

BOOK > DIRECT ENGAGEMENT REPORT

Site
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Start Date 6/1/2022
End Date 6/30/2022

BOOK > DIRECT RESULTS PAGE

ENGAGEMENT

Searches 2,316

Desktop 78.7 Properties Viewed on Average

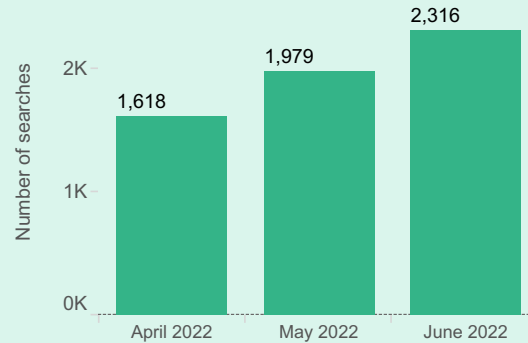
Mobile 59.2 Properties Viewed on Average

Book > Direct Network Desktop 45.9 Properties Viewed

Book > Direct Network Mobile 39.3 Properties Viewed

Bounce Rate 25.49%

Book > Direct Network Bounce Rate 33.85%



DURATION

Overall 5.5 min

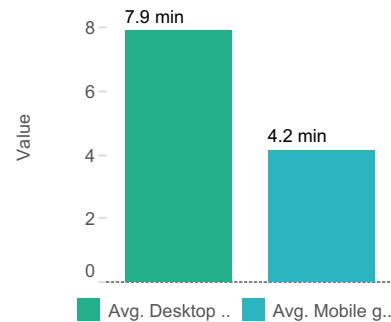
Desktop 7.9 min

Mobile 4.2 min

Global Average Overall: 3.7 min

Global Desktop Average: 4.9 min

Global Mobile Average: 3.0 min



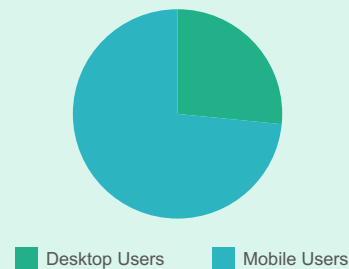
DEVICE BREAKDOWN

Desktop 26.6%

Mobile 73.4%

Global Average on Desktop: 36.2%

Global Average on Mobile: 63.8%



TOTAL REFERRALS TO PROPERTIES: 2,062

Overall Search to Referral Ratio 89.03%

Desktop 190.81%

Mobile 55.26%

BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 74.02%

Desktop 144.19%

Mobile 37.76%

