## **SOCIAL MEDIA**

- RETARGETED 'ROOM TO ROAM' CAMPAIGN TO COMPENSATE FOR INCREASED COMPETITION;
- APRIL GENERATED 2,481,439 IMPRESSIONS & 35,598 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED

  36,848 CLICKS AT AN AVERAGE OF \$0.27 CPC;











