

AVERAGE AUDIENCE DATA

Q4 | 10/1/2021 - 12/31/2021

TOP 5 POTENTIAL TO BUY INTERESTS

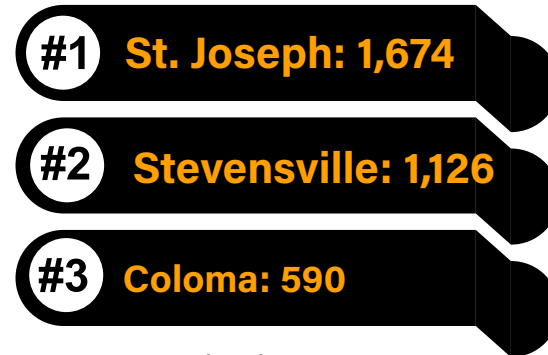


82,233

TOTAL FACEBOOK AD IMPRESSIONS

*Source: Facebook

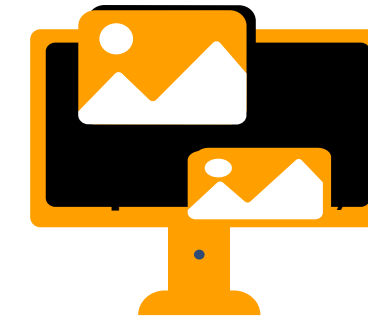
AUDIENCE LOCATIONS



*Source: Facebook

319,436

Webpage Views



*Source: Google Analytics

Home & Garden/Home Decor

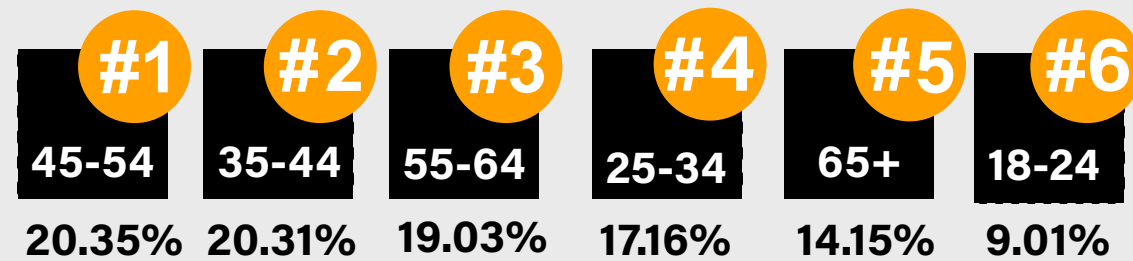
Apparel & Accessories/Women's Apparel

Real Estate/Residential Properties/Residential Properties (For Sale)

Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Pre-owned Houses (For Sale)

Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)

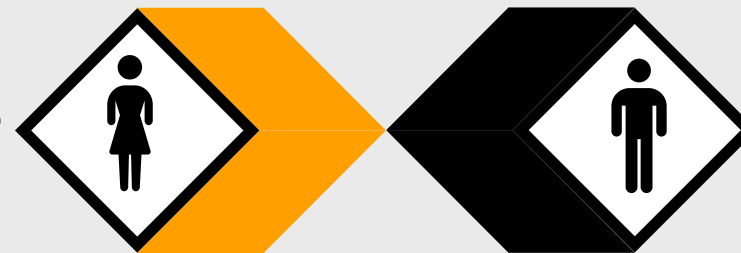
AGES REACHED



*Source: Google Analytics

51.9%

of avg. users are women



48.1%

of avg. users are men

*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

News & Politics/Avid News Readers

Banking & Finance/Avid Investors

Shoppers/Value Shoppers

Lifestyles & Hobbies/Pet Lovers

SOCIAL MEDIA AUDIENCE

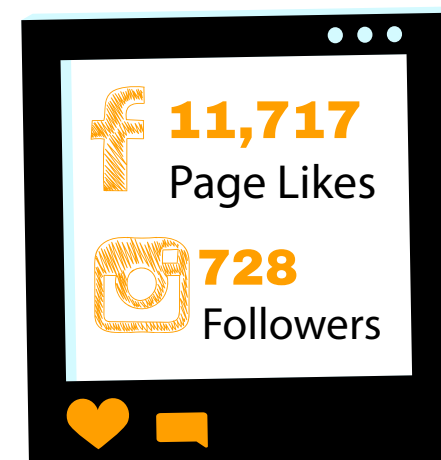
*Sources: Facebook, Instagram

1,759

Email subscribers reached every month



*Source: Drip



1,552

Total podcasts played and downloaded



*Source: Blubrry