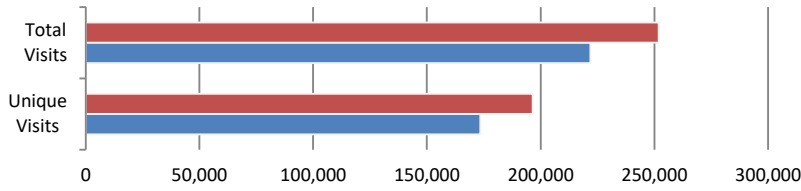
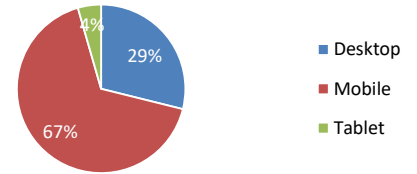




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
Feb 2022	Year to Date	Feb 2022	Year to Date	Feb 2022	Year to Date
196,519 (+13.3%)	411,611 (+13.4%)	251,863 (+13.5%)	516,679 (+11.1%)	639,872 (+10.5%)	1,289,978 (+8.9%)
Desktop Visits		Mobile Visits		Tablet Visits	
Feb 2022	Year to Date	Feb 2022	Year to Date	Feb 2022	Year to Date
28.9% (+10.4%)	27.8% (+14.0%)	66.7% (-1.4%)	67.6% (-2.5%)	4.5% (-28.4%)	4.7% (-26.5%)
Partner Referrals		Bounce Rate		Session Duration	
Feb 2022	Year to Date	42.00% (-6.7%)		2:41 (+3.9%)	
63,465 (+39.9%)	120,660 (+31.0%)				

Paid Digital Media					
Paid Search Impressions	Paid Search Clicks	Google Click Thru Rate	Google Cost Per Click	Bing Click Thru Rate	Bing Cost Per Click
729,988 (+4.6%)	76,994 (+64.7%)	18.62% (+177.9%)	\$ 0.58 (-40.8%)	2.27%	\$ 0.61
Display Impressions	Display Clicks	Display Click Thru Rate	Display Cost Per Click		
4,042,106 (+44.8%)	4,790 (-2.3%)	0.12% (-33.3%)	\$ 4.74 (+6.0%)		
Paid Social Impressions	Paid Social Clicks	Facebook Click Thru Rate	Facebook Cost Per Click	Pinterest Click Thru Rate	Pinterest Cost Per Click
3,770,777 (+10.0%)	54,044 (-12.7%)	1.42% (-21.5%)	\$ 0.33 (+10.0%)	6.43%	n/a

ExploreBranson Newsletter- Website Analytics Not tracked until August 2022					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
0	62.8% (+24.1%)	0	0	0:00	0

Social Media Channels					
Facebook			Tiktok- n/a		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
223,129 (+2.8%)	4,103,002 (+10.1%)	75,849 (+14.3%)	0	0	0
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
17,818 (+19.5%)	136,980 (+26.5%)	3,096 (+39.8%)	15,026 (+1.5%)	21,646 (-41.9%)	448 (+35.8%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,155 (+13.6%)	45,306 (-94.7%)	4.63% (+309.7%)	1,999 (+7.0%)	9,401 (-94.2%)	