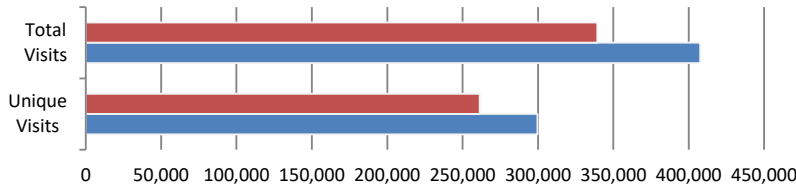
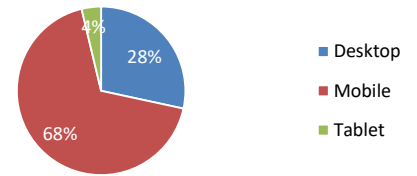




Website Visitors



Website Visitor Detail



ExploreBranson.com					
<b>People Reached</b>		<b>Site Visits</b>		<b>Pages Viewed</b>	
Mar 2022	Year to Date	Mar 2022	Year to Date	Mar 2022	Year to Date
261,338 (-12.8%)	672,949 (+1.5%)	339,287 (-16.8%)	855,966 (-1.9%)	818,346 (-22.1%)	2,108,324 (-5.6%)
<b>Desktop Visits</b>		<b>Mobile Visits</b>		<b>Tablet Visits</b>	
Mar 2022	Year to Date	Mar 2022	Year to Date	Mar 2022	Year to Date
28.4% (+10.0%)	28.0% (+11.9%)	67.9% (-1.1%)	67.7% (-1.9%)	3.7% (+568.0%)	4.3% (+18.0%)
<b>Partner Referrals</b>		<b>Bounce Rate</b>		<b>Session Duration</b>	
Mar 2022	Year to Date	47.00% (+6.8%)		2:35 (-9.9%)	
92,096 (-9.6%)	212,756 (+9.7%)				

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>
719,183 (-22.0%)	75,660 (+1.5%)	17.30% (+114.1%)	\$ 0.58 (-6.5%)	2.09%	\$ 0.75
<b>Display Impressions</b>	<b>Display Clicks</b>	<b>Display Click Thru Rate</b>	<b>Display Cost Per Click</b>		
22,417,785 (+149.2%)	55,068 (-34.9%)	0.25% (-73.1%)	\$ 6.25 (+227.2%)		
<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>
3,399,059 (+2.7%)	36,839 (-42.9%)	0.91% (-53.3%)	\$ 0.79 (+192.6%)	1.53%	\$0.53

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	82.6% (+33.0%)	0	0	0:00	0

Social Media Channels					
<b>Facebook</b>			<b>Tiktok- n/a</b>		
<b>Followers</b>	<b>Impressions</b>	<b>Engagement</b>	<b>Followers</b>	<b>Impressions</b>	<b>Engagement</b>
223,148 (+2.2%)	4,357,235 (+18.8%)	92,754 (+57.5%)	0	0	0
<b>Instagram</b>			<b>Twitter</b>		
<b>Followers</b>	<b>Impressions</b>	<b>Engagement</b>	<b>Followers</b>	<b>Impressions</b>	<b>Engagement</b>
18,052 (+17.8%)	229,775 (+27.7%)	3,309 (-7.9%)	15,036 (+1.0%)	27,027 (-10.3%)	544 (+103.0%)
<b>Pinterest</b>			<b>Youtube</b>		
<b>Followers</b>	<b>Impressions</b>	<b>Engagement Rate</b>	<b>Followers</b>	<b>Impressions</b>	
2,174 (+11.2%)	1,033,515 (-42.4%)	2.37% (+117.4%)	2,011 (+6.8%)	262,537 (+45.5%)	