

February 2015 (Allegheny TDA: Events Key)

Everwonder Boost Rate



4,010
direct views

220,714
network impressions

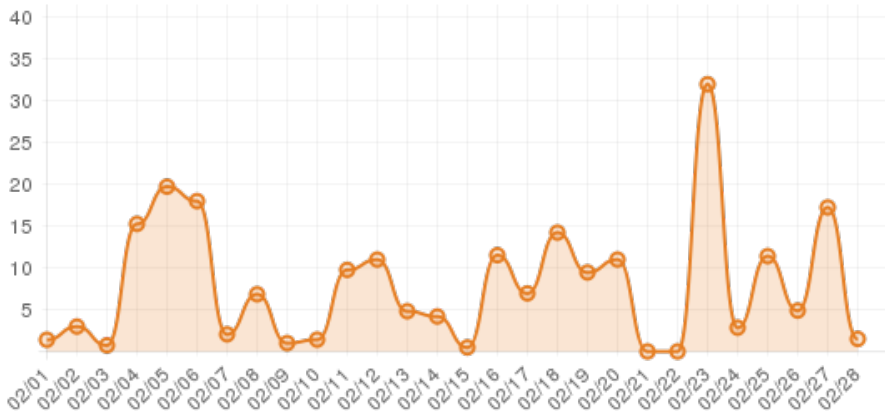
21,971%
increase in impressions

Average Time On Site



00:09:59
average time spent on site

1,232%
compared to industry standard



When a visitor clicks on your event, they get more information about the event. They also get more details about lodging, shopping, restaurants and attractions. This increases the amount of time they spend with your brand.

Average Pages Per Visit

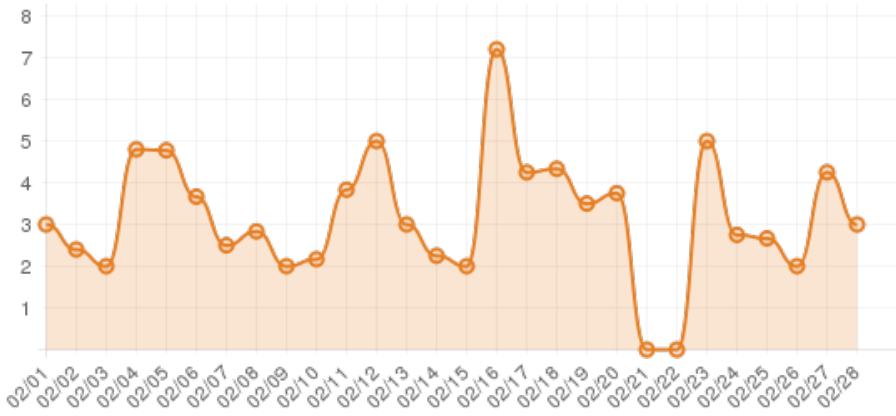


4

average pages per visit

149%

compared to industry standard



Because EverWondr automatically cross promotes other events and nearby attractions, consumers can easily plan their next visit, maybe even extend their stay.