

SOCIAL MEDIA

- SEPTEMBER SOCIAL GENERATED 1,662,818 IMPRESSIONS & 8,464 ENGAGEMENTS;
- 'MAGIC IS REAL' META: 19,093/ \$0.34 CPC
- 'MUSHROOM TRAIN' META: 1,878 CLICKS / \$0.31 CPC
- 'MENDO ITALIANO' META: 1,588 CLICKS / \$0.33 CPC
- 'HARVEST MENDO' META: 8,416 CLICKS / \$0.25
- 'MAGIC IS REAL' GOOGLE CAMPAIGN GENERATED 34,711 CLICKS / \$0.07 CPC
- 6,624 NEW FOLLOWERS FROM CONTEST (+12.3%)

