

BOOK > DIRECT ENGAGEMENT REPORT

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Start Date 10/1/2021 End Date 10/31/2021

BOOK > DIRECT RESULTS PAGE

ENGAGEMENT

Searches 905

Desktop 89.6 Properties Viewed on Average

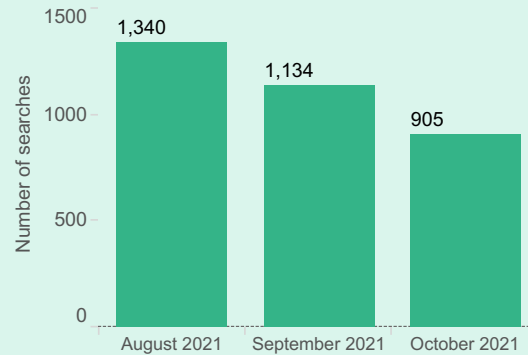
Mobile 77.2 Properties Viewed on Average

Book > Direct Network Desktop 41.1 Properties Viewed

Book > Direct Network Mobile 35.7 Properties Viewed

Bounce Rate 27.40%

Book > Direct Network Bounce Rate 27.80%



DURATION

Overall 5.3 min

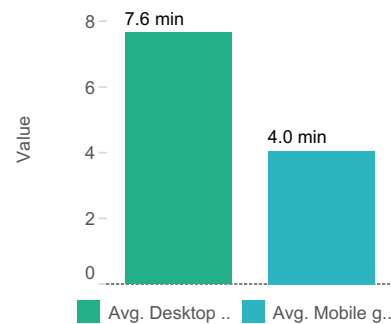
Desktop 7.6 min

Mobile 4.0 min

Global Average Overall: 3.7 min

Global Desktop Average: 4.6 min

Global Mobile Average: 3.1 min



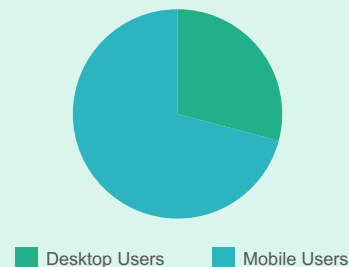
DEVICE BREAKDOWN

Desktop 29.1%

Mobile 70.9%

Global Average on Desktop: 35.9%

Global Average on Mobile: 64.1%



TOTAL REFERRALS TO PROPERTIES: 971

Overall Search to Referral Ratio 107.29%

Desktop 178.78%

Mobile 56.25%

BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 73.09%

Desktop 148.51%

Mobile 41.66%

