the experience resonates with their local climate and activities.

Additionally, March saw an advancement in our capability to compare community topics against national and state-level trends using Google Trends data and external factors. This focus enables predictive insights into emerging community topics, which can then be leveraged to facilitate timely and relevant engagement around anticipated subjects.

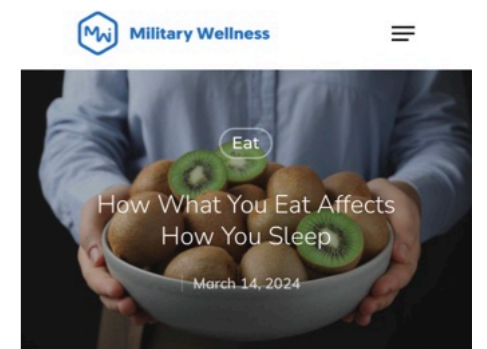
In March, MWi welcomed 12,351 new members, with comments increasing 11% month-over-month. As META continues evolving, the community management team is adopting new tools to enhance moderation efficiency and response timeliness, further improving the overall experience.



Key Insights

During March 2024, MWi's commitment to raising awareness about Traumatic Brain Injury (TBI) and sleep disorders has catalyzed unprecedented engagement among our members. With TBI and sleep disturbances affecting a significant portion of the population, particularly among veterans and military personnel, our weekly articles have struck a chord, providing readers with valuable insights and strategies to manage these challenges. The surge in views, fueled by the growing recognition of these critical issues, has exceeded 18 million views, demonstrating the impact of our content in fostering understanding and empowering individuals to prioritize their brain health and overall well-being.

Leveraging the power of AI tools, we have gained deeper insights into the sentiment and feedback expressed in the comments, enabling us to build more responsive and relevant content. This data-driven approach has allowed us to identify common themes, concerns, and experiences shared by our members.



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Question: It's National Sleep Awareness Week and we want to know how nutrition affects sleep?



4,839,845 Engagements