

BOOK > DIRECT ENGAGEMENT REPORT

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Start Date 7/1/2021 End Date 7/31/2021

BOOK > DIRECT RESULTS PAGE

ENGAGEMENT

Searches 1,544

Desktop 79.8 Properties Viewed on Average

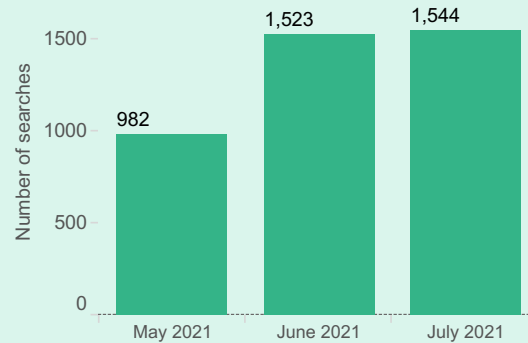
Mobile 79.4 Properties Viewed on Average

Book > Direct Network Desktop 44.7 Properties Viewed

Book > Direct Network Mobile 38.5 Properties Viewed

Bounce Rate 18.09%

Book > Direct Network Bounce Rate 29.70%



DURATION

Overall 6.6 min

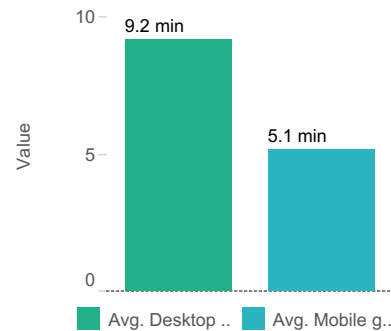
Desktop 9.2 min

Mobile 5.1 min

Global Average Overall: 3.8 min

Global Desktop Average: 4.7 min

Global Mobile Average: 3.2 min



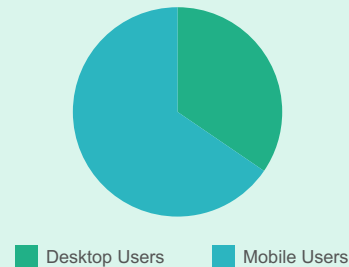
DEVICE BREAKDOWN

Desktop 34.5%

Mobile 65.5%

Global Average on Desktop: 39.0%

Global Average on Mobile: 61.0%



TOTAL REFERRALS TO PROPERTIES: 2,308

Overall Search to Referral Ratio 149.48%

Desktop 262.37%

Mobile 67.19%

BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 83.46%

Desktop 156.77%

Mobile 43.17%

