

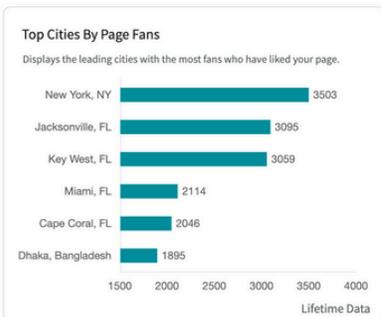
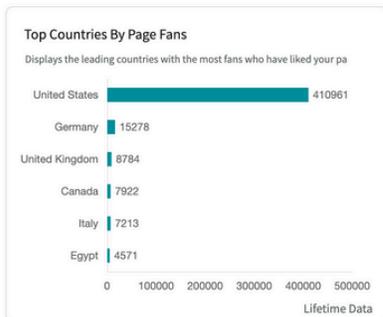
# OVERSEAS MEDIA GROUP AUGUST 2025 PERFORMANCE

## ORGANIC SOCIAL MEDIA

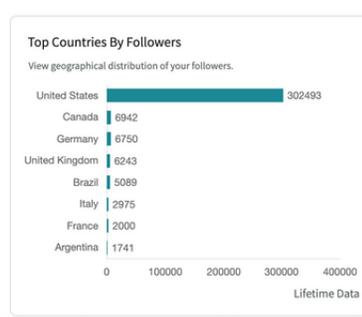
Platform	Followers	Page Reach	Page Views	Interactions
Facebook	610K	8.6M	20.5M	125K
Instagram	378K	729K	2.9M	100K

Platform	Followers	Favorites	Retweets	Replies
X	62.5K	2743	28	0

### FACEBOOK AUDIENCE



### INSTAGRAM AUDIENCE



### CONTENT PILLARS

Family Travel	1	Events	4	Romance	2
Boating	3	Weddings & Honeymoons	1	Music	1
Epicurean & Foodies	8	Soft Adventure	6	LGBTQ+	1
History	1	Eco Tourism & Sustainability	4	Diving & Snorkeling	1
Culture, History & Art	3	Luxury Travel	2		

### TOP FACEBOOK POSTS

Title	Views ↓	Reach ↑↓	Comments ↑↓	Interactions ↑↓	Shares ↑↓
Dolphins Playing in the Boat Wake off Islamorada Video • The Florida Keys & Key West	412,018	307,657	384	16,443	2,461
Celebrating Fantasy Fest in Key West! Video • The Florida Keys & Key West	353,266	312,986	205	2,696	341
In this final episode of 'Friends of Jimmy', we're ca... Reel • The Florida Keys & Key West	278,603	214,181	175	10,075	720
Just a Few Friends Celebration in Key West Video • The Florida Keys & Key West	273,385	220,899	331	9,805	1,076
There's no wrong way to explore Key West, but the... Multi media • The Florida Keys & Key West	253,952	187,984	64	1,923	105

# OVERSEAS MEDIA GROUP AUGUST 2025 PERFORMANCE

## TOP INSTAGRAM POSTS

Title	Views ↓	Reach ↑	Comments ↑	Interactions ↑	Shares ↑
 In this final episode of 'Friends of Jimmy', we're ca... Reel • thefloridakeys	334,150	39,901	36	3,933	661
 113 miles. 42 bridges. 1 iconic road trip through the ... Reel • thefloridakeys	106,616	84,065	95	6,871	1,179
 This week we're kicking off a new series taking you ... Carousel • thefloridakeys	101,991	45,261	67	6,418	1,329
 Most national parks have hiking trails, scenic roads, ... Carousel • thefloridakeys	88,905	39,102	21	2,881	394
 From Key Largo to Key West, these state parks off... Carousel • thefloridakeys	81,827	31,897	13	3,147	595

