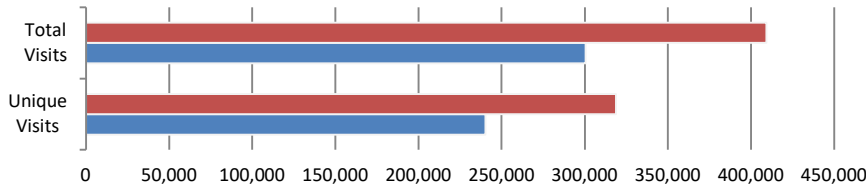


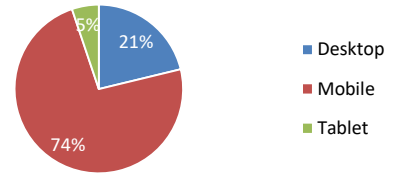


* All Percent Changes are Comparing Year Over Year.

Website Visitors



Website Visitor Detail



ExploreBranson.com											
People Reached				Site Visits				Pages Viewed			
Sep 2023	(YOY)	YTD	(YOY)	Sep 2023	(YOY)	YTD	(YOY)	Sep 2023	(YOY)	YTD	(YOY)
318,932	(+32.8%)	2,728,201	(+18.2%)	409,383	(+36.2%)	3,485,212	(+18.6%)	871,828	(+25.8%)	7,630,082	(+9.6%)
Desktop Visits (% of Total Sessions)			Mobile Visits (% of Total Sessions)			Tablet Visits (% of Total Sessions)					
Sep 2023	(YOY)	YTD	(YOY)	Sep 2023	(YOY)	YTD	(YOY)	Sep 2023	(YOY)	YTD	(YOY)
21.2%	(+13.6%)	23.0%	(+6.8%)	73.6%	(+41.7%)	72.6%	(+22.1%)	5.2%	(+84.7%)	4.5%	(+32.3%)
Partner Referrals				Bounce Rate				Session Duration			
Sep 2023	(YOY)	YTD	(YOY)	Sep 2023	(YOY)			Sep 2023	(YOY)		
99,189	(+16.6%)	926,490	(+14.5%)	61.00%	(+27.1%)			2:23	(-0.7%)		

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	
1,404,736	(+65.9%)	123,541	(+71.0%)	14.87%	(-11.0%)	\$ 0.44	(-43.6%)	1.53%	(-5.6%)	\$ 0.51	(-22.7%)
Display Impressions		Display Clicks		Display Click Thru Rate		Display Cost Per Click					
30,119,450	(+116.7%)	50,065	(+34.3%)	17.00%	(+6196.3%)	\$ 7.27	(+2.8%)				
Paid Social Impressions		Paid Social Clicks		Facebook Click Thru Rate		Facebook Cost Per Click		Pinterest Click Thru Rate		Pinterest Cost Per Click	
3,464,114	(-31.9%)	96,854	(+53.1%)	3.99%	(+202.3%)	\$ 0.23	(-52.1%)	1.47%	(+51.5%)	\$ 0.57	(-39.4%)

ExploreBranson Newsletter											
Total Delivered		Open Rate		Site Visits		Pages Viewed		Session Duration		Partner Referrals	
92,936	(+37.3%)	53.8%	(-5.8%)	3,206	(-49.2%)	7,936	(-51.7%)	4:21	(+34.5%)	634	(-44.0%)

Social Media Channels											
Facebook						Tiktok					
Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)	Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)
227,528	(+1.2%)	2,728,419	(-35.7%)	182,925	(+30.8%)	53,142		0		0	
Instagram						Twitter					
Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)	Followers	(YOY)	Impressions	(YOY)	Engagement	(YOY)
21,725	(+14.6%)	196,792	(-61.2%)	6,981	(+104.4%)	15,006	(-0.8%)	23,480	(+98.3%)	666	(+36.5%)
Pinterest						Youtube					
Followers	(YOY)	Impressions	(YOY)	Engagement Rate	(YOY)	Followers	(YOY)	Impressions	(YOY)		
2,514	(+10.1%)	1,712,831	(+52.8%)	2.04%	(+38.8%)	2,291	(+10.7%)	291,760	(+9.1%)		