

SOCIAL MEDIA

- 'ROOM TO ROAM' CONTINUES TO SHOW ENGAGEMENT; NEW CONTENT PIECES WILL BE SWAPPED IN TO REFLECT SUMMER SEASON AND REGAIN ENGAGEMENT AS AD BID COMPETITION CONTINUES TO INCREASE;
- APRIL GENERATED 2,282,152 IMPRESSIONS & 28,519 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 21,003 CLICKS AT AN AVERAGE OF \$0.33 CPC;

