

# SOCIAL MEDIA

- EXPANDING 'ROOM TO ROAM' CAMPAIGN THROUGH DIGITAL ADS;
- FEBRUARY GENERATED 4,073,313 IMPRESSIONS & 52,098 ENGAGEMENTS AS WE HONE IN ON AUDIENCE;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 49,096 CLICKS AT A AVERAGE OF \$0.20 CPC;

