

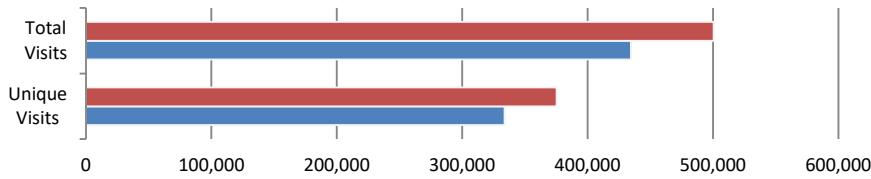
Website and Social Report for

July 2023

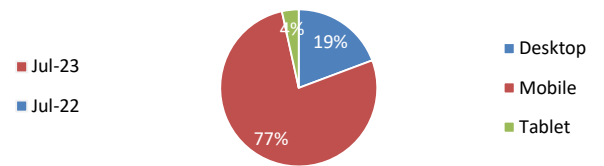


* All Percent Changes are Comparing Year Over Year.

Website Visitors



Website Visitor Detail



ExploreBranson.com											
People Reached				Site Visits				Pages Viewed			
Jul 2023	(YOY)	YTD	(YOY)	Jul 2023	(YOY)	YTD	(YOY)	Jul 2023	(YOY)	YTD	(YOY)
375,188	(+12.4%)	2,067,507	(+14.9%)	500,390	(+15.2%)	2,636,576	(+14.1%)	1,090,615	(+8.4%)	5,826,301	(+5.9%)
Desktop Visits			Mobile Visits			Tablet Visits					
Jul 2023	(YOY)	YTD	(YOY)	Jul 2023	(YOY)	YTD	(YOY)	Jul 2023	(YOY)	YTD	(YOY)
19.3%	(-8.9%)	23.5%	(-8.2%)	77.3%	(+2.5%)	72.3%	(+2.8%)	3.4%	(-1.1%)	4.2%	(+3.4%)
Partner Referrals				Bounce Rate				Session Duration			
Jul 2023	(YOY)	YTD	(YOY)	Jul 2023	(YOY)			Jul 2023	(YOY)		
153,507	(+22.5%)	712,786	(+12.5%)	48.15%	(+2.4%)			2:21	(-4.7%)		

Paid Digital Media																	
Paid Search			Paid Search			Google Click			Google Cost			Bing Click			Bing Cost		
Impressions	(YOY)		Clicks	(YOY)		Thru Rate	(YOY)		Per Click	(YOY)		Thru Rate	(YOY)		Per Click	(YOY)	
1,742,259	(+62.3%)		123,080	(+14.3%)		9.36%	(-45.4%)		\$ 0.52	(-14.8%)		1.65%	(+0.0%)		\$ 0.57	(-8.1%)	
Display			Display			Display Click			Display Cost								
Impressions	(YOY)		Clicks	(YOY)		Thru Rate	(YOY)		Per Click	(YOY)							
8,295,879	(-0.2%)		7,891	(+12.4%)		0.10%	(+25.0%)		\$ 13.47	(-27.3%)							
Paid Social			Paid Social			Facebook Click			Facebook			Pinterest Click			Pinterest		
Impressions	(YOY)		Clicks	(YOY)		Thru Rate	(YOY)		Cost Per Click	(YOY)		Thru Rate	(YOY)		Cost Per Click	(YOY)	
2,699,435	(-55.2%)		66,522	(-26.1%)		2.64%	(+70.3%)		\$ 0.23	(-60.3%)		1.90%	(+88.1%)		\$ 0.47	(-41.3%)	

ExploreBranson Newsletter											
Total Delivered	(YOY)	Open Rate	(YOY)	Site Visits	(YOY)	Pages Viewed	(YOY)	Session Duration	(YOY)	Partner Referrals	(YOY)
89,007		50.2%	(-23.4%)	1,409		3,934		3:16		419	

Social Media Channels											
Facebook				Tiktok							
Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)	Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)
226,506	(+1.2%)	3,043,932	(-48.5%)	136,059	(-18.0%)	52,193		125,669		3,552	
Instagram				Twitter							
Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)	Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)
21,258	(+13.7%)	819,301	(+73.0%)	4,706	(-6.2%)	15,005	(-0.8%)	16,529	(+10.4%)	490	(+5.6%)
Pinterest				Youtube							
Followers	(YOY)	Impressions	(YOY)	Engagement Rate	(YOY)	Followers	(YOY)	Impressions	(YOY)		
2,440	(+8.7%)	748,197	(+2.7%)	3.70%	(+127.0%)	2,234	(+9.1%)	161,142	(-38.2%)		