

BOOK > DIRECT ENGAGEMENT REPORT

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Start Date 4/1/2021 End Date 4/30/2021

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ENGAGEMENT

Searches 792

Desktop 80.2 Properties Viewed on Average

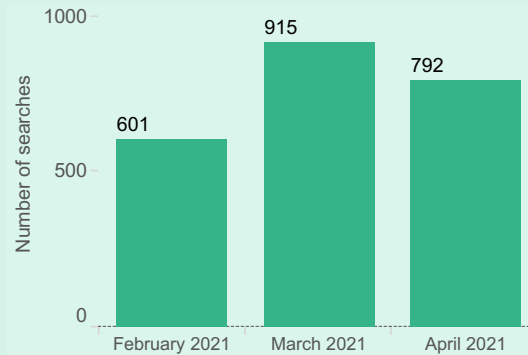
Mobile 75.5 Properties Viewed on Average

Book > Direct Network Desktop 47.2 Properties Viewed

Book > Direct Network Mobile 38.5 Properties Viewed

Bounce Rate 17.59%

Book > Direct Network Bounce Rate 30.65%



DURATION

Overall 6.2 min

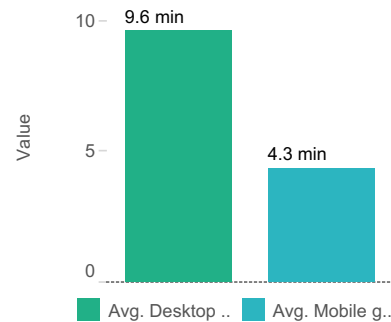
Desktop 9.6 min

Mobile 4.3 min

Global Average Overall: 3.7 min

Global Desktop Average: 4.8 min

Global Mobile Average: 3.1 min



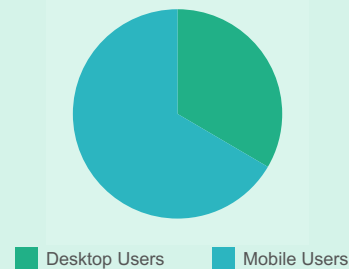
DEVICE BREAKDOWN

Desktop 33.5%

Mobile 66.5%

Global Average on Desktop: 39.8%

Global Average on Mobile: 60.2%



TOTAL REFERRALS TO PROPERTIES: 1,045

Overall Search to Referral Ratio 131.94%

Desktop 203.25%

Mobile 69.74%

BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 85.81%

Desktop 154.41%

Mobile 45.50%

