

# SOCIAL MEDIA

- APRIL SOCIAL GENERATED 2,068,212 IMPRESSIONS & 13,812 ENGAGEMENTS;
- 'MAGIC IS REAL' META CAMPAIGN:  
24,226 CLICKS / \$0.29 CPC
- 'SPRING AND SUMMER' META : 4,042 CLICKS / \$0.18 CPC
- 'MAGIC IS REAL' GOOGLE CAMPAIGN GENERATED  
34,091 CLICKS / \$0.07 CPC

