

# SOCIAL MEDIA

- JULY SOCIAL GENERATED 1,170,655 IMPRESSIONS & 22,131 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 16,214 CLICKS AT AN AVERAGE OF \$0.29 CPC;
- 'MAGIC IS REAL' CAMPAIGN CAME ONLINE AND IS BEGINNING TO OPTIMIZE;
- 'MAGIC IS REAL' CAMPAIGN GENERATED 8,130 CLICKS AT AN AVERAGE OF \$0.23 CPC;

