

SOCIAL MEDIA

- OCTOBER SOCIAL GENERATED 5,702,805 IMPRESSIONS & 51,558 ENGAGEMENTS;
- 'ROOM TO ROAM' CAMPAIGN GENERATED 21,712 CLICKS AT AN AVERAGE OF \$0.34 CPC;
- 'TASTE MENDOCINO' CAMPAIGN GENERATED 5,672 CLICKS AT AN AVERAGE OF \$0.92 CPC;
- 'HARVEST MENDOCINO' CAMPAIGN GENERATED 13,574 CLICKS AT AN AVERAGE OF \$0.55 CPC;
- 'MUSHROOM TRAIN' CAMPAIGN GENERATED 13,739 CLICKS AT AN AVERAGE OF \$0.38 CPC;

