

SOCIAL MEDIA

- OCTOBER SOCIAL GENERATED 2,372,054 IMPRESSIONS & 7,081 ENGAGEMENTS;
- 'HARVEST' META CAMPAIGN GENERATED 21,324 CLICKS / \$0.22 CPC
- 'MUSHROOM TRAIN' META CAMPAIGN GENERATED 16,847 CLICKS / \$0.23 CPC
- 'MAGIC IS REAL' GOOGLE CAMPAIGN GENERATED 1,881 CLICKS / \$0.64 CPC
- FOCUS ON GOOGLE IS ON REDUCING CPC AND RAMPING BACK UP OVERALL VOLUME

