

SOCIAL MEDIA

- JANUARY SOCIAL GENERATED 3,613,836 IMPRESSIONS & 38,071 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 33,703 CLICKS AT AN AVERAGE OF \$0.27 CPC;
- PIVOTING AD CREATIVE AND MESSAGING HAS BROUGHT CPC BACK TO GREAT VALUE LEVELS – NEARLY DOUBLING EFFICIENCY

