



EMAIL ENGAGEMENT



24
EMAIL CAMPAIGNS

21 Member Campaigns 3 Influencer Campaigns

OPEN RATES
65.11%
Click Through Rate
39.81%
41% Above Industry Standard
79.24% Above Industry Standard

NEWS & ALERTS Posts Per Month on Matrix™

Total 53 MATRIX™ "MESSAGE OF THE DAY" 18 Average POSTS PER DAY

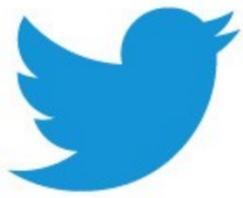
DIGITAL & PRINT MEDIA

16 News Articles! \$21,400+ Value!

7 ARTICLES \$4,550	6 ARTICLES \$5,994	1 VIDEO CLIP \$5000	2 ARTICLES \$5,920
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SOCIAL MEDIA



1845+ Followers
+0.1%



377+ Fans
+4%



237+ Followers
+0.1%

Posts

Total number of posts that have been Published on all pages. Important measure of audience growth rate.

Twitter: 48 (+0.01%) Facebook: 42 (+48%) Instagram: 86 (+0.01%)

Engagement

The sum of reactions, comments and shares Received by content associated with all pages. Important measure of Brand awareness.

Twitter: 78 (+56%) Facebook: 519 (+7%) Instagram: 391 (+0.01%)

Impressions

Total number of times all posts have been seen.

Twitter: 19000 (+56%) Facebook: 11,478 (+21%) Instagram: 5,326 (+0.01%)

Profile Visits

The number of times a profile was viewed.

Twitter: 449 (+70%) Facebook: 74 (+32%) Instagram: 172 (+0.01%)