## PARTNER MENTIONS

- Sloppy Joe's Bar (mention & image)
- The Green Parrot (mention & image)
- Hog's Breath (image)
- Captain Tony's (image)
- Bull & Whistle (image)
- Irish Kevin's (image)
- Schooner Wharf (image)
- Key West Lobster Best
- Boat House Bar & Grill
- Half Shell Raw Bar
- Misohappy
- Hogfish Bar & Grill
- The Docks Restaurant + Raw Bar
- Dj's Clam Shack
- Prime Steakhouse
- Square Grouper Bar and Grill
- Lola's Bistro
- Ocean Grill & Bar
- Kaya Island Eats
- A&B Lobster House
- Conch Republic Seafood Company
- Seaside Cafe at the Southernmost House
- Lost Kitchen Key West
- Bungalows Key Largo
- Key Lime Bike Tour
- Conch Tour Train
- Island Audio Tours
- Ghosts & Gravestones Key West
- Key West Food Tours
- Old Town Trolley Tours
- Key West Cooking School
- Key West Legal Rum Distillery
- Florida Memory Project
- US Coast Guard
- Light House Friends
- Islamorada Private Charters
- Dry Tortugas National Park
- Yankee Freedom
- Key West Seaplane Adventures
- Mike's BBQ 101
- Dolphins Plus, Inc
- Fun in the Sun Key West
- Papa's Pilar Rum
- Islamorada Brewery & Distillery
- The Islands of Islamorada
- Bahia Honda State Park - CRPC
- Square Grouper
- Florida Keys Historic Center - Monroe County Public Library
- Just a Few Friends
- Womenfest
- Gay Key West
- Conde Nast Traveler
- Cafe Marquesa (image)
- Cuban Coffee Queen (image)
- Azur (image)
- Hot Tin Roof (image)
- Doraa (image)
- Glazed Donuts (image)
- Hogfish (image)
- Latitudes (image)
- Blue Heaven (image)
- Square Grouper (image)
- John Pennekamp Coral Reef State Park in Key Largo
- Long Key State Park in Long Key
- Curry Hammock State Park in Marathon
- Bahia Honda State Park in Big Pine
- Fort Zachary Taylor State Park in Key West



## TOP PERFORMING POST

Dolphin Reel from Islamorada Private Charters

- 412K Views
- 308K Reach
- 16.4K Interactions
- 384 Comments
  - (3X Last Month's)
- 2,461 Shares
- 312 Saves

## FACEBOOK LINK CLICKS

192,483 ↑ 41.5%

## INSTAGRAM LINK CLICKS

14,521 ↓ -32%

# OVERSEAS MEDIA GROUP AUGUST 2025 PERFORMANCE

## LIVE SOCIAL MEDIA EVENT COVERAGE



### KEY WEST LOBSTER BEST:

Dedicated to the first week of lobster season and all the amazing restaurants that cook lobster in so many different ways. Included a cooking demonstration by Paul Menta from Key West Legal Rum Distillery.

### KEY WEST RUM FEST

Key West Rum Fest is an annual event that celebrates rum with tastings, live music, rum-themed competitions, and island adventures, taking place over a few days in August, coinciding with National Rum Day. The festival supports the MARC House, a nonprofit that provides services for people with developmental and intellectual disabilities. Participants can enjoy rum-infused food, sunset sails, sandbar trips, and master classes while contributing to a good cause.

### BREWFEST

Key West Brewfest is an annual Labor Day Weekend festival in Key West, Florida, celebrating craft beer with tastings, live entertainment, beer-pairing dinners, pool parties, and other island-wide events. The multi-day event features over 55 breweries and 225+ craft beers at its main tasting event, which includes VIP and general admission options. The festival also supports a good cause, with proceeds funding student scholarships for the Key West community.

### JUST A FEW FRIENDS

Annual second line parade & memorial celebration for Key West's favorite son Labor Day weekend.

# OVERSEAS MEDIA GROUP

## AUGUST 2025 PERFORMANCE

### WEBCAMS

Platform	Views	Impressions	Impressions CTR	Average View Duration
YouTube	169K	1.1M	12%	12:38

