BOOK › DIRECT
ENGAGEMENT REPORT

BOOK › DIRECT RESULTS PAGE

ENGAGEMENT

Searches   1,340

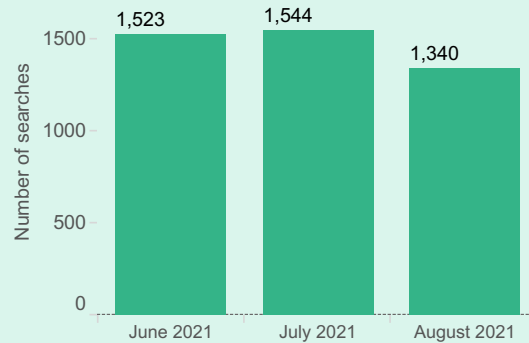Desktop   77.8 Properties Viewed on Average
Mobile   63.6 Properties Viewed on Average

Book › Direct Network Desktop 43.9 Properties Viewed
Book › Direct Network Mobile 37.6 Properties Viewed

Bounce Rate 24.14%
Book › Direct Network Bounce Rate 31.17%
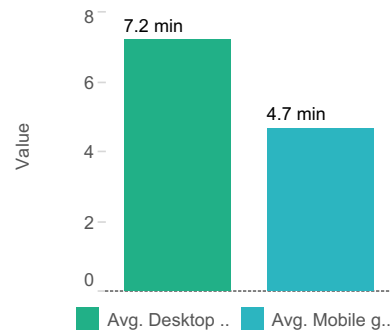

DURATION

Overall   5.5 min
Desktop   7.2 min
Mobile   4.7 min

Global Average Overall: 3.7 min
Global Desktop Average: 4.8 min
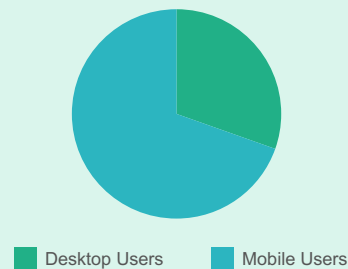**Global Mobile Average: 3.1 min**

DEVICE BREAKDOWN

Desktop   30.4%
Mobile   69.6%

Global Average on Desktop: 38.1%

Global Average on Mobile: 61.9%

TOTAL REFERRALS TO PROPERTIES: 1,656

Overall Search to Referral Ratio 123.58%
Desktop 241.61%
Mobile 64.50%

BOOK›DIRECT NETWORK
SEARCH TO REFERRAL RATIOS

Overall 78.40%
Desktop 150.58%
Mobile 41.23%