

SOCIAL MEDIA

- MAY SOCIAL GENERATED 2,642,128 IMPRESSIONS & 18,142 ENGAGEMENTS;
- 'MAGIC IS REAL' META CAMPAIGN: 16,954 CLICKS / \$0.33 CPC
- 'SPRING + SUMMER' META: 19,479 CLICKS / \$0.21 CPC
- 'MAGIC IS REAL' GOOGLE CAMPAIGN GENERATED 27,610 CLICKS / \$0.09 CPC

