

AVERAGE AUDIENCE DATA

Q2 | 4/1/2022 - 6/30/2022

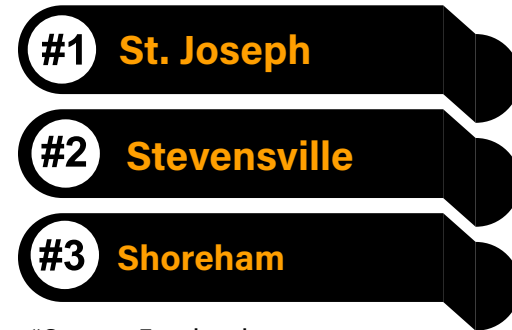


147,731

TOTAL FACEBOOK
AD IMPRESSIONS

*Source: Facebook

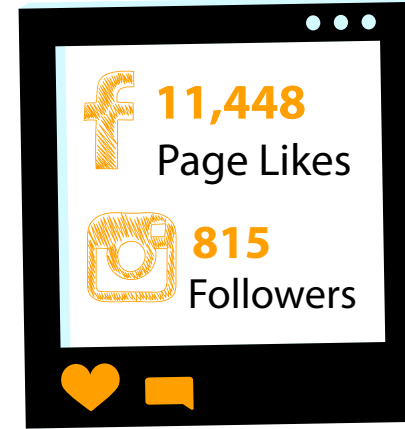
AUDIENCE LOCATIONS



*Source: Facebook

SOCIAL MEDIA AUDIENCE

*Sources: Facebook, Instagram



TOP 5 POTENTIAL TO BUY INTERESTS

Autos & Vehicles/Auto Repair & Maintenance

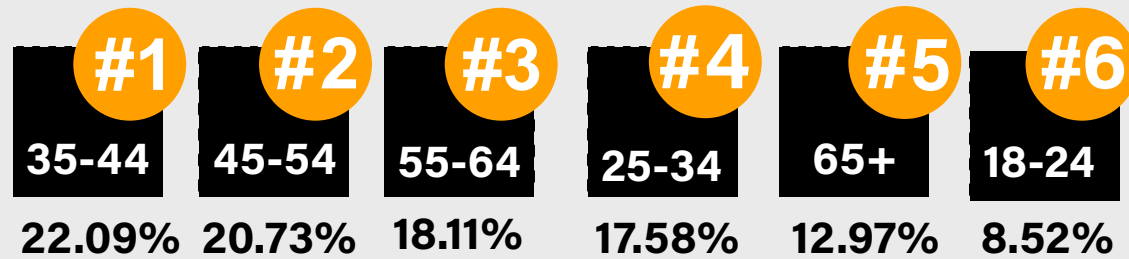
Real Estate/Residential Properties/Residential Properties (For Sale)

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

Autos & Vehicles/Auto Repair & Maintenance/Oil Changes

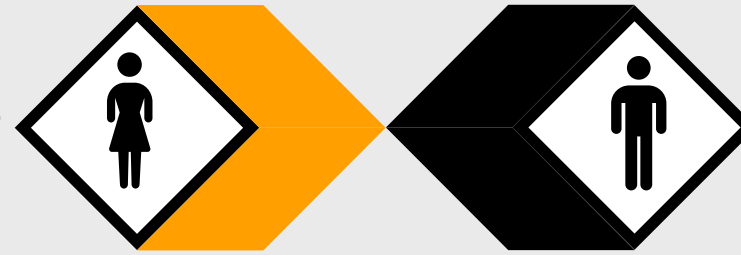
Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)

AGES REACHED



*Source: Google Analytics

51.2%
of avg. users are
women



48.8%
of avg. users
are men

*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

Shoppers/Value Shoppers

Banking & Finance/Avid Investors

News & Politics/Avid News Readers

Lifestyles & Hobbies/Pet Lovers

759

Total podcasts
played and
downloaded



*Source: Blubrry

1,828

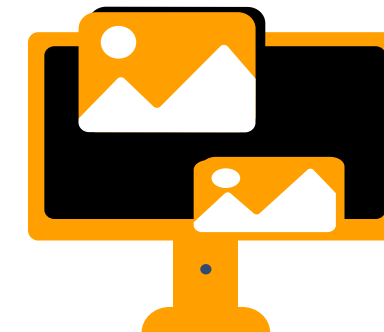
Email subscribers
reached every month



*Source: Drip

379,384

Webpage Views



*Source: Google Analytics