



## ElectionPulse Share of Web™

ElectionPulse Share of Web is a metric that compares Internet activity over a defined period of time. DataPulse analyzes the activity on the principal campaign Internet domains of those U.S. Presidential candidates who have not publically withdrawn from the race at the time of report generation.

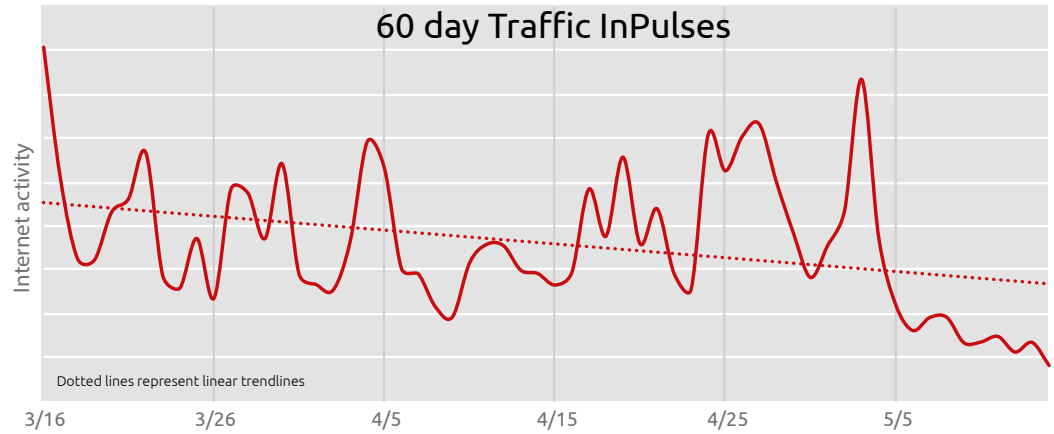
As an insight into the online presence of the 2016 Presidential candidates, ElectionPulse Share of Web is influenced by web browsing, email campaigns and traffic, advertising, direct mailing, and other activities. By observing the traffic over time, we may see how Share of Web evolves.

## ElectionPulse™

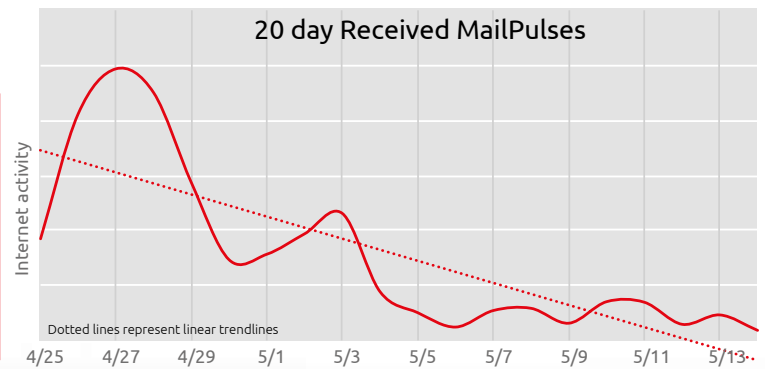
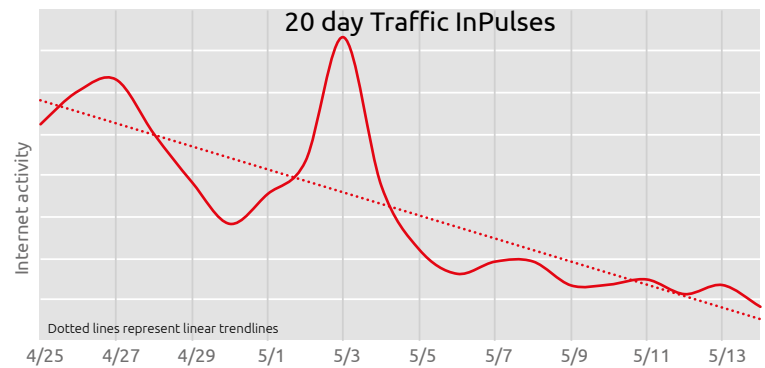
DataPulse designed ElectionPulse™ as an innovative method to measure voter interest in particular candidates and platforms for the Presidential Election of 2016.

This methodology differs from existing measurements of web traffic. **Rather than statistically extrapolating based on an instrumented sample, ElectionPulse analyzes trends by directly observing the infrastructure of the Internet.**

## GOP Internet activity drops as primary reaches presumptive conclusion



*Data analytics on principal campaign Internet domains between March 16th & May 14th. All dates and times US/Eastern.*



<b>GOP</b>
<b>Ted Cruz</b> <a href="http://www.tedcruz.org">www.tedcruz.org</a>
<b>Donald Trump</b> <a href="http://www.donaldjtrump.com">www.donaldjtrump.com</a>
<b>John Kasich</b> <a href="http://johnkasich.com">http://johnkasich.com</a>

## About DataPulse

DataPulse is a joint venture of leading technology risk consultancy [JAS Global Advisors](http://jasglobaladvisors.com) and advanced analytics experts [simMachines](http://simmachines.com). The partnership derives actionable data insights based on an unprecedented volume and quality of Internet infrastructure data.

DataPulse harvests and analyzes data from the world-wide Internet infrastructure. The Internet data we analyze is

constantly generated by virtually any online activity: from actively browsing the internet, to clicking a hyperlink, sending or checking email. DataPulse does not access personally identifying information about specific people or computers.

DataPulse analytical products are based on our analysis of anonymized Internet infrastructure data and are not scientific polls. Use at your own risk.

