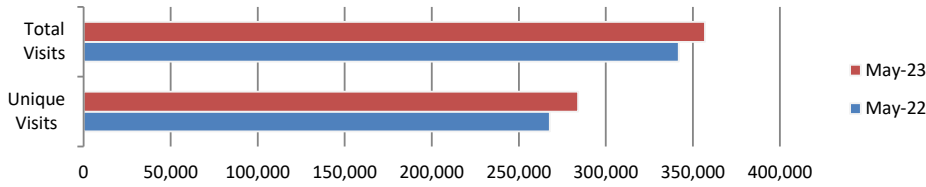
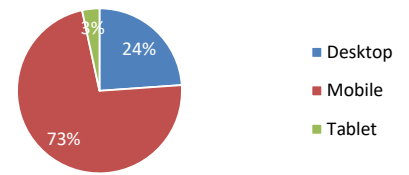




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
May 2023	Year to Date	May 2023	Year to Date	May 2023	Year to Date
284,085 (+6.1%)	1,331,140 (+15.0%)	356,952 (+4.4%)	1,674,325 (+13.5%)	820,933 (+4.4%)	3,713,884 (+4.3%)
Desktop Visits		Mobile Visits		Tablet Visits	
May 2023	Year to Date	May 2023	Year to Date	May 2023	Year to Date
23.9% (-3.7%)	25.3% (-8.0%)	72.7% (+2.8%)	70.0% (+2.5%)	3.4% (-23.5%)	4.8% (+12.5%)
Partner Referrals		Bounce Rate		Session Duration	
May 2023	Year to Date	48.74% (+3.7%)		2:26 (+0.7%)	
100,329 (+12.5%)	419,495 (+11.0%)				

Paid Digital Media					
Paid Search		Google		Bing	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
1,095,200 (+65.6%)	108,626 (+33.7%)	17.41% (+2.8%)	\$ 0.51 (-21.5%)	1.91% (-28.7%)	\$ 0.50 (-42.5%)
Display		Display			
Impressions	Clicks	Click Thru Rate	Cost Per Click		
6,573,614 (+6.2%)	4,864 (+3.1%)	0.07% (-12.5%)	\$ 25.51 (+143.2%)		
Paid Social		Facebook		Pinterest	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
1,857,100 (-46.3%)	38,611 (-52.6%)	2.08% (-27.3%)	\$ 0.29 (+26.1%)	3.29% (+169.7%)	\$ - (-100.0%)

ExploreBranson Newsletter					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
82,874	52.0% (-11.0%)	2,167	4,796	2:17	344

Social Media Channels					
Facebook			Tiktok		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
226,589 (+1.6%)	5,455,666 (+100.5%)	96,999 (-6.0%)	50,437	193,535	6,713
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
20,574 (+12.0%)	731,382 (+393.7%)	5,053 (+54.3%)	15,022 (-0.5%)	22,814 (+35.9%)	447 (-12.2%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,400 (+8.7%)	59,529 (-94.7%)	6.20% (+231.6%)	2,192 (+7.8%)	147,799 (-42.8%)	