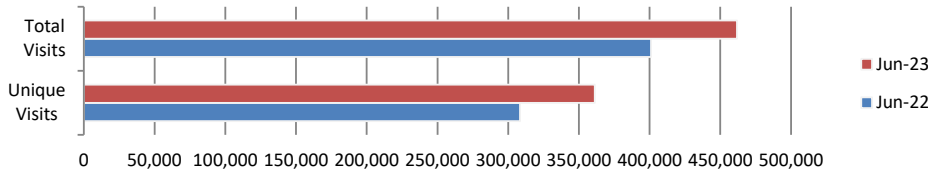
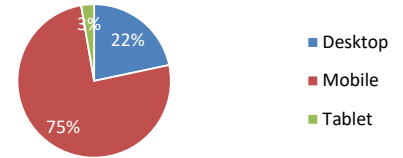




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
Jun 2023	Year to Date	Jun 2023	Year to Date	Jun 2023	Year to Date
361,179 (+17.1%)	1,692,319 (+15.4%)	461,861 (+15.2%)	2,136,186 (+13.9%)	1,021,802 (+9.1%)	4,735,686 (+5.3%)
Desktop Visits		Mobile Visits		Tablet Visits	
Jun 2023	Year to Date	Jun 2023	Year to Date	Jun 2023	Year to Date
21.7% (-7.8%)	24.5% (-8.0%)	75.6% (+4.0%)	71.2% (+2.8%)	2.7% (-28.6%)	4.3% (+4.3%)
Partner Referrals		Bounce Rate		Session Duration	
Jun 2023	Year to Date	50.75% (+10.3%)		2:22 (-5.3%)	
139,784 (+7.2%)	559,279 (+10.0%)				

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
0 (-100.0%)	0 (-100.0%)	0.00% (-100.0%)	\$ - (-100.0%)	0.00% (-100.0%)	\$ - (-100.0%)
Display Impressions	Display Clicks	Display Click Thru Rate	Display Cost Per Click		
0 (-100.0%)	0 (-100.0%)	0.00% (-100.0%)	\$ - (-100.0%)		
Paid Social Impressions	Paid Social Clicks	Facebook Click Thru Rate	Facebook Cost Per Click	Pinterest Click Thru Rate	Pinterest Cost Per Click
1,953,981 (-35.4%)	47,336 (-39.5%)	2.42% (-5.8%)	\$ 0.29 (+16.0%)	0.00% (-100.0%)	\$ -

ExploreBranson Newsletter					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
84,690	50.5% (-12.3%)	2,222	5,107	2:58	492

Social Media Channels					
Facebook			Tiktok		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
225,955 (+1.1%)	3,062,866 (-14.5%)	94,717 (-21.0%)	51,982	170,706	5,524
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
21,044 (+13.6%)	303,882 (+54.7%)	4,614 (+32.8%)	14,995 (-0.8%)	12,468 (-19.4%)	289 (-38.6%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,416 (+8.7%)	73,205 (+17.6%)	8.01% (+49.7%)	2,210 (+8.3%)	152,063 (-41.5%)	