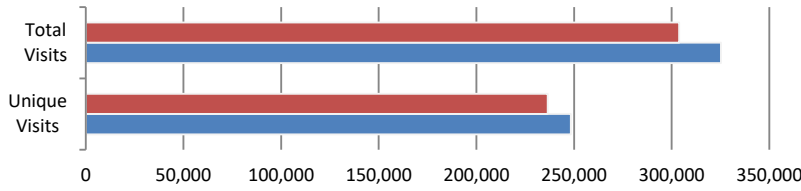
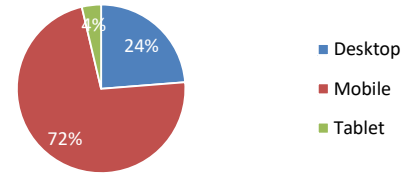




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
Oct 2022	Year to Date	Oct 2022	Year to Date	Oct 2022	Year to Date
236,470 (-4.8%)	2,543,723 (-8.7%)	303,761 (-6.6%)	3,242,160 (-13.2%)	693,437 (-13.2%)	7,655,625 (-15.5%)
Desktop Visits		Mobile Visits		Tablet Visits	
Oct 2022	Year to Date	Oct 2022	Year to Date	Oct 2022	Year to Date
23.8% (-6.2%)	25.4% (+7.6%)	72.6% (+3.0%)	70.7% (-0.6%)	3.7% (-12.3%)	4.0% (-17.6%)
Partner Referrals		Bounce Rate		Session Duration	
Oct 2022	Year to Date	47.00% (+2.2%)		2:25 (-9.4%)	
90,418 (+1.4%)	899,919 (-1.6%)				

Paid Digital Media					
Paid Search Impressions	Paid Search Clicks	Google Click Thru Rate	Google Cost Per Click	Bing Click Thru Rate	Bing Cost Per Click
844,047 (+43.9%)	78,840 (+2.2%)	16.59% (+26.2%)	\$ 0.73 (+14.1%)	2.17%	\$ 0.54
Display Impressions	Display Clicks	Display Click Thru Rate	Display Cost Per Click		
3,861,959 (-70.1%)	3,799 (-68.8%)	0.10% (+11.1%)	\$ 11.66 (-6.2%)		
Paid Social Impressions	Paid Social Clicks	Facebook Click Thru Rate	Facebook Cost Per Click	Pinterest Click Thru Rate	Pinterest Cost Per Click
4,757,400 (+66.8%)	47,403 (+35.9%)	0.99% (-18.9%)	\$ 0.56 (+7.7%)	5.46%	\$ -

ExploreBranson Newsletter					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
68,732	59.8% (+4.9%)	5,801	13,604	2:43	965

Social Media Channels					
Facebook			Tiktok- n/a		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
224,953 (+0.9%)	5,227,662 (+48.2%)	410,599 (+446.3%)	0	0	0
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
19,131 (+11.4%)	300,804 (+76.0%)	5,763 (+43.7%)	15,126 (+1.0%)	16,499 (-78.4%)	687 (-58.4%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,294 (+9.3%)	35,988 (-45.1%)	5.81% (+18.8%)	2,081 (+6.8%)	259,866 (+19.8%)	