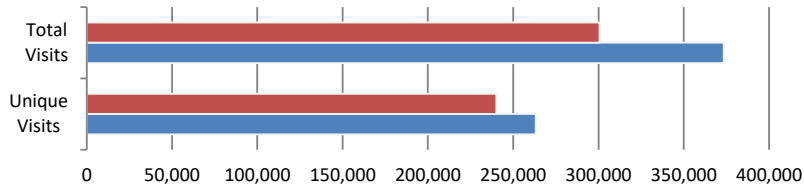
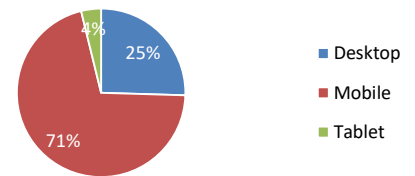




Website Visitors



Website Visitor Detail

**ExploreBranson.com**

People Reached		Site Visits		Pages Viewed	
Sep 2022	Year to Date	Sep 2022	Year to Date	Sep 2022	Year to Date
240,141 (-8.7%)	2,307,253 (-9.0%)	300,606 (-19.5%)	2,938,399 (-13.9%)	693,117 (-20.9%)	6,962,188 (-15.8%)
Desktop Visits		Mobile Visits		Tablet Visits	
Sep 2022	Year to Date	Sep 2022	Year to Date	Sep 2022	Year to Date
25.5% (+8.2%)	25.5% (+9.0%)	70.7% (+1.5%)	70.5% (-0.9%)	3.8% (-43.8%)	4.0% (-18.0%)
Partner Referrals		Bounce Rate		Session Duration	
Sep 2022	Year to Date				
85,089 (+6.5%)	809,501 (-1.9%)	48.00% (+0.0%)		2:24 (-13.3%)	

Paid Digital Media

Paid Search	Paid Search	Google	Google	Bing	Bing
Impresions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
846,734 (+52.5%)	72,229 (-4.7%)	16.71% (+22.3%)	\$ 0.78 (+18.2%)	1.62%	\$ 0.66
Display	Display	Display	Display		
Impresions	Clicks	Click Thru Rate	Cost Per Click		
13,898,256 (-22.8%)	37,267 (-67.2%)	0.27% (-57.1%)	\$ 7.07 (+145.5%)		
Paid Social	Paid Social	Facebook	Facebook	Pinterest	Pinterest
Impresions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
5,087,238 (+61.6%)	63,274 (+52.7%)	1.32% (+0.0%)	\$ 0.48 (+9.1%)	0.97%	\$ 0.94

ExploreBranson Newsletter

Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
67,681	57.1% (+10.3%)	6,313	16,447	3:14	1,133

Social Media Channels

Facebook			Tiktok- n/a		
Followers	Impresions	Engagement	Followers	Impresions	Engagement
224,791 (+1.0%)	4,243,428 (+7.5%)	139,846 (+38.8%)	0	0	0
Instagram			Twitter		
Followers	Impresions	Engagement	Followers	Impresions	Engagement
18,952 (+11.9%)	507,014 (+204.8%)	3,415 (-23.9%)	15,130 (+1.1%)	11,839 (-80.9%)	488 (-58.6%)
Pinterest			Youtube		
Followers	Impresions	Engagement Rate	Followers	Impresions	
2,284 (+9.2%)	1,121,081 (-11.0%)	1.47% (-33.2%)	2,070 (+6.0%)	267,318 (+4.6%)	