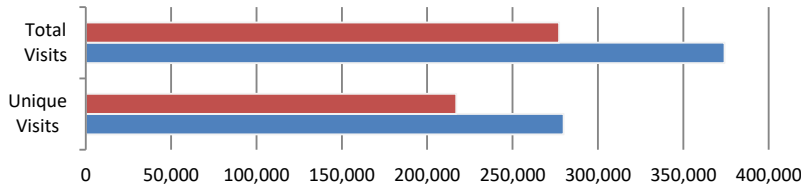
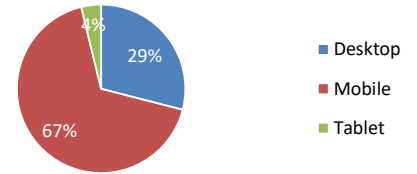




Website Visitors



Website Visitor Detail



ExploreBranson.com					
<b>People Reached</b>		<b>Site Visits</b>		<b>Pages Viewed</b>	
Apr 2022	Year to Date	Apr 2022	Year to Date	Apr 2022	Year to Date
217,049 (-22.5%)	889,998 (-5.6%)	277,313 (-25.9%)	1,133,279 (-9.1%)	664,621 (-27.4%)	2,772,945 (-11.9%)
<b>Desktop Visits</b>		<b>Mobile Visits</b>		<b>Tablet Visits</b>	
Apr 2022	Year to Date	Apr 2022	Year to Date	Apr 2022	Year to Date
29.0% (+10.9%)	28.3% (+11.4%)	67.2% (+0.3%)	67.6% (-1.2%)	3.8% (-44.8%)	4.2% (-9.5%)
<b>Partner Referrals</b>		<b>Bounce Rate</b>		<b>Session Duration</b>	
Apr 2022	Year to Date	48.00% (+4.3%)		2:30 (-10.2%)	
76,170 (-25.2%)	288,926 (-2.3%)				

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>
604,153 (-25.5%)	71,734 (+11.4%)	17.53% (+120.5%)	\$ 0.60 (-17.8%)	1.96%	\$ 1.16
<b>Display Impressions</b>	<b>Display Clicks</b>	<b>Display Click Thru Rate</b>	<b>Display Cost Per Click</b>		
24,505,125 (+163.2%)	48,172 (-63.0%)	0.20% (-85.5%)	\$ 7.80 (+544.6%)		
<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>
3,831,396 (+23.4%)	35,299 (-39.1%)	0.82% (-56.1%)	\$ 0.77 (+148.4%)	1.17%	\$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	75.8% (+58.1%)	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>
223,111 (+1.8%)	3,149,591 (-19.0%)	68,414 (-2.6%)	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>
18,215 (+16.8%)	323,471 (+88.5%)	3,970 (+6.0%)	15,075 (+1.1%)	17,705 (-35.2%)	432 (+25.2%)
<b>Pinterest</b>			<b>Youtube</b>		
<b>Followers</b>	<b>Impressions</b>	<b>Engagement Rate</b>	<b>Followers</b>	<b>Impressions</b>	
2,193 (+11.2%)	1,185,983 (-22.4%)	1.79% (+65.7%)	2,021 (+6.6%)	260,931 (+53.8%)	