Book › Direct Engagement Reports

Title Information
- **Site:** Defines which results page to publish referral data for
- **Start Date**: Defines the beginning of each specific report
- **End Date:** Defines the end of each specific report

BOOK › DIRECT ENGAGEMENT

Engagement
- **Searches:** Number of times the results page loads within the given date range, as reported by the JRS Admin
- **Desktop:** Total number of properties loaded / users, for desktop only as reported by Google Analytics
  - The ADR event in the Book › Direct's Advanced Google Analytics calculates how many properties are loaded. This event occurs every time 10 properties are viewed as users scroll down the page. (ADR event * 10 properties) / Users
- **Mobile:** Total number of properties loaded / users, for mobile devices only as reported by Google Analytics
- **Book › Direct Network Desktop & Mobile:** Total number of properties loaded / users, for desktop and mobile as reported by AGA, across Book › Direct's network
- **Bounce Rate**: the percentage of visitors to the results page who navigate away from the results page without taking any action
- **Book › Direct Network Bounce Rate:** the average bounce on the results page for all Book › Direct's network
- **Chart:** Displays last three months from date report is pulled of total searches

Duration
- **Overall:** Average time spent on the destination's results page with all devices as reported by Google Analytics.
- **Desktop:** Average time spent on the destination's results page on desktop only as reported by Google Analytics.
- **Mobile:** Average time spent on the destination's results page on mobile devices only as reported by Google Analytics.
- **Global Averages:** Average time spent on all destination's results pages across Book › Direct's network, broken down by device.
- **Chart:** Displays duration of desktop vs mobile

Device Breakdown
- **Desktop:** Percentage of incoming traffic to the destination's results page from desktop as reported by Google Analytics.

- **Mobile:** Percentage of incoming traffic to the destination's results page from mobile device as reported by Google Analytics.
- **Global Averages:** Average percentages of incoming traffic to the destination's results pages across Book › Direct's network, broken down by device.

Total Referrals to Properties
- **Referrals:** Number of click throughs from the results page to your partner properties within the date range of the report, which is found in the admin
- **Overall Search to Referral Ratio:** Total Referrals / Searches
- **Desktop Search to Referral Ratio:** Total Desktop Referrals / Desktop Searches
- **Mobile Search to Referral Ratio:** Total Mobile Referrals / Mobile Searches
- **Chart:** Displays breakdown of desktop users and mobile users

Book › Direct Network Search to Referral Rations
- **Overall:** Total Referrals / Searches across Book › Direct's network
- **Desktop:** Total Desktop Referrals / Desktop Searches across Book › Direct's network
- **Mobile:** Total Mobile Referrals / Mobile Searches across Book › Direct's network
- **Chart:** Displays last three months from date report is pulled of total referrals

Please contact your account manager if you have any questions:
Briley at briley.peters@simpleviewinc.com or fill out a Book › Direct support form