

SOCIAL MEDIA

- END OF MONTH RETARGETING OF AD CAMPAIGN TO COMPENSATE FOR INCREASE CPC DUE TO ADDED COMPETITION IN THE SPACE
- JULY SOCIAL GENERATED 3,315,249 IMPRESSIONS & 38,274 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 35,346 CLICKS AT AN AVERAGE OF \$0.26 CPC;

