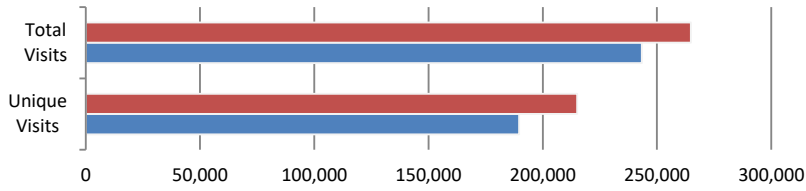
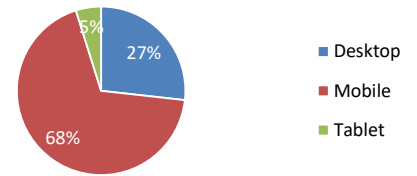




Website Visitors



Website Visitor Detail



ExploreBranson.com					
<b>People Reached</b>		<b>Site Visits</b>		<b>Pages Viewed</b>	
Jan 2022	Year to Date	Jan 2022	Year to Date	Jan 2022	Year to Date
215,092 (+13.4%)	215,092 (+13.4%)	264,816 (+8.8%)	264,816 (+8.8%)	650,106 (+7.4%)	650,106 (+7.4%)
<b>Desktop Visits</b>		<b>Mobile Visits</b>		<b>Tablet Visits</b>	
Jan 2022	Year to Date	Jan 2022	Year to Date	Jan 2022	Year to Date
26.8% (+17.7%)	26.8% (+17.7%)	68.4% (-3.4%)	68.4% (-3.4%)	4.8% (-24.7%)	4.8% (-24.7%)
<b>Partner Referrals</b>		<b>Bounce Rate</b>		<b>Session Duration</b>	
Jan 2022	Year to Date	43.00% (+4.9%)		2:27 (-0.7%)	
57,195 (+22.4%)	57,195 (+22.4%)				

Paid Digital Media					
<b>Paid Search Impressions</b>	<b>Paid Search Clicks</b>	<b>Google Click Thru Rate</b>	<b>Google Cost Per Click</b>	<b>Bing Click Thru Rate</b>	<b>Bing Cost Per Click</b>
663,162 (-10.6%)	75,346 (+66.4%)	18.87% (+209.3%)	\$ 0.59 (-39.2%)	2.41%	\$ 0.68
<b>Display Impressions</b>	<b>Display Clicks</b>	<b>Display Click Thru Rate</b>	<b>Display Cost Per Click</b>		
4,802,721 (+84.4%)	5,451 (+13.3%)	0.11% (-42.1%)	\$ 4.13 (-9.2%)		
<b>Paid Social Impressions</b>	<b>Paid Social Clicks</b>	<b>Facebook Click Thru Rate</b>	<b>Facebook Cost Per Click</b>	<b>Pinterest Click Thru Rate</b>	<b>Pinterest Cost Per Click</b>
4,308,915	74,018	1.71%	\$ 0.24	5.40%	\$ -

ExploreBranson Newsletter- Website Analytics Not tracked until August 2022					
<b>Total Delivered</b>	<b>Open Rate</b>	<b>Site Visits</b>	<b>Pages Viewed</b>	<b>Session Duration</b>	<b>Partner Referrals</b>
0	60.2% (+29.8%)	0	0	0:00	0

Social Media Channels					
<b>Facebook</b>			<b>Tiktok</b>		
<b>Followers</b>	<b>Impressions</b>	<b>Engagement</b>	<b>Followers</b>	<b>Impressions</b>	<b>Engagement</b>
223,071 (+2.9%)	4,775,483 (+3.1%)	105,500 (+41.1%)	35,909	38,000	1,395
<b>Instagram</b>			<b>Twitter</b>		
<b>Followers</b>	<b>Impressions</b>	<b>Engagement</b>	<b>Followers</b>	<b>Impressions</b>	<b>Engagement</b>
17,741 (+20.9%)	165,415 (+43.2%)	3,823 (+67.5%)	15,007 (+1.5%)	39,068 (+100.2%)	853 (+807.4%)
<b>Pinterest</b>			<b>Youtube</b>		
<b>Followers</b>	<b>Impressions</b>	<b>Engagement Rate</b>	<b>Followers</b>	<b>Impressions</b>	
2,137 (+5.1%)	54,507 (-93.6%)	4.18% (+73.1%)	1,997 (+7.5%)	7,999 (-95.4%)	