# BOOK › DIRECT
# ENGAGEMENT REPORT

## BOOK › DIRECT RESULTS PAGE

### ENGAGEMENT

Searches   1,746

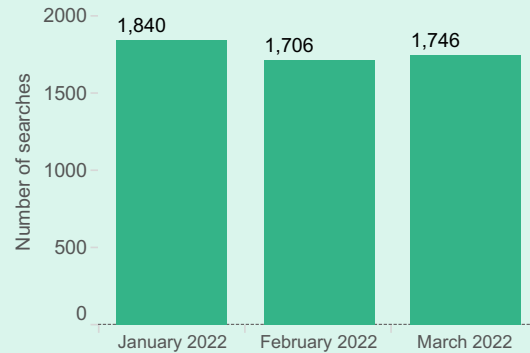Desktop   70.8 Properties Viewed on Average
Mobile   54.1 Properties Viewed on Average

**Book › Direct Network Desktop  43.8 Properties Viewed**
**Book › Direct Network Mobile  39.0 Properties Viewed**

Bounce Rate  27.36%
**Book › Direct Network Bounce Rate  31.24%**
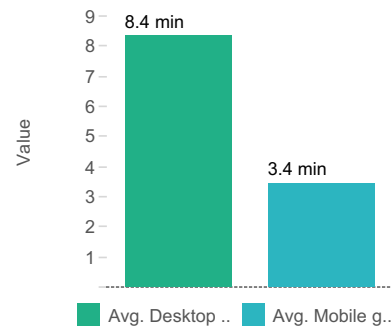


### DURATION

Overall   5.1 min
Desktop   8.4 min
Mobile   3.4 min

**Global Average Overall: 3.8 min**
**Global Desktop Average: 4.8 min**
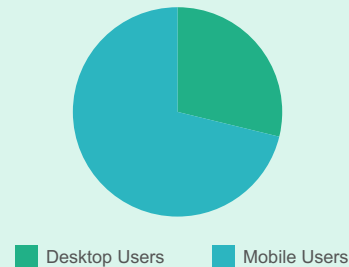**Global Mobile Average: 3.1 min**



### DEVICE BREAKDOWN

Desktop   28.8%
Mobile   71.2%

**Global Average on Desktop: 40.5%**
**Global Average on Mobile: 59.5%**



### TOTAL REFERRALS TO PROPERTIES: 1,608

Overall Search to Referral Ratio  92.10%
Desktop  229.95%
Mobile  50.60%

### BOOK›DIRECT NETWORK
### SEARCH TO REFERRAL RATIOS

**Overall  75.36%**
**Desktop  141.63%**
**Mobile  38.35%**