Content			Impressions	Impressions click-through rate	Views ↓	Average view duration	Watch time (hours)
Duration	Publish date	+					
<input type="checkbox"/>	<b>Total</b>		<b>1,066,626</b>	<b>11.6%</b>	<b>169,002</b>	<b>12:38</b>	<b>35,612.3</b>
<input type="checkbox"/>	Key West Bight Marina Live WebCam - Key West, Florida Keys		371,796	10.6%	52,690 31.2%	11:08	9,784.4 27.5%
<input type="checkbox"/>	Jewish Creek Bridge, Live WebCam - Key Largo, Florida Keys		174,559	11.2%	26,340 15.6%	14:02	6,160.8 17.3%
<input type="checkbox"/>	Islamorada Charter Boats Live WebCam - Islamorada, Florida Keys		167,846	11.9%	26,020 15.4%	17:10	7,444.7 20.9%
<input type="checkbox"/>	Bahia Honda Live WebCam - Big Pine Key, Florida Keys		117,664	11.9%	19,527 11.6%	15:36	5,077.8 14.3%
<input type="checkbox"/>	Key Largo Marina Live WebCam - Key Largo, Florida Keys		67,565	12.2%	11,692 6.9%	11:33	2,251.8 6.3%
<input type="checkbox"/>	Sombrero Beach Live WebCam - Marathon, Florida Keys		39,102	15.7%	9,293 5.5%	9:32	1,477.7 4.2%
<input type="checkbox"/>	Dolphin Live WebCam - Key Largo, Florida Keys		35,575	16.6%	8,554 5.1%	7:03	1,007.3 2.8%
<input type="checkbox"/>	Stock Island Waterfront Live WebCam - Key West, Florida Keys		51,153	12.0%	7,626 4.5%	9:14	1,175.4 3.3%
<input type="checkbox"/>	Little Basin Live WebCam - Islamorada, Florida Keys		41,352	12.4%	7,260 4.3%	10:11	1,232.3 3.5%

### TRAFFIC SOURCE

Traffic source		Impressions	Impressions click-through rate	Views ↓	Average view duration	Watch time (hours)
	+					
<input type="checkbox"/>	<b>Total</b>	<b>1,066,626</b>	<b>11.6%</b>	<b>169,002</b>	<b>12:38</b>	<b>35,612.3</b>
<input type="checkbox"/>	YouTube search	484,556	14.2%	73,474 43.5%	3:51	4,727.5 13.3%
<input type="checkbox"/>	Browse features	402,476	8.9%	48,695 28.8%	16:48	13,635.0 38.3%
<input type="checkbox"/>	Suggested videos	119,514	8.9%	12,656 7.5%	16:51	3,554.9 10.0%
<input type="checkbox"/>	Direct or unknown	–	–	12,183 7.2%	55:12	11,209.7 31.5%
<input type="checkbox"/>	External	–	–	10,068 6.0%	8:11	1,374.6 3.9%
<input type="checkbox"/>	Channel pages	28,302	19.9%	6,133 3.6%	5:55	605.9 1.7%
<input type="checkbox"/>	Playlists	31,778	9.9%	3,635 2.2%	2:14	135.7 0.4%
<input type="checkbox"/>	Other YouTube features	–	–	2,158 1.3%	10:15	369.0 1.0%

