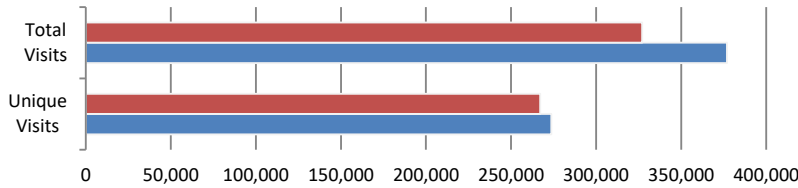
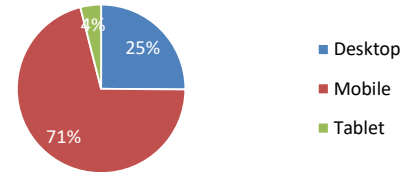




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
Aug 2022	Year to Date	Aug 2022	Year to Date	Aug 2022	Year to Date
267,052 (-2.4%)	2,067,112 (-9.1%)	327,101 (-13.2%)	2,637,793 (-13.2%)	766,924 (-10.8%)	6,269,071 (-15.2%)
Desktop Visits		Mobile Visits		Tablet Visits	
Aug 2022	Year to Date	Aug 2022	Year to Date	Aug 2022	Year to Date
25.1% (+14.5%)	25.5% (+9.2%)	70.9% (-1.0%)	70.5% (-1.2%)	4.0% (-38.1%)	4.0% (-13.3%)
Partner Referrals		Bounce Rate		Session Duration	
Aug 2022	Year to Date	48.00% (-2.0%)		2:26 (-8.2%)	
90,621 (+14.4%)	724,412 (-2.8%)				

Paid Digital Media					
Paid Search		Google		Bing	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
929,690 (-14.0%)	73,507 (-4.3%)	16.00% (+125.4%)	\$ 0.76 (+2.7%)	1.47%	\$ 0.66
Display		Display		Display	
Impressions	Clicks	Click Thru Rate	Cost Per Click		
16,457,669 (+34.2%)	52,899 (-41.7%)	0.32% (-56.8%)	\$ 5.79 (+121.8%)		
Paid Social		Facebook		Pinterest	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
4,637,179 (+85.1%)	61,965 (+21.2%)	1.44% (-29.4%)	\$ 0.49 (+40.0%)	1.02%	\$ 0.84

ExploreBranson Newsletter					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
65,691	62.1% (+88.3%)	5,825	17,755	3:54	1,272

Social Media Channels					
Facebook			Tiktok- n/a		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
224,259 (+0.9%)	4,012,425 (+24.7%)	99,704 (-13.4%)	0	0	0
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
18,808 (+12.2%)	491,088 (+147.8%)	3,620 (-17.0%)	15,130 (+1.2%)	11,578 (-83.7%)	421 (-69.8%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,262 (+9.4%)	1,233,238 (-5.2%)	1.58% (-35.0%)	2,058 (+5.6%)	259,858 (-9.7%)	