

AVERAGE AUDIENCE DATA

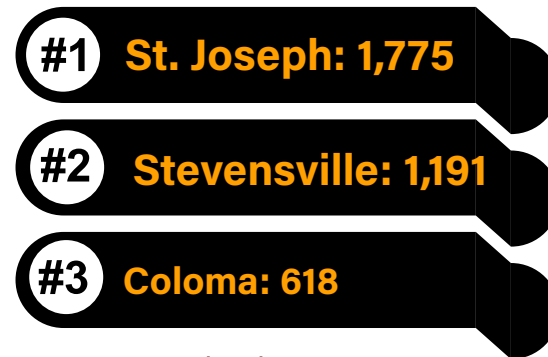
Q1 | 1/1/2022 - 3/31/2022



107,938
TOTAL FACEBOOK
AD IMPRESSIONS

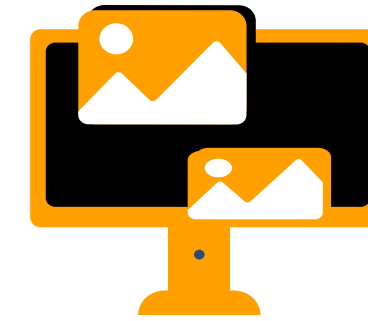
*Source: Facebook

AUDIENCE LOCATIONS



*Source: Facebook

264,285
Webpage Views

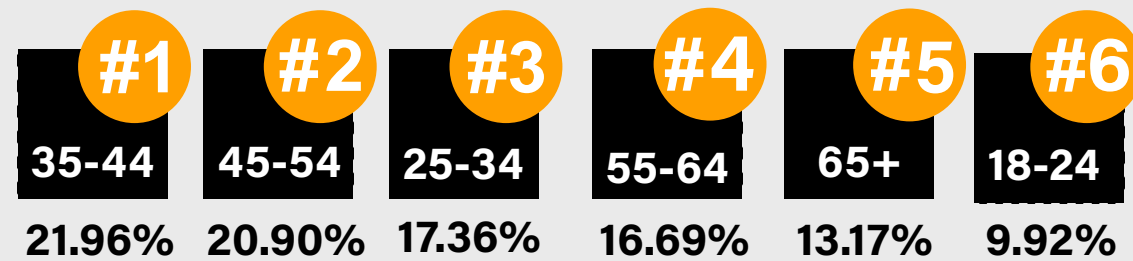


*Source: Google Analytics

TOP 5 POTENTIAL TO BUY INTERESTS

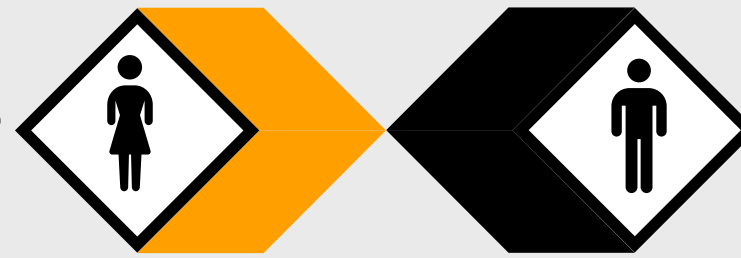
- Home & Garden/Home Decor
- Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
- Financial Services/Investment Services
- Employment
- Real Estate/Residential Properties/Residential Properties (For Sale)

AGES REACHED



*Source: Google Analytics

50.5%
of avg. users are
women



49.5%
of avg. users
are men

*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

- Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- Banking & Finance/Avid Investors
- Shoppers/Value Shoppers
- News & Politics/Avid News Readers
- Lifestyles & Hobbies/Business Professionals

1,789

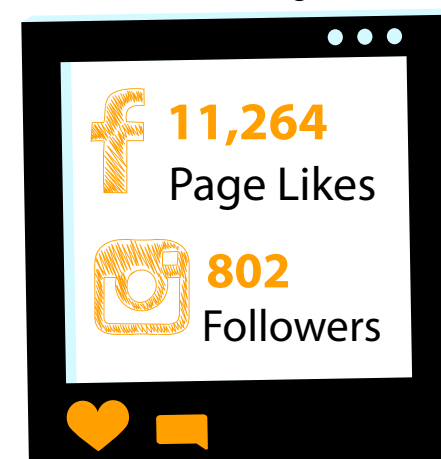
Email subscribers
reached every month



*Source: Drip

SOCIAL MEDIA AUDIENCE

*Sources: Facebook, Instagram



662

Total podcasts
played and
downloaded



*Source: Blubrry