

SOCIAL MEDIA

FACEBOOK

Followers: 78,037
 Monthly Impressions: 226,549
 Monthly Engagements: 61,121
 59% Women, 41% Men
 Age:
 18-34 20.1%
 35-54 58.8%
 55+ 21.1%

INSTAGRAM

Followers: 92,898
 Monthly Impressions: 61,534
 Monthly Engagements: 3,624
 61% Women, 39% Men
 Age:
 18-34 34.4%
 35-54 55.9%
 55+ 10.2%

TWITTER

Followers: 224,200
 Monthly Impressions: 454,000
 Monthly Mentions: 718



EMAIL MARKETING

EVENTS NEWSLETTER

Audience Size: 49,702
 Unique Open Rate: 32.2%
 Unique Click Through Rate: 3.5%
 53% Women, 40% Men, 7% Non-Conforming
 Age:
 18-34 29.7%
 35-54 49.3%
 55+ 13.8%

DAILY NEWSLETTER

Audience Size: 28,449
 Unique Open Rate: 33%
 Unique Click Through Rate: 1.7%
 52% Women, 40% Men, 8% Non-Conforming
 Age:
 18-34 24.9%
 35-54 49.3%
 55+ 17.6%

LUVDOC

Audience Size: 3,461
 Unique Open Rate: 18.1%
 Unique Click Through: 0.9%
 53% W, 42% M, 5% N-C
 Age:
 18-34 15.1%
 35-54 60.6%
 55+ 19.5%

COMMUNITY

Audience Size: 3,718
 Unique Open Rate: 21%
 Unique Click Through: 1%
 55% W, 37% M, 8% N-C
 Age:
 18-34 17.2%
 35-54 58.5%
 55+ 16.9%

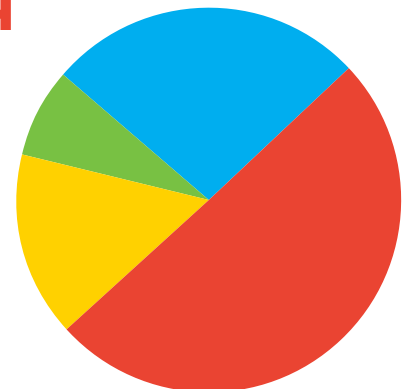
VERDE REPORT

Audience Size: 3,721
 Unique Open Rate: 30%
 Unique Click Through Rate: 2%
 52% W, 36% M, 12% N-C
 Age:
 18-34 14.1%
 35-54 58.3%
 55+ 15.5%

TOTAL EMAIL REACH

Audience Size: 89,051
 Unique Open Rate: 32.2%
 Unique Click Through Rate: 2.7%
 53% Women, 40% Men, 7% Non-Conforming

Age:
 18-34 26.4%
 35-54 50.5%
 55+ 15.4%
 Other 7.7%



SOURCES: Facebook, Instagram: Meta Analytics.
 Twitter: Twitter Analytics. Email: Mailchimp.