

July 2014 (Rutherford Event Feed)

Everwonder Boost Rate



1,226
direct views

203,345
network impressions

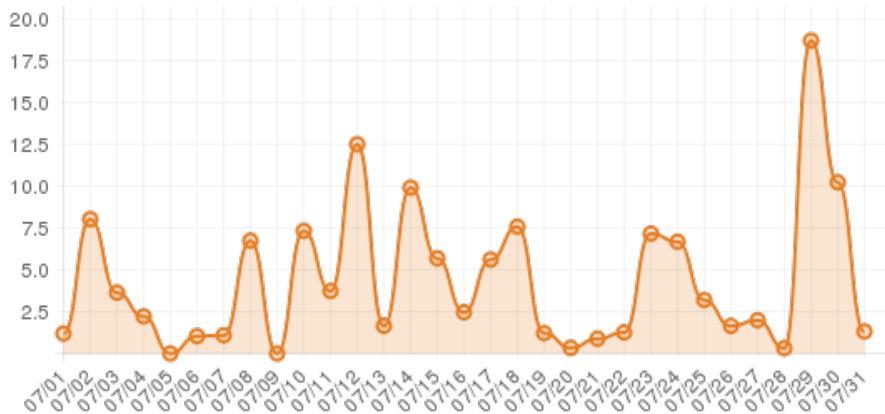
20,235%
increase in impressions

Average Time On Site



00:06:24
average time spent on site

754%
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

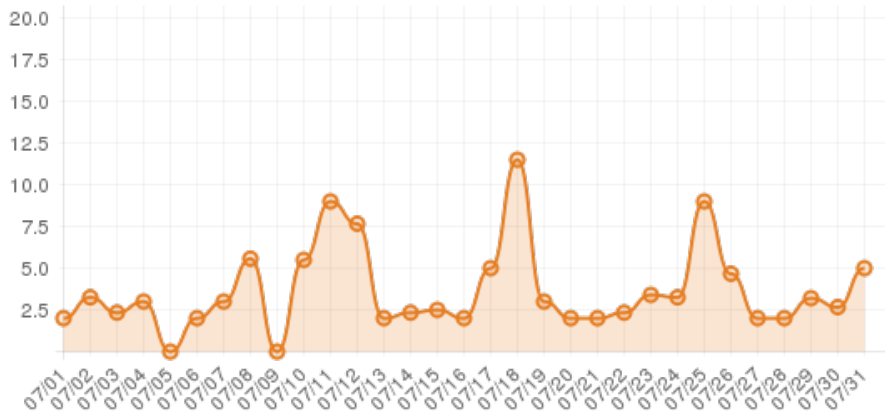


4

average pages per visit

155%

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.