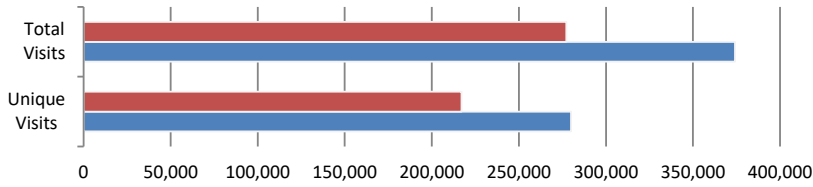
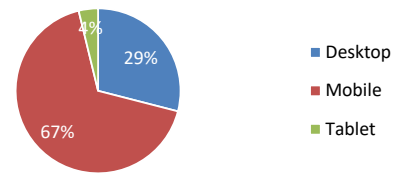




Website Visitors



Website Visitor Detail



ExploreBranson.com					
People Reached		Site Visits		Pages Viewed	
Apr 2022	Year to Date	Apr 2022	Year to Date	Apr 2022	Year to Date
217,049 (-22.5%)	889,998 (-5.6%)	277,313 (-25.9%)	1,133,279 (-9.1%)	664,621 (-27.4%)	2,772,945 (-11.9%)
Desktop Visits		Mobile Visits		Tablet Visits	
Apr 2022	Year to Date	Apr 2022	Year to Date	Apr 2022	Year to Date
29.0% (+10.9%)	28.3% (+11.4%)	67.2% (+0.3%)	67.6% (-1.2%)	3.8% (-44.8%)	4.2% (-9.5%)
Partner Referrals		Bounce Rate		Session Duration	
Apr 2022	Year to Date	48.00% (+4.3%)		2:30 (-10.2%)	
76,170 (-25.2%)	288,926 (-2.3%)				

Paid Digital Media					
Paid Search		Google		Bing	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
604,153 (-25.5%)	71,734 (+11.4%)	17.53% (+120.5%)	\$ 0.60 (-17.8%)	1.96%	\$ 1.16
Display		Display			
Impressions	Clicks	Click Thru Rate	Cost Per Click		
24,505,125 (+163.2%)	48,172 (-63.0%)	0.20% (-85.5%)	\$ 7.80 (+544.6%)		
Paid Social		Facebook		Pinterest	
Impressions	Clicks	Click Thru Rate	Cost Per Click	Click Thru Rate	Cost Per Click
3,831,396 (+23.4%)	35,299 (-39.1%)	0.82% (-56.1%)	\$ 0.77 (+148.4%)	1.17%	\$ 0.63

ExploreBranson Newsletter					
Total Delivered	Open Rate	Site Visits	Pages Viewed	Session Duration	Partner Referrals
0	75.8% (+58.1%)	0	0	0:00	0

Social Media Channels					
Facebook			<i>Tiktok- n/a</i>		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
223,111 (+1.8%)	3,149,591 (-19.0%)	68,414 (-2.6%)	0	0	0
Instagram			Twitter		
Followers	Impressions	Engagement	Followers	Impressions	Engagement
18,215 (+16.8%)	323,471 (+88.5%)	3,970 (+6.0%)	15,075 (+1.1%)	17,705 (-35.2%)	432 (+25.2%)
Pinterest			Youtube		
Followers	Impressions	Engagement Rate	Followers	Impressions	
2,193 (+11.2%)	1,185,983 (-22.4%)	1.79% (+65.7%)	2,021 (+6.6%)	260,931 (+53.8%)	