

350
Stories



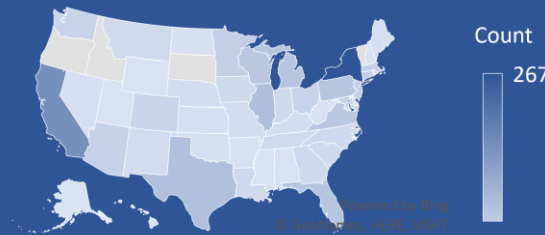
1,978,321
Gross Impressions



90 percent Favorable



45.6
Prominence



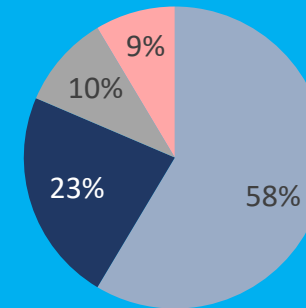
2 percent Unfavorable



4.8
Story Quality

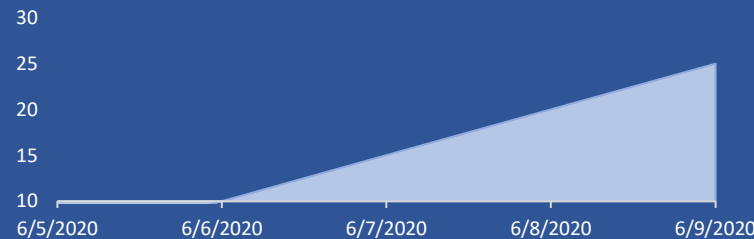


\$197,408
Media Cost



Top Story

Tweets Per
Day



Web 58%
Share of Voice

175 Stories
Forbes