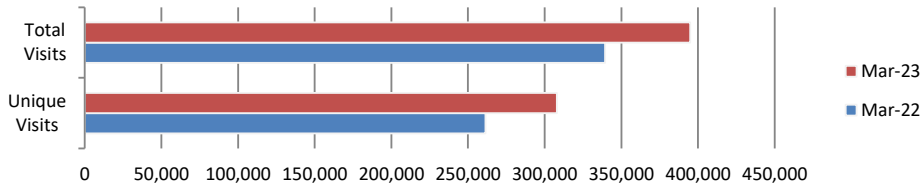
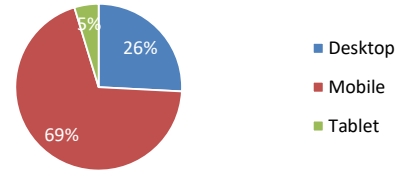




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
Mar 2023	Year to Date	Mar 2023	Year to Date	Mar 2023	Year to Date
307,871 (+17.8%)	769,602 (+14.4%)	394,892 (+16.4%)	977,011 (+14.1%)	863,960 (+5.6%)	2,164,448 (+2.7%)
Desktop Visits		Mobile Visits		Tablet Visits	
Mar 2023	Year to Date	Mar 2023	Year to Date	Mar 2023	Year to Date
25.8% (-9.1%)	26.5% (-5.4%)	69.5% (+2.4%)	68.3% (+0.9%)	4.7% (+26.2%)	5.2% (+20.5%)
Partner Referrals		Bounce Rate		Session Duration	
Mar 2023	Year to Date	47.00% (+0.0%)		1:58 (-23.9%)	
103,079 (+11.9%)	237,394 (+11.6%)				

Paid Digital Media					
Paid Search		Google		Bing	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
1,316,929 (+83.1%)	84,718 (+12.0%)	17.11% (-1.1%)	\$ 0.57 (-1.7%)	2.40% (+14.8%)	\$ 0.43 (-42.7%)
Display		Display			
Impressions	Clicks	Click Thru Rate	Cost Per Click		
23,986,516 (+7.0%)	54,398 (-1.2%)	0.27% (+8.0%)	\$ 5.45 (-12.8%)		
Paid Social		Facebook		Pinterest	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
4,269,704 (+25.6%)	63,759 (+73.1%)	1.99% (+118.7%)	\$ 0.23 (-70.9%)	0.60% (-60.8%)	\$ 1.00 (+88.7%)

ExploreBranson Newsletter					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
86,002	56.5% (-31.6%)	3,774	8,642	2:31	550

Social Media Channels					
Facebook			Tiktok		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
226,161 (+1.4%)	5,056,736 (+16.1%)	146,425 (+57.9%)	48,583	353,000	3,600
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
20,050 (+11.1%)	209,572 (-8.8%)	5,309 (+60.4%)	15,113 (+0.5%)	16,801 (-37.8%)	457 (-16.0%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,363 (+8.7%)	1,615,826 (+56.3%)	0.89% (-62.4%)	2,172 (+8.0%)	291,161 (+10.9%)	