

# BOOK > DIRECT ENGAGEMENT REPORT

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Start Date 12/1/2021 End Date 12/31/2021

## BOOK > DIRECT RESULTS PAGE

### ENGAGEMENT

Searches 1,573

Desktop 67.6 Properties Viewed on Average

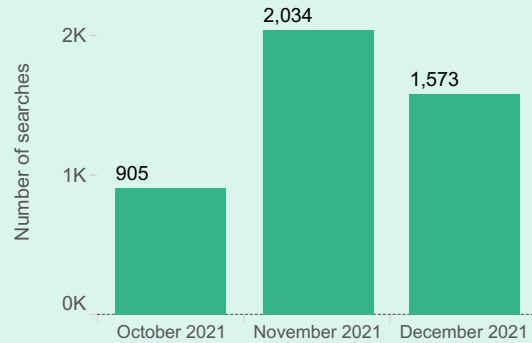
Mobile 55.6 Properties Viewed on Average

**Book > Direct Network Desktop 36.9 Properties Viewed**

**Book > Direct Network Mobile 32.2 Properties Viewed**

Bounce Rate 28.95%

**Book > Direct Network Bounce Rate 27.77%**



### DURATION

Overall 4.3 min

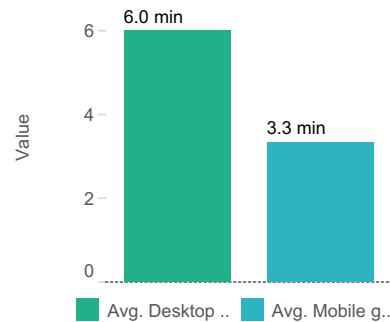
Desktop 6.0 min

Mobile 3.3 min

**Global Average Overall: 3.3 min**

**Global Desktop Average: 4.2 min**

**Global Mobile Average: 2.7 min**



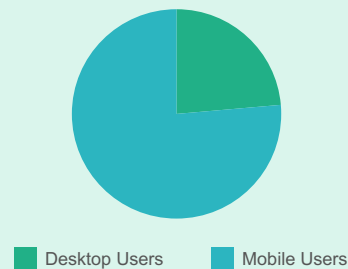
### DEVICE BREAKDOWN

Desktop 23.6%

Mobile 76.4%

**Global Average on Desktop: 34.2%**

**Global Average on Mobile: 65.8%**



### TOTAL REFERRALS TO PROPERTIES: 1,039

Overall Search to Referral Ratio 66.05%

Desktop 137.28%

Mobile 50.70%

### BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

**Overall 63.01%**

**Desktop 140.32%**

**Mobile 36.50%**

