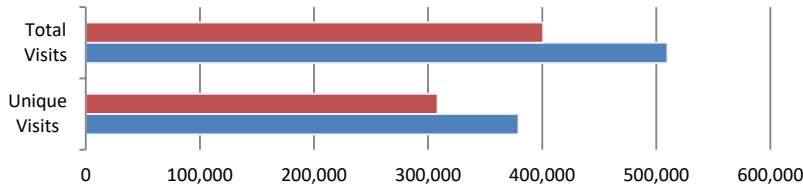
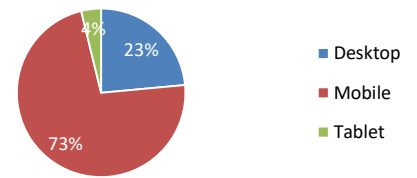




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
Jun 2022	Year to Date	Jun 2022	Year to Date	Jun 2022	Year to Date
308,463 (-18.7%)	1,466,269 (-11.2%)	400,972 (-21.4%)	1,876,171 (-14.3%)	936,668 (-25.3%)	4,496,171 (-17.4%)
Desktop Visits		Mobile Visits		Tablet Visits	
Jun 2022	Year to Date	Jun 2022	Year to Date	Jun 2022	Year to Date
23.5% (+5.2%)	26.6% (+10.4%)	72.7% (-1.1%)	69.2% (-1.7%)	3.8% (-7.8%)	4.1% (-8.9%)
Partner Referrals		Bounce Rate		Session Duration	
Jun 2022	Year to Date	46.00% (-2.1%)		2:30 (-5.7%)	
130,427 (-5.8%)	508,513 (-6.3%)				

Paid Digital Media					
Paid Search		Google		Bing	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
864,316 (-34.0%)	98,413 (-15.1%)	16.17% (+82.5%)	\$ 0.66 (+10.0%)	2.43%	\$ 0.68
Display		Display		Display	
Impressions	Clicks	Click Thru Rate	Cost Per Click		
5,271,603 (+19.4%)	4,479 (+6.2%)	0.08% (-20.0%)	\$ 8.21 (-17.8%)		
Paid Social		Facebook		Pinterest	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
3,025,319 (+15.4%)	78,291 (+39.7%)	2.57% (+20.1%)	\$ 0.25 (-21.9%)	5.82%	\$0.53

ExploreBranson Newsletter- Website Analytics Not tracked until August 2022					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
0	57.6% (+15.2%)	0	0	0:00	0

Social Media Channels					
Facebook			Tiktok- n/a		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
223,512 (+1.0%)	3,582,640 (-35.1%)	119,934 (-10.7%)	0	0	0
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
18,531 (+12.2%)	196,461 (-16.8%)	3,474 (-17.3%)	15,112 (+1.5%)	15,461 (-67.3%)	471 (-45.7%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,222 (+10.9%)	62,226 (-89.2%)	5.35% (+271.5%)	2,041 (+6.2%)	259,869 (+4.3%)	