

Destination Salem



Ettractions ID: 2977

Media Consultant: Brian Bradbury

Year: 2021

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|--|-----------|-----------|-----------|--------------|--------------|--------------|--------------|-----------|-----------|------------|------------|------------|--------------|
| Profile Engagements Opens | | | | | | | | | | | | | |
| Web Profile | 2 | 3 | 3 | 2 | 0 | 0 | 2 | 0 | 3 | 2 | 3 | 6 | 26 |
| Mobile Profile | 1 | 0 | 2 | 3 | 1 | 0 | 0 | 2 | 0 | 2 | 0 | 1 | 12 |
| ExploreBoard Profile (Thumbnail Tile) | 0 | 19 | 22 | 36 | 26 | 0 | 38 | 37 | 29 | 50 | 33 | 46 | 336 |
| "More Like This (thumbnail image file) | 0 | 1 | 10 | 13 | 29 | 0 | 55 | 31 | 32 | 42 | 64 | 45 | 322 |
| "Around Here" (thumbnail image click) | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Profile Appearances Touchless Screens | | | | | | | | | | | | | |
| Touchless Profile Appearance | 51 | 0 | 0 | 3,822 | 2,259 | 1,432 | 914 | 0 | 0 | 0 | 0 | 0 | 8,478 |
| Business Details Interactions | | | | | | | | | | | | | |
| ■ ExploreBoard "Why You Should Go" (About) | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 3 | 0 | 4 | 13 |
| * ExploreBoard "What You Should Know" Tab | 0 | 1 | 0 | 2 | 3 | 0 | 6 | 2 | 5 | 7 | 0 | 2 | 28 |
| Next Step Actions | | | | | | | | | | | | | |
| ExploreBoard "Map & Directions" Tab | 0 | 0 | 0 | 6 | 1 | 0 | 1 | 0 | 1 | 3 | 4 | 3 | 19 |
| * ExploreBoard "Take This" Map Tab | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| * ExploreBoard "Around Here" Tab | 0 | 0 | 1 | 3 | 4 | 0 | 4 | 5 | 3 | 1 | 3 | 3 | 27 |
| ExploreBoard "Send to Me" "Take This" Tab | 0 | 3 | 1 | 2 | 2 | 0 | 3 | 1 | 1 | 5 | 0 | 1 | 19 |
| Send Profile by TEXT (Phone number entry) | 0 | 3 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 6 |
| Send Profile by E-MAIL (E-mail address entry) | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 |
| ExploreBoard "Booking Info" "Book This" Tab | 0 | 0 | 2 | 2 | 1 | 0 | 1 | 2 | 1 | 4 | 0 | 2 | 15 |
| * Send Booking Info by TEXT (Phone number entry) | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 4 |
| Saved to My Suitcase | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 3 |
| Totals | 54 | 31 | 43 | 3,894 | 2,329 | 1,432 | 1,026 | 83 | 77 | 122 | 108 | 113 | 9,312 |

* Data points exclusive to the July 2015 ExploreBoard redesign

** Data points discontinued with the July 2015 ExploreBoard redesign

■ Profiles open to this tab by default. Data tracked here only records touches to re-open this page from another window inside the profile