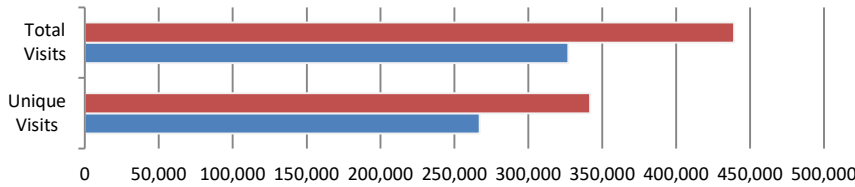


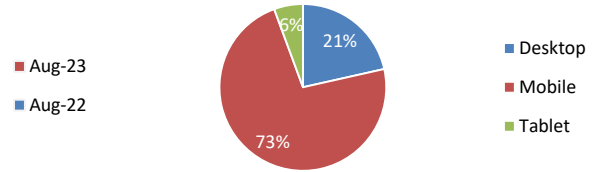


* All Percent Changes are Comparing Year Over Year.

Website Visitors



Website Visitor Detail



ExploreBranson.com											
People Reached				Site Visits				Pages Viewed			
Aug 2023	(YOY)	YTD	(YOY)	Aug 2023	(YOY)	YTD	(YOY)	Aug 2023	(YOY)	YTD	(YOY)
341,762	(+28.0%)	2,409,269	(+16.6%)	439,253	(+34.3%)	3,075,829	(+16.6%)	931,953	(+21.5%)	6,758,254	(+7.8%)
Desktop Visits (% of Total Sessions)				Mobile Visits (% of Total Sessions)				Tablet Visits (% of Total Sessions)			
Aug 2023	(YOY)	YTD	(YOY)	Aug 2023	(YOY)	YTD	(YOY)	Aug 2023	(YOY)	YTD	(YOY)
21.5%	(+14.9%)	23.2%	(+6.0%)	72.9%	(+38.1%)	72.4%	(+19.9%)	5.6%	(+88.7%)	4.4%	(+26.6%)
Partner Referrals				Engagement Rate				Session Duration			
Aug 2023	(YOY)	YTD	(YOY)	Aug 2023				Aug 2023	(YOY)		
114,515	(+26.4%)	827,301	(+14.2%)	62.00%				2:19	(-4.8%)		

Paid Digital Media																	
Paid Search Impressions (YOY)			Paid Search Clicks (YOY)			Google Click Thru Rate (YOY)			Google Cost Per Click (YOY)			Bing Click Thru Rate (YOY)			Bing Cost Per Click (YOY)		
1,704,381	(+83.3%)		129,858	(+76.7%)		12.09%	(-24.4%)		\$ 0.43	(-43.4%)		1.44%	(-2.0%)		\$ 0.50	(-24.2%)	
Display Impressions (YOY)			Display Clicks (YOY)			Display Click Thru Rate (YOY)			Display Cost Per Click (YOY)								
25,233,487	(+53.3%)		44,582	(-15.7%)		0.18%	(-43.8%)		\$ 11.59	(+100.2%)							
Paid Social Impressions (YOY)			Paid Social Clicks (YOY)			Facebook Click Thru Rate (YOY)			Facebook Cost Per Click (YOY)			Pinterest Click Thru Rate (YOY)			Pinterest Cost Per Click (YOY)		
2,538,370	(-45.3%)		84,564	(+36.5%)		4.53%	(+214.6%)		\$ 0.19	(-61.2%)		1.65%	(+61.8%)		\$ 0.57	(-32.1%)	

ExploreBranson Newsletter											
Total Delivered (YOY)		Open Rate (YOY)		Site Visits (YOY)		Pages Viewed (YOY)		Session Duration (YOY)		Partner Referrals (YOY)	
90,973	(+38.5%)	54.1%	(-12.8%)	3,650	(-37.3%)	9,278	(-47.7%)	4:12	(+7.7%)	805	(-36.7%)

Social Media Channels											
Facebook						Tiktok					
Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)	Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)
226,789	(+1.1%)	2,199,434	(-45.2%)	119,673	(+20.0%)	52,930		167,351		5,735	
Instagram						Twitter					
Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)	Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)
21,489	(+14.3%)	233,220	(-52.5%)	4,700	(+29.8%)	15,006	(-0.8%)	29,365	(+153.6%)	1,277	(+203.3%)
Pinterest						Youtube					
Followers	(YOY)	Impressions	(YOY)	Engagement Rate	(YOY)	Followers	(YOY)	Impressions	(YOY)		
2,466	(+9.0%)	1,147,748	(-6.9%)	2.87%	(+81.6%)	2,259	(+9.8%)	289,029	(+11.2%)		