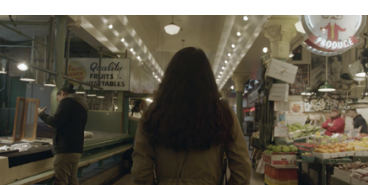
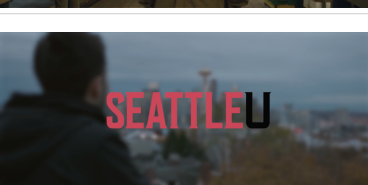


#OneOfTheOnes Soft Launch (Social Media)

Promotion	Date range: Feb 12-Feb 21	Facebook	Twitter	Instagram			
#1	Shares or RTs	3	7	NA			
	Reactions	243	8	403			
	Views/Reach	4,043	4,001	4,142			
	Comments or Replies	4	0	0			
	Engagements	214	124	404			
#2	Shares or RTs	2	1	NA			
	Reactions	97	3	165			
	Views/Reach	3,975	3,053	3,412			
	Comments or Replies	1	0	2			
	Engagements	100	96	168			
#3	Shares or RTs	1	3	NA			
	Reactions	132	12	248			
	Views/Reach	2,914	3,678	3,453			
	Comments or Replies	3	1	1			
	Engagements	176	186	250			
#4	Shares or RTs	1	2	NA			
	Reactions	116	3	230			
	Views/Reach	2,162	3,060	3,645			
	Comments or Replies	0	0	1			
	Engagements	130	61	232			
#5	Shares or RTs	2	2	NA			
	Reactions	129	4	248			
	Views/Reach	5,632	2,867	3,704			
	Comments or Replies	1	0	1			
	Engagements	129	92	251			
	Link Clicks	40	3	NA			
#6 (Video Upload)	Shares or RTs	194	39	NA			
	Reactions	1,213	42	256			
	Views	20,116	5,270	3,639			
	Comments or Replies	87	1	1			
	Engagements	1499	359	260			
	Reach	63,266	13,089	2,674			
	Link Clicks	1,263	5	NA			
Unique posts with #OneOfTheOnes		8	20	11			