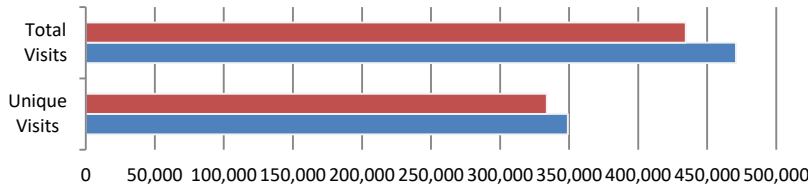
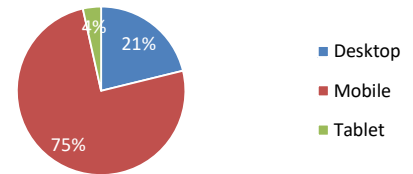




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
Jul 2022	Year to Date	Jul 2022	Year to Date	Jul 2022	Year to Date
333,791 (-4.4%)	1,800,060 (-10.0%)	434,521 (-7.7%)	2,310,692 (-13.2%)	1,005,976 (-7.5%)	5,502,147 (-15.8%)
Desktop Visits		Mobile Visits		Tablet Visits	
Jul 2022	Year to Date	Jul 2022	Year to Date	Jul 2022	Year to Date
21.2% (-0.2%)	25.6% (+8.4%)	75.3% (+0.2%)	70.4% (-1.2%)	3.5% (-2.8%)	4.0% (-8.2%)
Partner Referrals		Bounce Rate		Session Duration	
Jul 2022	Year to Date	47.00% (-2.1%)		2:28 (-2.0%)	
125,278 (+1.3%)	633,791 (-4.9%)				

Paid Digital Media					
Paid Search		Google		Bing	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
1,073,796 (-21.8%)	107,689 (-3.3%)	17.13% (+111.2%)	\$ 0.61 (-1.6%)	1.65%	\$ 0.62
Display		Display			
Impressions	Clicks	Click Thru Rate	Cost Per Click		
8,312,152 (-12.0%)	7,020 (-17.9%)	0.08% (-46.7%)	\$ 18.53 (+51.6%)		
Paid Social		Facebook		Pinterest	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
6,023,587 (+114.1%)	89,960 (+64.6%)	1.55% (-20.1%)	\$ 0.58 (+75.8%)	1.01%	\$ 0.80

ExploreBranson Newsletter- Website Analytics Not tracked until August 2022					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
0	65.5% (+40.7%)	0	0	0:00	0

Social Media Channels					
Facebook			Tiktok- n/a		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
223,863 (+0.9%)	5,914,249 (+67.7%)	165,827 (+41.3%)	0	0	0
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
18,694 (+12.6%)	473,579 (+194.5%)	5,019 (+18.7%)	15,127 (+1.3%)	14,972 (-79.0%)	464 (-57.5%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,244 (+9.8%)	728,607 (-57.4%)	1.63% (-39.9%)	2,048 (+5.3%)	260,847 (-8.4%)	