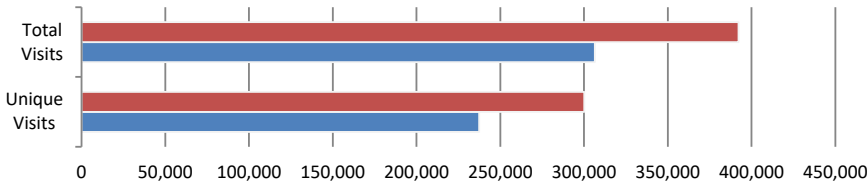


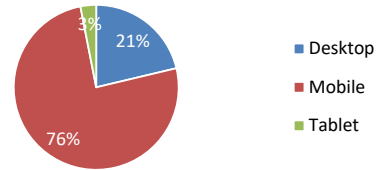


\* All Percent Changes are Comparing Year Over Year.

Website Visitors



Website Visitor Detail



ExploreBranson.com											
<b>People Reached</b>				<b>Site Visits</b>				<b>Pages Viewed</b>			
Nov 2023	(YOY)	YTD	(YOY)	Nov 2023	(YOY)	YTD	(YOY)	Nov 2023	(YOY)	YTD	(YOY)
300,090	(+26.4%)	3,341,049	(+20.1%)	392,236	(+28.0%)	4,284,199	(+20.7%)	843,022	(+25.6%)	9,370,049	(+12.5%)
<b>Desktop Visits (% of Total Sessions)</b>				<b>Mobile Visits (% of Total Sessions)</b>				<b>Tablet Visits (% of Total Sessions)</b>			
Nov 2023	(YOY)	YTD	(YOY)	Nov 2023	(YOY)	YTD	(YOY)	Nov 2023	(YOY)	YTD	(YOY)
21.3%	(+24.4%)	22.8%	(+9.9%)	75.6%	(+30.3%)	72.9%	(+24.0%)	3.1%	(+3.7%)	4.3%	(+30.7%)
<b>Partner Referrals</b>				<b>Engagement Rate</b>				<b>Session Duration</b>			
Nov 2023	(YOY)	YTD	(YOY)	Nov 2023	(YOY)			Nov 2023	(YOY)		
113,325	(+19.4%)	1,147,910	(+15.4%)	63.00%	(+28.6%)			2:12	(-0.8%)		

Paid Digital Media																	
<b>Paid Search</b>			<b>Paid Search</b>			<b>Google Click</b>			<b>Google Cost</b>			<b>Bing Click</b>			<b>Bing Cost</b>		
Impressions	(YOY)		Clicks	(YOY)		Thru Rate	(YOY)		Per Click	(YOY)		Thru Rate	(YOY)		Per Click	(YOY)	
1,271,677	(+34.2%)		117,554	(+31.2%)		17.24%	(+2.1%)		\$ 0.55	(-29.5%)		1.39%	(-44.2%)		\$ 0.56	(+36.6%)	
<b>Display</b>			<b>Display</b>			<b>Display Click</b>			<b>Display Cost</b>								
Impressions	(YOY)		Clicks	(YOY)		Thru Rate	(YOY)		Per Click	(YOY)							
23,442,029	(+81.0%)		35,189	(+38.3%)		0.15%	(-25.0%)		\$ 7.22	(-22.2%)							
<b>Paid Social</b>			<b>Paid Social</b>			<b>Facebook Click</b>			<b>Facebook</b>			<b>Pinterest Click</b>			<b>Pinterest</b>		
Impressions	(YOY)		Clicks	(YOY)		Thru Rate	(YOY)		Cost Per Click	(YOY)		Thru Rate	(YOY)		Cost Per Click	(YOY)	
2,760,812	(-26.9%)		62,440	(+19.2%)		2.95%	(+73.5%)		\$ 0.28	(-36.4%)		1.45%	(+83.5%)		\$ 0.54	(-29.9%)	

ExploreBranson Newsletter											
<b>Total Delivered</b>		<b>Open Rate</b>		<b>Site Visits</b>		<b>Pages Viewed</b>		<b>Session Duration</b>		<b>Partner Referrals</b>	
0	(-100.0%)	0.0%	(-100.0%)	0	(-100.0%)	0	(-100.0%)	0:00	(-100.0%)	0	(-100.0%)

Social Media Channels											
<b>Facebook</b>						<b>Tiktok</b>					
Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)	Followers	(YOY)	Views	(YOY)	Likes	(YOY)
237,191	(+5.3%)	2,230,401	(-21.2%)	115,616	(-29.4%)	53,602		75,107		1,669	
<b>Instagram</b>						<b>Twitter</b>					
Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)	Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)
22,518	(+16.5%)	216,539	(+14.3%)	13,533	(+178.7%)	15,004	(-0.7%)	12,121	(-51.7%)	397	(-46.6%)
<b>Pinterest</b>						<b>Youtube</b>					
Followers	(YOY)	Impressions	(YOY)	Engagement Rate	(YOY)	Followers	(YOY)	Impressions	(YOY)		
2,570	(+11.2%)	1,337,952	(-0.9%)	1.78%	(+69.5%)	2,339	(+12.0%)	300,777	(+8.1%)		