

BOOK > DIRECT ENGAGEMENT REPORT

Site
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Start Date 5/1/2021
End Date 5/31/2021

BOOK > DIRECT RESULTS PAGE

ENGAGEMENT

Searches 978

Desktop 91.6 Properties Viewed on Average

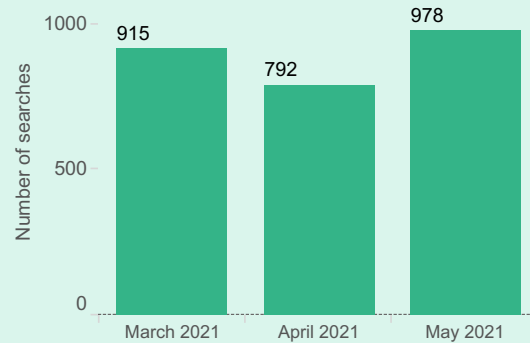
Mobile 79.2 Properties Viewed on Average

Book > Direct Network Desktop 48.0 Properties Viewed

Book > Direct Network Mobile 38.6 Properties Viewed

Bounce Rate 20.65%

Book > Direct Network Bounce Rate 30.55%



DURATION

Overall 6.6 min

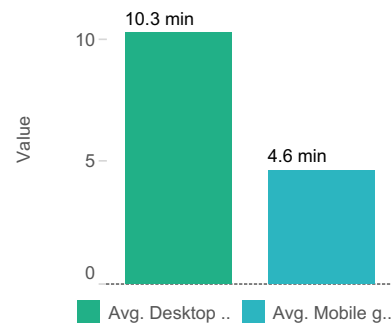
Desktop 10.3 min

Mobile 4.6 min

Global Average Overall: 3.8 min

Global Desktop Average: 4.8 min

Global Mobile Average: 3.2 min



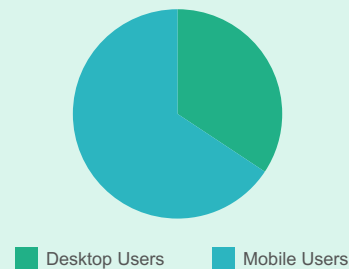
DEVICE BREAKDOWN

Desktop 34.3%

Mobile 65.7%

Global Average on Desktop: 39.7%

Global Average on Mobile: 60.3%



TOTAL REFERRALS TO PROPERTIES: 1,497

Overall Search to Referral Ratio 153.07%

Desktop 261.68%

Mobile 79.41%

BOOK > DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 87.39%

Desktop 157.83%

Mobile 45.15%

