

# SOCIAL MEDIA

- OCTOBER SOCIAL GENERATED 3,880,721 IMPRESSIONS & 53,197 ENGAGEMENTS;
- CONTINUED TEMPORARY CAMPAIGNS AS PRIMARY FOCUS, REDUCED CPC ON 'MAGIC IS REAL' CAMPAIGN
- 'MAGIC IS REAL' CAMPAIGN GENERATED 10,426 CLICKS AT AN AVERAGE OF \$0.23
- 'HARVEST 2023' CAMPAIGN GENERATED 4,898 CLICKS AT AVERAGE OF \$0.36 CPC;
- 'TASTE MENDOCINO' CAMPAIGN GENERATED 9,458 CLICKS AT AN AVERAGE OF \$0.33 CPC;
- 'MUSHROOM, WINE, AND WHISKEY TRAIN' CAMPAIGN GENERATED 20,156 CLICKS AT AN AVERAGE OF \$0.18 CPC;
- 'MAGIC MARKET' CAMPAIGN GENERATED 6,436 CLICKS AT AN AVERAGE OF \$0.27 CPC;

