


| Tweet number | Tweet text | Asset | Time | Impressions | Engagements | Retweets | Replies | Likes | User profile clicks | Hashtag clicks | Detail expands |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------------|-------------|-------------|----------|---------|-------|---------------------|----------------|----------------|
| 1 | You'll lose an hour of sleep tonight. Prepare for the time change by stocking up on Great Grounds! | N/A | 2022-03-12 8:03 AM | 211574 | 329 | 21 | 14 | 244 | 71 | - | - |
| 2 | If you're reading this now, you'll probably need a cup of Great Grounds to help you "spring forward" in the morning! #DaylightSavings #CoffeeTime |  | 2022-03-13 1:59 AM | 117261 | 1913 | 37 | 29 | 487 | 152 | 31 | 1214 |

Great Grounds Twitter Engagement: Tweet 1 vs Tweet 2

