

October 2014 (Explore Tennessee)

Everwonder Boost Rate



16,179
direct views

203,410
network impressions

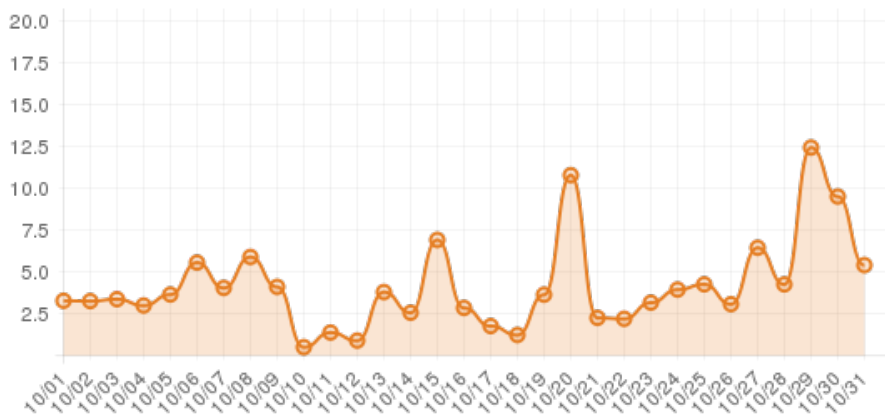
20,241%
increase in impressions

Average Time On Site



00:04:33
average time spent on site

508%
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

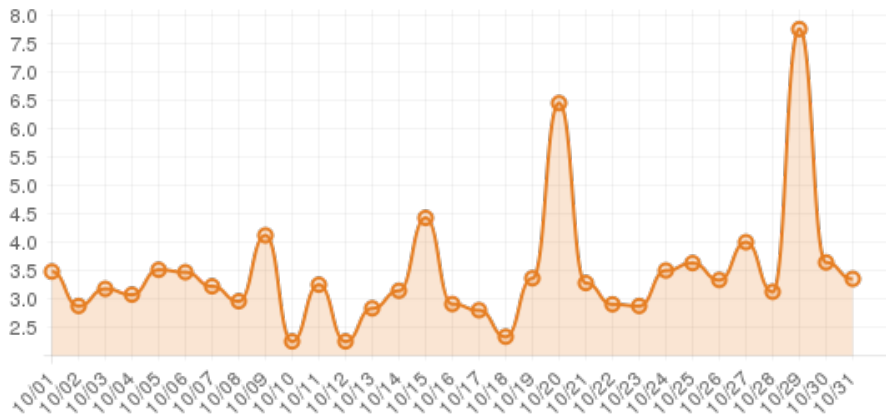


4

average pages per visit

141%

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.