

#OSWDIGIN  
#OSWPOURAWAY

# CAMPAIGN PERFORMANCE MEASURES – OBJECTIVE 1

## CAMPAIGN IMPRESSIONS



### DEDICATED MICROSITE

Total sessions: **61,552**

Referrals to partner websites: **6,552**

### PAID MEDIA



Total impressions:

**11,740,031**

Canada: **6,993,855**

U.S.: **4,746,176**

### PAID INFLUENCER



Total page views:

**18,858\***

*\* Numbers based on an 80% reporting response rate from influencers.*



### EMARKETING

Total eblasts delivered:

**138,167**

Average open rate for five campaign eblasts: **45.79%**

### CAMPAIGN HASHTAGS



#OSWDigIn & #OSWPourAway total impressions:

**4,831,821**

### CITY FARE EVENT HASHTAG

#OSWcityfare total impressions:

**2,677,216**

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## CAMPAIGN IMPRESSIONS

### SOCIAL ENGAGEMENT

 **21,697** Total engagements  
(likes, comments, shares)

 **2,488** Total engagements  
(link clicks, retweets, favourites,  
replies, detail expands, profile  
clicks, hashtag clicks, media  
engagements)

 **563** Total engagements  
(likes, comments)

**321** Total OSW posts  
**1,122\*** Total user generated posts

*\* Number of posts shown includes only those who included an image as a requirement of the contest.*

### SOCIAL AUDIENCE GROWTH

 **5,708**

 **524**

 **299**

### DATABASE ACQUISITION

**8,973** Contest entries

**3,652** Signed up to database as a result of the contest

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## CAMPAIGN PERFORMANCE MEASURES- OBJECTIVE 3

# TOTAL CONSUMER INTEREST IN OFFERS

### TOTAL OFFERS



Page views: **6,663**



Partner offers on site during campaign period: **45**



Referral clicks from offers page: **2,090**