

## April 2015 (Rutherford Event Feed)

### Everwonder Boost Rate



**1,019**  
direct views

**205,377**  
network impressions

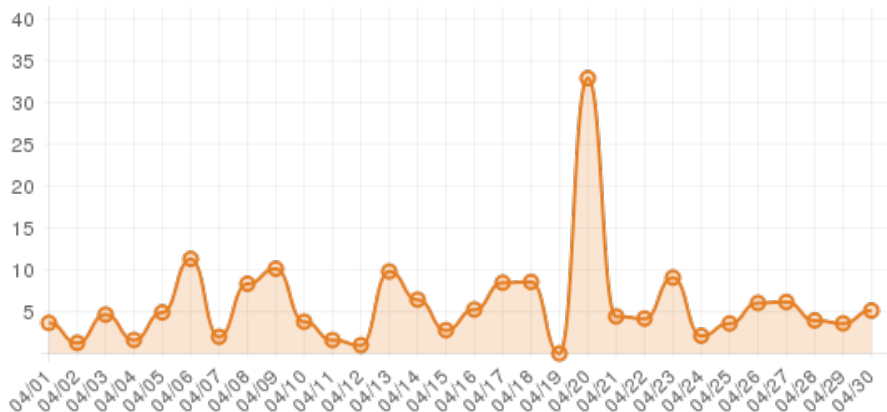
**20,438%**  
increase in impressions

### Average Time On Site



**00:06:19**  
average time spent on site

**744%**  
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

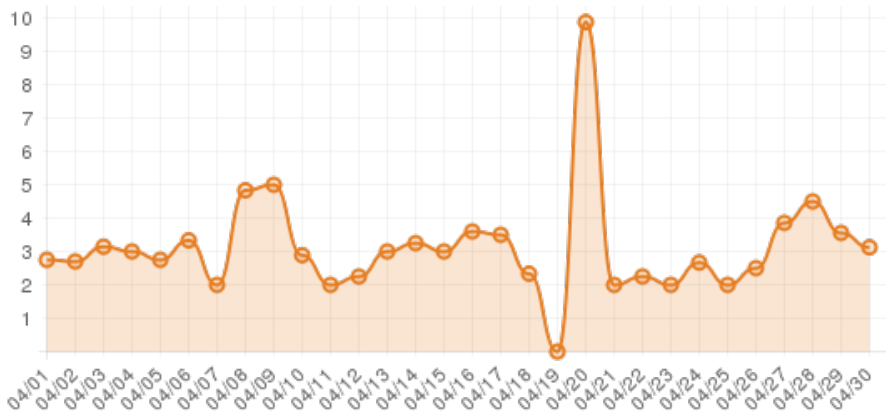


4

average pages per visit

135%

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.