

BOOK > DIRECT ENGAGEMENT REPORT

Site
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Start Date 4/1/2022 End Date 4/30/2022

BOOK > DIRECT RESULTS PAGE

ENGAGEMENT

Searches 1,618

Desktop 75.1 Properties Viewed on Average

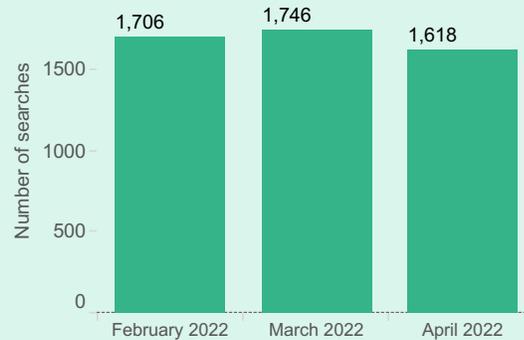
Mobile 60.5 Properties Viewed on Average

Book > Direct Network Desktop 43.0 Properties Viewed

Book > Direct Network Mobile 36.1 Properties Viewed

Bounce Rate 28.74%

Book > Direct Network Bounce Rate 33.57%



DURATION

Overall 4.4 min

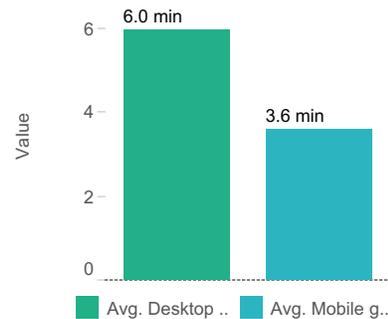
Desktop 6.0 min

Mobile 3.6 min

Global Average Overall: 3.8 min

Global Desktop Average: 4.8 min

Global Mobile Average: 3.1 min



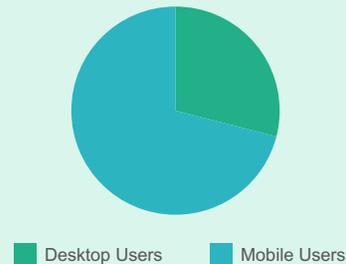
DEVICE BREAKDOWN

Desktop 29.0%

Mobile 71.0%

Global Average on Desktop: 39.5%

Global Average on Mobile: 60.5%



TOTAL REFERRALS TO PROPERTIES: 1,198

Overall Search to Referral Ratio 74.04%

Desktop 142.03%

Mobile 50.66%

BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 72.49%

Desktop 136.09%

Mobile 36.99%