# OVERSEAS MEDIA GROUP AUGUST 2025 PERFORMANCE

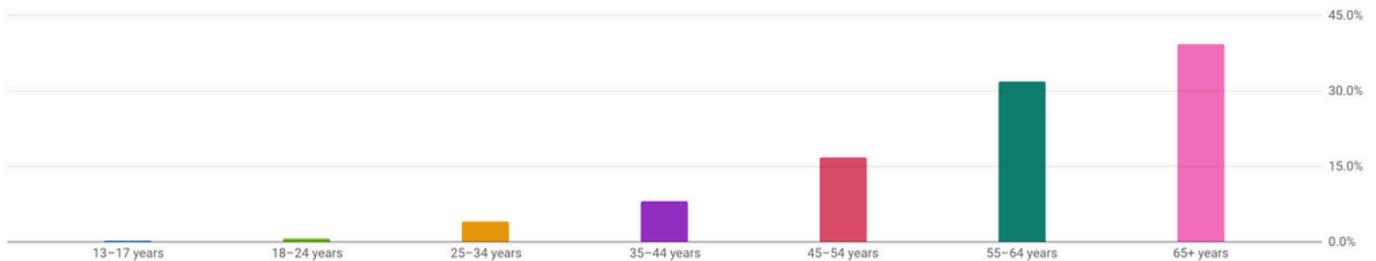
## CITIES

Cities	+	Impressions	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> <b>Total</b>		<b>1,066,626</b>	<b>169,002</b>	<b>35,612.3</b>	<b>12:38</b>
<input type="checkbox"/> Miami, FL, USA		–	1,803 1.1%	760.1 2.1%	25:17
<input type="checkbox"/> New York, NY, USA		–	1,197 0.7%	237.7 0.7%	11:54
<input type="checkbox"/> Sugar Land, TX, USA		–	649 0.4%	12.5 0.0%	1:09
<input type="checkbox"/> The Woodlands, TX, USA		–	548 0.3%	83.6 0.2%	9:09
<input type="checkbox"/> Homestead, FL, USA		–	465 0.3%	51.9 0.2%	6:41
<input type="checkbox"/> Winter Springs, FL, USA		–	370 0.2%	1.8 0.0%	0:17
<input type="checkbox"/> Chicago, IL, USA		–	316 0.2%	102.0 0.3%	19:21
<input type="checkbox"/> Atlanta, GA, USA		–	293 0.2%	115.2 0.3%	23:35
<input type="checkbox"/> Wilmington, NC, USA		–	272 0.2%	28.6 0.1%	6:18
<input type="checkbox"/> Melbourne, FL, USA		–	219 0.1%	42.2 0.1%	11:33

## GENDER

Viewer gender ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> Female	26.1%	6:41	–	14.9%
<input type="checkbox"/> Male	73.9%	13:31	–	85.1%
<input type="checkbox"/> User-specified	0.1%	5:38	–	0%

## AGE



Viewer age ↓	+	Views	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> 13-17 years		0.1%	0:06	–	0%
<input type="checkbox"/> 18-24 years		0.6%	20:19	–	1.1%
<input type="checkbox"/> 25-34 years		4.0%	6:49	–	2.4%
<input type="checkbox"/> 35-44 years		7.9%	15:02	–	10.5%
<input type="checkbox"/> 45-54 years		16.7%	11:32	–	17.2%
<input type="checkbox"/> 55-64 years		31.6%	11:26	–	32.2%
<input type="checkbox"/> 65+ years		39.1%	10:29	–	36.6%

# OVERSEAS MEDIA GROUP

## AUGUST 2025 PERFORMANCE

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### PAID CAMPAIGN MANAGEMENT

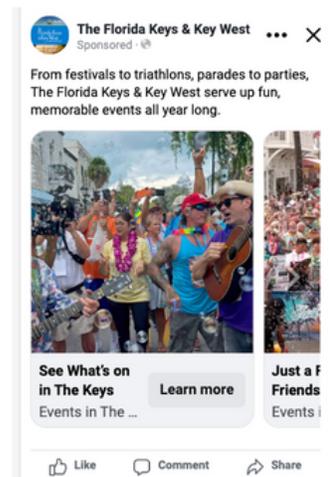
#### AUGUST VS JULY:

- Reach: 7.7M vs 7.9M (↓ 2%)
  - Impressions: 16.8M vs 15.8M (↑ 6.3%)
  - Landing Page Views: 162.8K vs 122.1K (↑ 33%)
  - Link Clicks: 212.3K vs 153.8K (↑ 38%)
  - Click Thru Rate: 1.3% vs 1% (↑ 29%)
  - Clicks (all): 345K vs 293K (↑ 18%)
  - Click Thru Rate (all): 2% vs 1.85% (↑ 11%)
  - Cost Per Landing Page View (CPLPV): \$.38 vs \$.50 (↑ 24%)
- 

### UNIQUE CAMPAIGNS FOR AUGUST

#### EVENT ROUND UP:

- 1.38M Reach
- 2.3M Impressions
- 1K Landing Page Views
- 4K Link Clicks (all)
- 0.18% Click Thru Rate (all)
- \$3.50 CPLPV



#### KEY WEST AIRPORT:

- 2.3M Reach
- 4.4M Impressions
- 4.1K Landing Page Views
- 18.9K Link Clicks
- 0.4% Click Thru Rate
- \$1.98 CPLPV



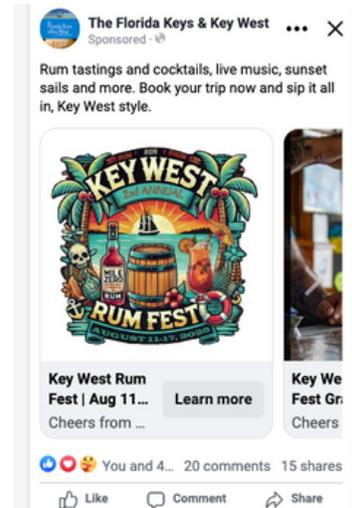
# OVERSEAS MEDIA GROUP

## AUGUST 2025 PERFORMANCE

### PAID CAMPAIGN MANAGEMENT UNIQUE CAMPAIGNS FOR AUGUST

#### RUM FEST:

- 302K Reach
- 479K Impressions
- 8.8K Landing Page Views
- 11K Link Clicks
- 3.2% Click Thru Rate (all)
- \$.23 CPLPV



