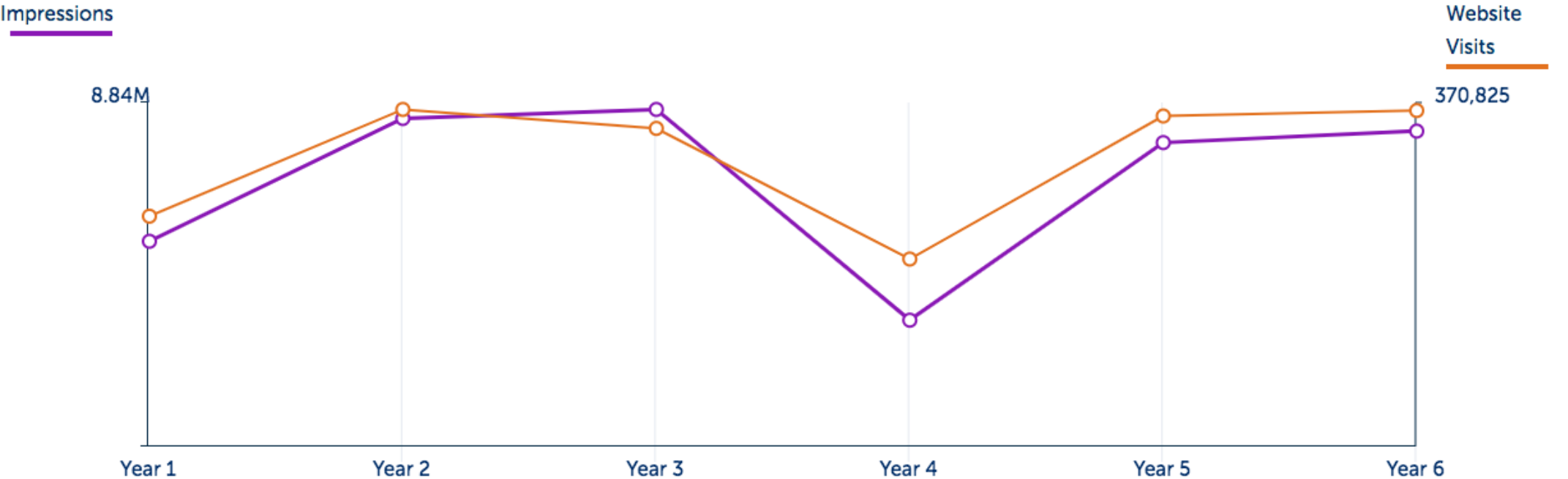


# Campaign Engagement



Impressions (thousands)		Website Visits		CTR
?	Email	4,038,460	Email	174,163 (4.31%)
?	Facebook	3,727,612	Facebook	166,971 (4.48%)
?	Television	0	Television	-0 (0.00%)
?	Branded Search	502,356	Branded Search	28,468 (5.67%)
?	Unbranded Search	0	Unbranded Search	-0 (0.00%)
Total		8,268,428	Total	369,602