

In Feed Post / Reel Performance – Instagram



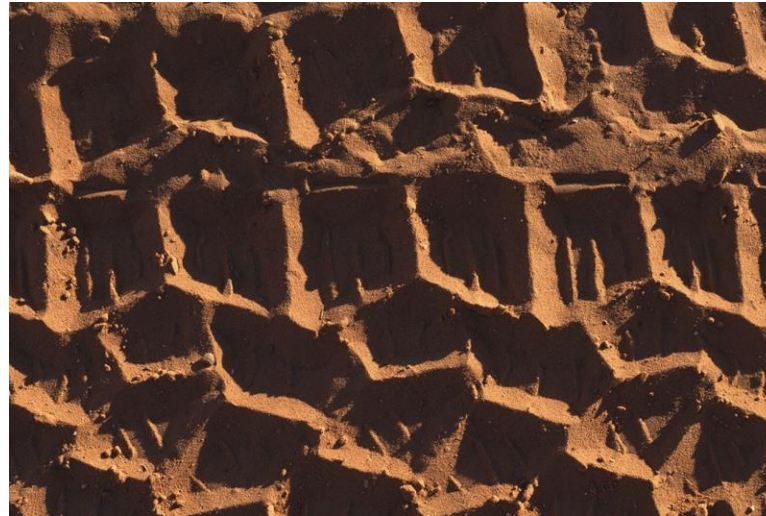
3/21 Teaser Post

Reach – 33,700

Views – 46,648

Engagements – 1,247

Engagement Rate – 28%



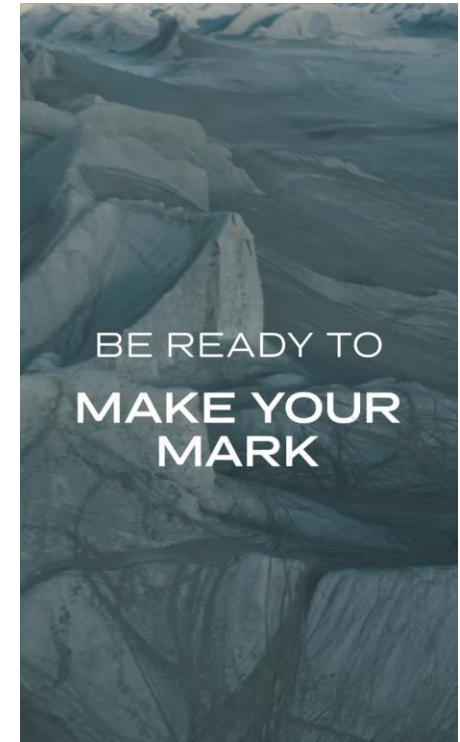
3/22 Teaser Post

Reach – 4,460

Views – 5,398

Engagements - 131

Engagement Rate – 3.8%



3/23 Teaser Post

Reach – 6,645

Views – 8,449

Engagements - 220

Engagement Rate – 5.7%

**Post was boosted*

In Feed Post / Reel Performance – Instagram



3/24 Teaser Post

Reach – 980
Views – 1,313
Engagements - 83
Engagement Rate – 0.84%



3/26 Teaser Post

Reach – 3,360
Views – 4,278
Engagements - 205
Engagement Rate – 2.87%



3/27 Launch Post

Reach – 91,915
Views – 140,961
Engagements – 2,461
Engagement Rate – 78.5%

****Post was boosted***

In Feed Post / Reel Performance - Instagram



3/28 Launch Post

Reach – 15,971

Views – 25,327

Engagements – 480

Engagement Rate – 13.7%



3/29 Launch Post

Reach – 1,744

Views – 2,389

Engagements – 207

Engagement Rate – 1.5%

Video View Rate – 32.8%

In Feed Post / Reel Performance - Instagram



3/31 Launch Post

Reach – 1,794

Views – 2,935

Engagements - 135

Engagement Rate – 1.5%



4/2 Launch Post

Reach – 11,018

Views – 17,360

Engagements - 348

Engagement Rate – 9.4%

In Feed Post / Reel Performance - IG



4/4 Launch Post

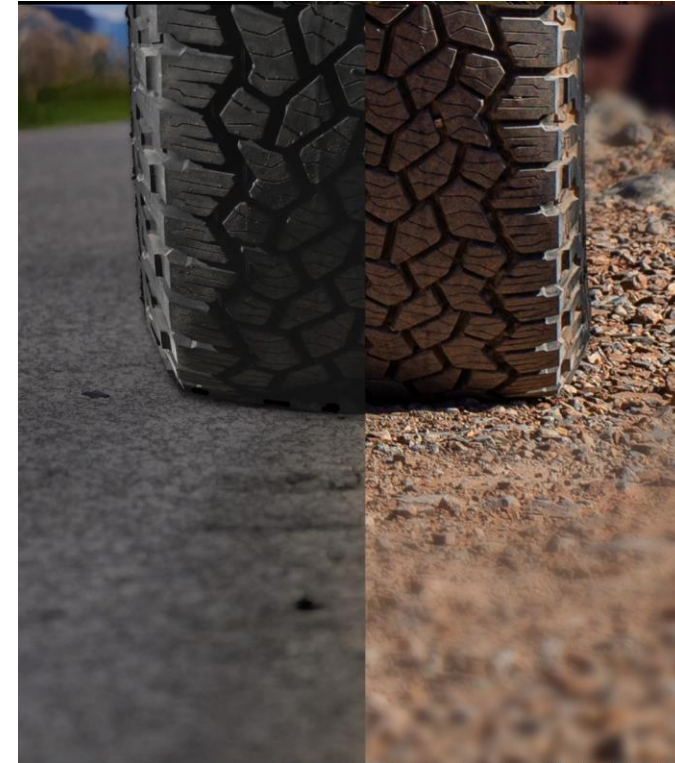
Reach – 8,810

Views – 12,179

Engagements - 260

Engagement Rate – 7.5%

Video View Rate – N/A



4/5 Launch Post

Reach – 17,453

Views – 24,941

Engagements - 277

Engagement Rate – 15%