

BOOK > DIRECT ENGAGEMENT REPORT

Site
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Start Date 1/1/2022
End Date 1/31/2022

BOOK > DIRECT RESULTS PAGE

ENGAGEMENT

Searches 1,840

Desktop 83.6 Properties Viewed on Average

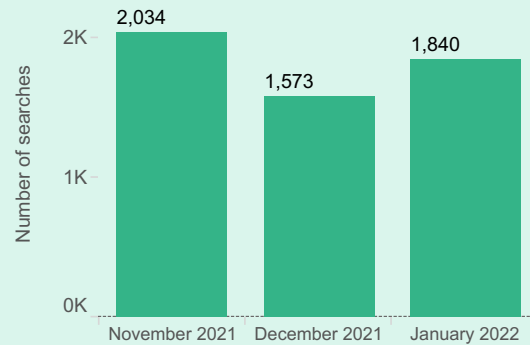
Mobile 79.9 Properties Viewed on Average

Book > Direct Network Desktop 39.5 Properties Viewed

Book > Direct Network Mobile 34.6 Properties Viewed

Bounce Rate 30.44%

Book > Direct Network Bounce Rate 29.40%



DURATION

Overall 5.1 min

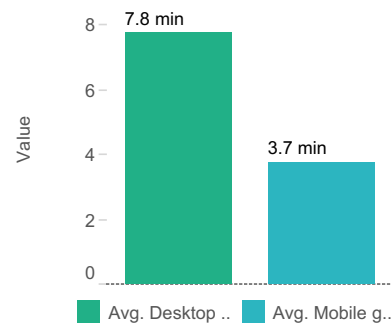
Desktop 7.8 min

Mobile 3.7 min

Global Average Overall: 3.7 min

Global Desktop Average: 4.8 min

Global Mobile Average: 3.0 min



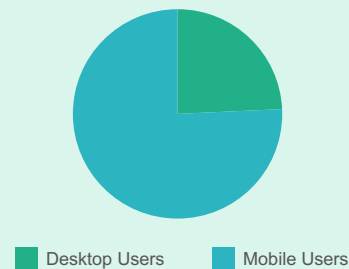
DEVICE BREAKDOWN

Desktop 24.3%

Mobile 75.7%

Global Average on Desktop: 38.5%

Global Average on Mobile: 61.5%



TOTAL REFERRALS TO PROPERTIES: 1,503

Overall Search to Referral Ratio 81.68%

Desktop 179.03%

Mobile 57.02%

BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 71.86%

Desktop 148.27%

Mobile 39.06%

