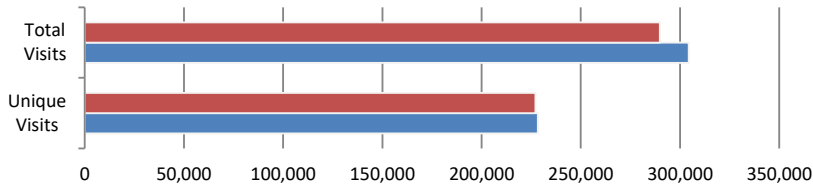
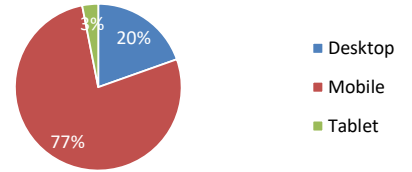




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
Dec 2022	Year to Date	Dec 2022	Year to Date	Dec 2022	Year to Date
227,140 (-0.5%)	3,008,304 (-7.6%)	289,889 (-4.7%)	3,838,502 (-11.9%)	608,499 (-11.6%)	8,935,271 (-15.1%)
Desktop Visits		Mobile Visits		Tablet Visits	
Dec 2022	Year to Date	Dec 2022	Year to Date	Dec 2022	Year to Date
19.6% (-11.9%)	24.6% (+4.7%)	77.3% (+3.7%)	71.5% (+0.1%)	3.1% (-2.6%)	3.9% (-16.0%)
Partner Referrals		Bounce Rate		Session Duration	
Dec 2022	Year to Date	50.00% (+2.0%)		2:06 (-8.0%)	
80,721 (-1.2%)	1,075,531 (-1.2%)				

Paid Digital Media					
Paid Search Impressions		Paid Search Clicks		Google Click Thru Rate	
1,011,951 (+103.2%)	90,236 (+6.7%)	15.79% (-7.1%)		Google Cost Per Click	
				\$ 0.81 (+14.1%)	
				2.97%	
				\$ 0.31	
Display Impressions		Display Clicks		Display Click Thru Rate	
7,743,123 (-19.9%)	9,724 (-18.2%)	0.13% (+8.3%)		Display Cost Per Click	
				\$ 13.31 (+42.4%)	
Paid Social Impressions		Paid Social Clicks		Facebook Click Thru Rate	
4,048,644 (+82.9%)	51,403 (+23.5%)	1.57% (-16.5%)		Facebook Cost Per Click	
				\$ 0.45 (+4.7%)	
				0.70%	
				\$ 0.82	

ExploreBranson Newsletter					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
71,485	51.0% (-7.7%)	2,436	5,505	2:32	519

Social Media Channels					
Facebook			Tiktok- n/a		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
225,508 (+1.1%)	2,926,140 (-2.1%)	135,854 (+19.1%)	0	0	0
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
19,530 (+10.9%)	165,503 (-19.2%)	5,808 (-10.8%)	15,121 (+0.9%)	19,266 (-60.4%)	533 (-55.3%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,329 (+9.6%)	1,469,988 (+2287.2%)	0.90% (-75.3%)	2,094 (+5.3%)	260,431 (-5.1%)	