

BOOK > DIRECT ENGAGEMENT REPORT

Site
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Start Date 5/1/2022 End Date 5/31/2022

BOOK > DIRECT RESULTS PAGE

ENGAGEMENT

Searches 1,979

Desktop 84.5 Properties Viewed on Average

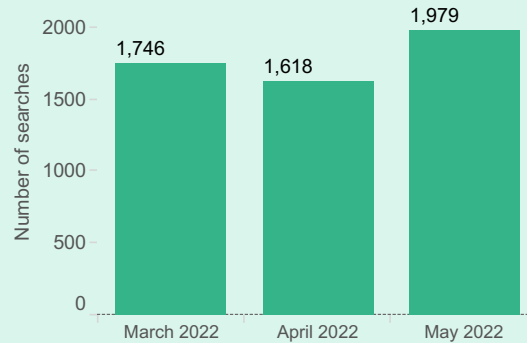
Mobile 52.0 Properties Viewed on Average

Book > Direct Network Desktop 44.3 Properties Viewed

Book > Direct Network Mobile 37.1 Properties Viewed

Bounce Rate 27.66%

Book > Direct Network Bounce Rate 34.59%



DURATION

Overall 5.5 min

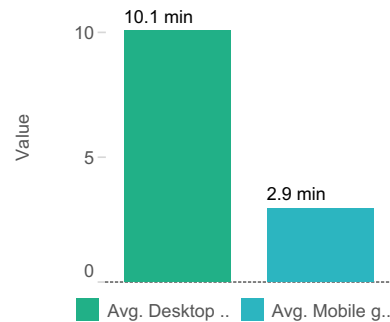
Desktop 10.1 min

Mobile 2.9 min

Global Average Overall: 3.7 min

Global Desktop Average: 4.7 min

Global Mobile Average: 3.0 min



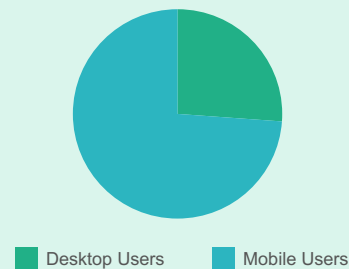
DEVICE BREAKDOWN

Desktop 26.1%

Mobile 73.9%

Global Average on Desktop: 38.8%

Global Average on Mobile: 61.2%



TOTAL REFERRALS TO PROPERTIES: 2,059

Overall Search to Referral Ratio 104.04%

Desktop 275.94%

Mobile 53.01%

BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 71.71%

Desktop 136.55%

Mobile 36.42%