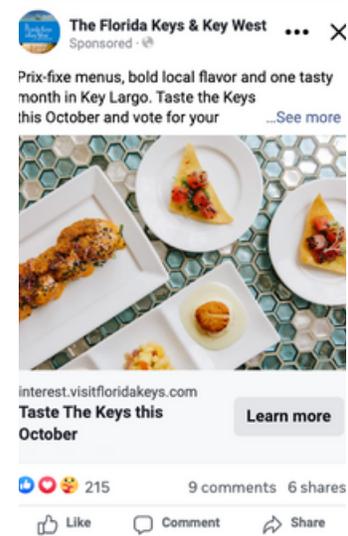
#### LOBSTER BEST:

- 177K Reach
- 294K Impressions
- 14.6K Landing Page Views
- 21K Link Clicks (all)
- 7.2% Click Thru Rate (all)
- \$.13 CPLPV



#### TASTE THE KEYS:

- 304K Reach
- 384K Impressions
- 4K Landing Page Views
- 12K Link Clicks (all)
- 1.8% Click Thru Rate (all)
- \$1.80 CPLPV



# OVERSEAS MEDIA GROUP SEPTEMBER 2025 PERFORMANCE

## ORGANIC SOCIAL MEDIA

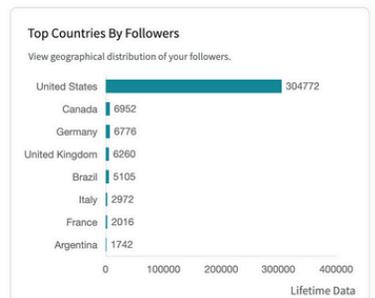
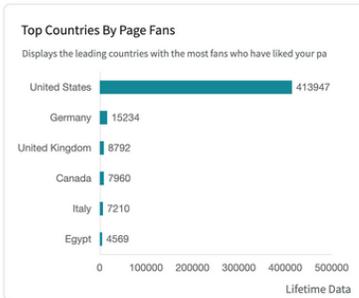
Platform	Followers	Page Reach	Page Views	Interactions
Facebook	612K	7.1M	11.6M	75K
Instagram	384K	562K	2.5M	60K

Platform	Followers	Favorites	Retweets	Tweets
X	62.5K	1421	24	24

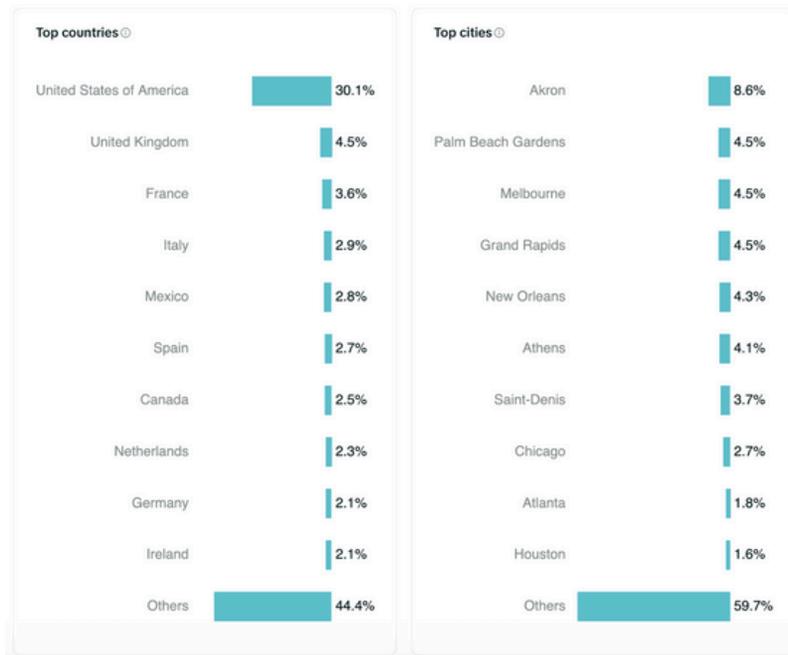
Platform	Video Views	Page Reach	Profile Views	Engagement
TikTok	73.5K	62.2K	641	3,416

