

August 2014 (Explore Knoxville)

Everwondr Boost Rate



11,137
direct views

204,605
network impressions

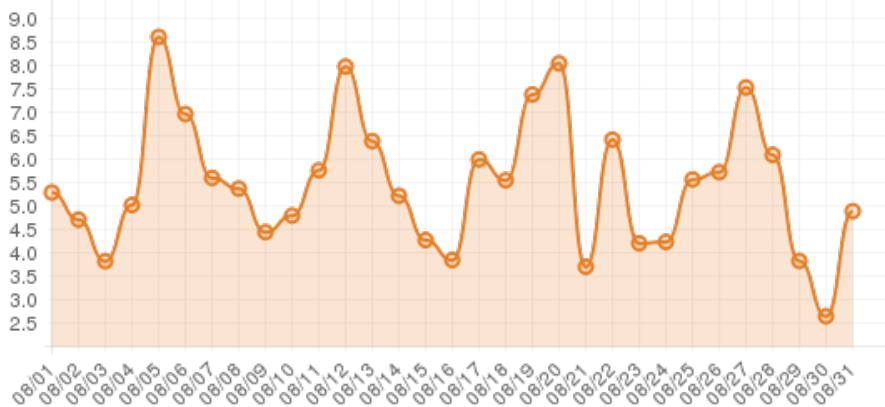
20,361%
increase in impressions

Average Time On Site



00:05:17
average time spent on site

605%
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

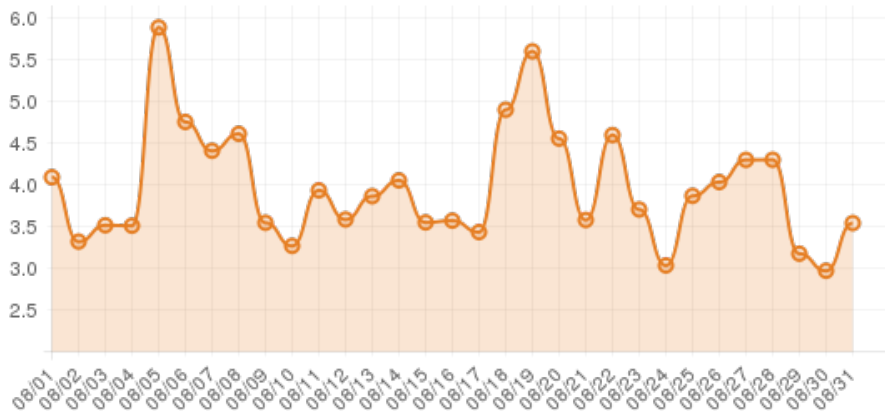


4

average pages per visit

162%

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.