BOOK › DIRECT
ENGAGEMENT REPORT

Site
visitmendocino.com

Start Date
11/1/2021

End Date
11/30/2021

BOOK › DIRECT RESULTS PAGE

ENGAGEMENT

Searches   1,100
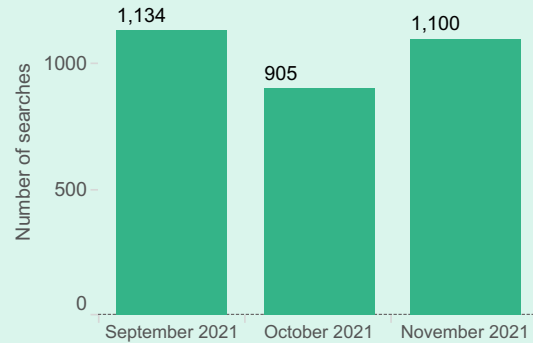
Desktop   71.9 Properties Viewed on Average
Mobile   46.3 Properties Viewed on Average

Book › Direct Network Desktop 39.8 Properties Viewed
Book › Direct Network Mobile 33.3 Properties Viewed

Bounce Rate 27.98%
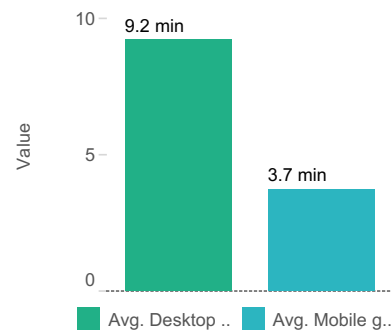**Book › Direct Network Bounce Rate 26.60%**

DURATION

Overall   5.7 min
Desktop   9.2 min
Mobile   3.7 min

Global Average Overall: 3.4 min
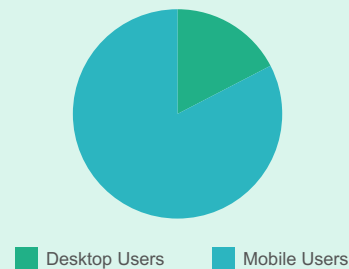**Global Desktop Average: 4.4 min**
Global Mobile Average: 2.8 min

DEVICE BREAKDOWN

Desktop   17.4%
Mobile   82.6%

Global Average on Desktop: 35.2%

Global Average on Mobile: 64.8%

TOTAL REFERRALS TO PROPERTIES: 863

Overall Search to Referral Ratio 78.45%
Desktop 307.32%
Mobile 55.91%

BOOK›DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 69.07%
Desktop 148.43%
Mobile 41.72%