| From: Alex Levitsky  To: Tiana Barnes, Sanjay Garg, Ned Lannister  Subject: Report: Daylight Savings Tweet Performance Great Grounds  Hello Alex,  I hope you are doing well today! I want to report about the performance results of the daylight savings tweets campaign. The campaign goal is to increase engagement with our target audience. Here are the results: Tweet 1 had more impressions due to being posted in prime time. Tweet 2 had more engagements because it uses hashtags and funny images.  Chart  Looking at the results we should post our tweets during prime time and use hashtags and images to engage our audience. If you have any questions about the results please email me.  Best regards,  Alex |
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