

SOCIAL MEDIA

- SEPTEMBER SOCIAL GENERATED 2,487,510 IMPRESSIONS & 40,696 ENGAGEMENTS;
- PIVOTED FROM 'MAGIC IS REAL' CAMPAIGN TO TEMPORARY CAMPAIGNS
- 'MAGIC IS REAL' CAMPAIGN GENERATED 9,681 CLICKS AT AN AVERAGE OF \$0.43
- 'HARVEST 2023' CAMPAIGN GENERATED 3,041 CLICKS AT AN AVERAGE OF \$0.36 CPC;
- 'TASTE MENDOCINO' CAMPAIGN GENERATED 3,230 CLICKS AT AN AVERAGE OF \$0.34 CPC;
- 'MUSHROOM, WINE, AND WHISKEY TRAIN' CAMPAIGN GENERATED 8,891 CLICKS AT AN AVERAGE OF \$0.14 CPC;
- 'MAGIC MARKET' CAMPAIGN GENERATED 3,193 CLICKS AT AN AVERAGE OF \$0.23 CPC;

