Overall Campaign Results: Engagement in Advertising

START: 7/1/2019  END: 9/30/2019

Impression Over Time

Impressions: 105,557,394
Estimated Audience Reach: 184,068,025
Website Visits: 1,635,974
Scheduled Email Opens: 253,387

Top Deployment Vendors:
- AdTheorent, Inc
- Kargo
- teads.tv
- Pandora
- Zeta Global

Total Social Engagements

Website Traffic Channels:
- Brand Ads
- Organic
- Other Ads

Website Visits by Location

Website Visits by Age Group:
- 18-24: 26%
- 25-34: 20%
- 35-44: 18%
- 45-54: 19%
- 55-64: 11%
- 65+: 5%

Website Visits by Gender:
- Female: 55%
- Male: 45%

Media Spend:
- Display: 62.99%
- Social: 26.40%
- Google Ads: 10.24%
- Traditional: 0.37%

Find Your True North

#OnlyinMn