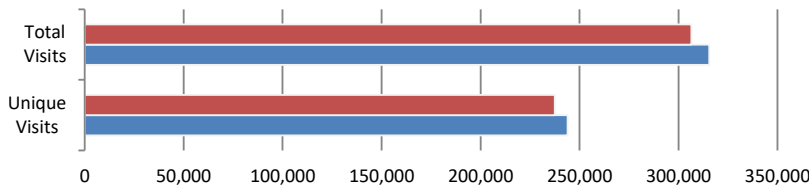
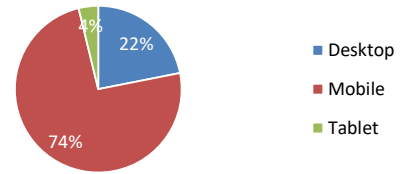




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
Nov 2022	Year to Date	Nov 2022	Year to Date	Nov 2022	Year to Date
237,441 (-2.7%)	2,781,164 (-8.2%)	306,453 (-2.9%)	3,548,613 (-12.4%)	671,147 (-13.5%)	8,326,772 (-15.4%)
Desktop Visits		Mobile Visits		Tablet Visits	
Nov 2022	Year to Date	Nov 2022	Year to Date	Nov 2022	Year to Date
21.9% (-9.9%)	25.1% (+6.1%)	74.3% (+3.4%)	71.0% (-0.2%)	3.8% (-0.5%)	3.9% (-16.5%)
Partner Referrals		Bounce Rate		Session Duration	
Nov 2022	Year to Date	49.00% (+6.5%)		2:13 (-13.6%)	
94,891 (+3.2%)	994,810 (-1.2%)				

Paid Digital Media					
Paid Search		Google		Bing	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
947,495 (+72.1%)	89,587 (+9.4%)	16.89% (+13.5%)	\$ 0.78 (+5.4%)	2.49%	\$ 0.41
Display		Display			
Impressions	Clicks	Click Thru Rate	Cost Per Click		
12,952,560 (+18.2%)	25,452 (+88.5%)	0.20% (+66.7%)	\$ 9.28 (-23.6%)		
Paid Social		Facebook		Pinterest	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
3,777,399 (+67.0%)	52,387 (+18.4%)	1.70% (-13.3%)	\$ 0.44 (+7.3%)	0.79%	\$ 0.77

ExploreBranson Newsletter					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
70,729	55.7% (-3.6%)	4,663	10,542	2:48	756

Social Media Channels					
Facebook			Tiktok- n/a		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
225,248 (+0.9%)	2,832,115 (-6.5%)	163,714 (+43.6%)	0	0	0
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
19,323 (+11.0%)	189,447 (-34.6%)	4,856 (-46.7%)	15,107 (+0.9%)	25,108 (-22.0%)	743 (-14.3%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,312 (+9.4%)	1,349,871 (+2197.5%)	1.05% (-76.7%)	2,088 (+6.1%)	278,253 (+3.0%)	