

BOOK > DIRECT ENGAGEMENT REPORT

Site
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Start Date 3/1/2021 End Date 3/31/2021

BOOK > DIRECT RESULTS PAGE

ENGAGEMENT

Searches 915

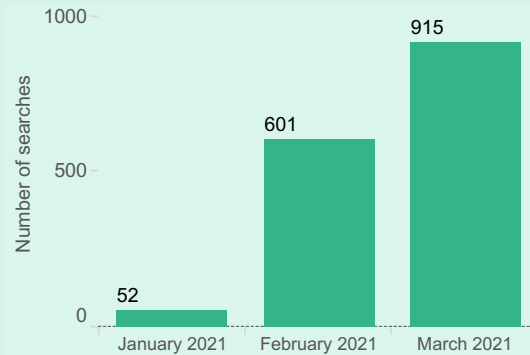
Desktop 61.3 Properties Viewed on Average

Mobile 67.3 Properties Viewed on Average

Book > Direct Network Desktop 44.6 Properties Viewed

Book > Direct Network Mobile 35.8 Properties Viewed

Book > Direct Network Bounce Rate 28.19%



DURATION

Overall 5.1 min

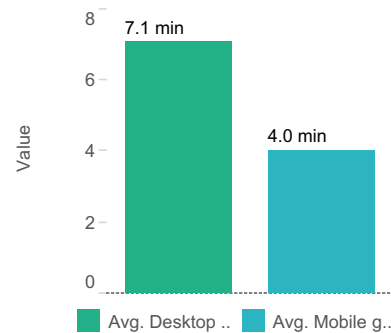
Desktop 7.1 min

Mobile 4.0 min

Global Average Overall: 3.8 min

Global Desktop Average: 4.8 min

Global Mobile Average: 3.2 min



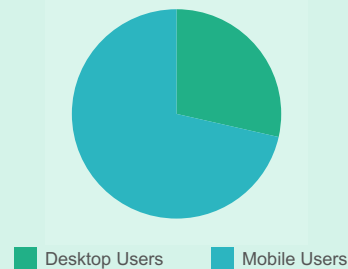
DEVICE BREAKDOWN

Desktop 28.6%

Mobile 71.4%

Global Average on Desktop: 39.3%

Global Average on Mobile: 60.7%



TOTAL REFERRALS TO PROPERTIES: 958

Overall Search to Referral Ratio 104.70%

Desktop 4746.15%

Mobile 50.00%

BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 87.84%

Desktop 162.28%

Mobile 47.15%