### FACEBOOK AUDIENCE

### INSTAGRAM AUDIENCE



### TIKTOK AUDIENCE



## CONTENT PILLARS

	Family Travel	5		Events	2		Diving & Snorkeling	1
	Boating	2		Weddings & Honeymoons	1		Culture, History & Art	4
	Epicurean & Foodies	4		Soft Adventure	4		Luxury Travel	1
	Fishing	1		Eco Tourism & Sustainability	5			

## TOP FACEBOOK POSTS

Title	Views  ↓	Reach  ↑↓	Comments  ↑↓	Interactions  ↑↓	Shares  ↑↓
 The Conch Republic just got a whole lot closer! This ... Photo • The Florida Keys & Key West	1,171,800	769,360	443	3,155	389
 61 Sea Turtle Hatchlings Released by the Marathon ... Reel • The Florida Keys & Key West	208,180	186,294	201	7,659	735
 The 1950s gave the Keys a new identity... part tropi... Multi media • The Florida Keys & Key West	143,570	92,458	189	2,513	272
 First day of fall? In the Florida Keys, it still feels like ... Multi media • The Florida Keys & Key West	130,730	89,990	117	2,942	193
 Your Next Florida Keys Vacation Destination Is... Reel • The Florida Keys & Key West	87,925	72,334	90	2,617	223

## TOP INSTAGRAM POSTS

Title	Views  ↓	Reach  ↑↓	Comments  ↑↓	Interactions  ↑↓	Shares  ↑↓
 The Conch Republic just got a whole lot closer! This ... Photo • thefloridakeys	320,245	184,236	50	3,100	994
 The 1950s gave the Keys a new identity... part tropi... Carousel • thefloridakeys	117,172	59,029	54	7,633	1,611
 Island time looks a little different for everyone 🌴 H... Carousel • thefloridakeys	110,689	33,816	85	3,674	232
 From U-boats offshore to Truman fishing the flats, ... Carousel • thefloridakeys	75,183	35,306	33	3,259	438
 It's National Rum Punch Day... but down here in the... Carousel • thefloridakeys	66,819	27,891	13	1,513	21

# OVERSEAS MEDIA GROUP

## SEPTEMBER 2025 PERFORMANCE

### PARTNER MENTIONS

- Mike's Aerial Photography
- The Turtle Hospital
- U.S. Coast Guard Station Marathon
- U.S. News and World Report
- John Pennekamp
- Florida Keys National Marine Sanctuary
- Florida Keys Wild Bird Rehabilitation Center
- Dagny Johnson Key Largo Hammock Botanical State Park
- The African Queen Canal Cruise
- Key Largo Fisheries
- REEF Reef Environmental Education Foundation
- Robbie's of Islamorada
- Everglades National Park
- Spiegel Grove Wreck Dive
- Jules' Undersea Lodge
- Toilet Seat Cut
- Florida Keys History Center - Monroe County Public Library
- Dream Bay Resort
- Frond and Feather Events
- Savannah Michelle Photography
- Beautiful Brides of the Florida Keys
- Blooms and Beyond
- Flamingo Flamingo Furniture & Designs
- Ocean Breeze Party Rental
- Keys Audio Party Rentals
- A Movable Feast
- Key Lime Pie Lady
- Leah Sutter Music
- Russ Ginsberg DJ MC & HOST
- Yes & Tonic
- Coconut Reserve Miami
- Taste of Key Largo
- Skippers Dockside
- Gus' Grille
- Reefhouse Key Largo
- Mrs Mac's Kitchen
- Sol by the Sea
- Playa Largo Resort
- Pilot House
- Buzzards Roost Key Largo
- The Catch Restaurant & Bar
- Bayside Grille & Sunset Bar
- DiGiorgio's Cafe Largo
- Key Largo Conch House
- Crooked Palm Cabana
- Italian Food Company
- Lido 73
- Key Largo Chamber of Commerce
- Blue Flamingo Resort Key West
- Theater of the Sea
- MyFWC Florida Fish and Wildlife
- Race World Offshore
- Zip Zap Power
- Keys Fresh Seafood Market
- Danger Charters
- Marathon Community Theater
- Faro Blanco Resort & Yacht Club Marathon
- Two Conchs Charters
- The Lower Keys Rotary
- Southernmost Half Marathon & 10K
- Ladies, Let's Go Fishing
- Fantasy Fest
- Taste the Keys
- Salt + Ash
- Hideaway Cafe
- Salute! On the Beach
- Pierre's Restaurant
- The Armory Speakeasy
- A&B Lobster House
- Little Pearl
- Latitudes
- South of the Seven
- Moondog
- Santiago's Bodega
- Gardenia's Bistro
- Three Waters Resort
- Speakeasy Inn & Rum Bar
- Sloppy Joe's
- Captain Tony's
- Florida Memory Project
- Holiday Isle
- Seaside Cafe at the Southernmost House
- The Key West Butterfly & Nature Conservatory
- Cuban Coffee Queen
- Tucker's Provisions
- Tijon Key West
- Flamingo Crossing Ice Cream
- Dolphin Research Center
- Pigeon Key
- Key West Lighthouse
- Hemingway Home Museum
- Key West Shipwreck Museum
- The Islander Resort
- Florida Keys Mosquito Control District
- The Caribbean Club
- Key West International Airport
- Breeze Airways
- Spirit Airline
- Avelo
- Allegiant
- Delta Airlines
- JetBlue
- United Airlines
- American Airlines
- Gotcha Sport Fishing
- Hawks Cay Marina
- Hawks Cay Resort
- Sombrero Beach
- Bahia Honda
- Fort Zachary Taylor
- Dry Tortugas National Park



### TOP PERFORMING POST

#### Nonstop flights to/from Key West International Airport

- 1.2M Views
- 3,155 Interactions
- 19 Link Clicks
- 781,893 Viewers
- 2,124 Likes & Reactions
- 443 Comments
- 354 Shares
- 234 Saves

### FACEBOOK LINK CLICKS

154.3K

### INSTAGRAM LINK CLICKS

6.1K

# OVERSEAS MEDIA GROUP

## SEPTEMBER 2025 PERFORMANCE

### WEBCAMS

Platform	Views	Impressions	Impressions CTR	Average View Duration
YouTube	132.6K	774K	13%	14:32

Content		Impressions	Impressions click-through rate	Views ↓	Average view duration	Watch time (hours)
Duration	Publish date					
<input type="checkbox"/>	<b>Total</b>	<b>773,882</b>	<b>12.8%</b>	<b>132,649</b>	<b>14:32</b>	<b>32,151.9</b>
<input type="checkbox"/>	Key West Bight Marina Live WebCam - Key West, Florida...	261,769	11.5%	39,177 29.5%	16:07	10,527.8 32.7%
<input type="checkbox"/>	Jewish Creek Bridge, Live WebCam - Key Largo, Florida...	137,516	12.2%	22,153 16.7%	17:18	6,388.8 19.9%
<input type="checkbox"/>	Islamorada Charter Boats Live WebCam - Islamorada F...	128,715	13.2%	22,147 16.7%	17:42	6,537.6 20.3%
<input type="checkbox"/>	Bahia Honda Live WebCam - Big Pine Key, Florida Keys	64,379	13.9%	12,768 9.6%	12:44	2,712.9 8.4%
<input type="checkbox"/>	Key Largo Marina Live WebCam - Key Largo, Florida Ke...	45,923	14.6%	9,322 7.0%	10:08	1,575.3 4.9%
<input type="checkbox"/>	Sombrero Beach Live WebCam - Marathon, Florida Keys	29,673	15.2%	6,867 5.2%	7:51	899.3 2.8%
<input type="checkbox"/>	Dolphin Live WebCam - Key Largo, Florida Keys	28,409	16.9%	6,805 5.1%	7:06	805.9 2.5%
<input type="checkbox"/>	Stock Island Waterfront Live WebCam - Key West, Flori...	41,588	13.1%	6,744 5.1%	9:42	1,091.9 3.4%
<input type="checkbox"/>	Little Basin Live WebCam - Islamorada, Florida Keys	35,875	13.4%	6,666 5.0%	14:30	1,612.4 5.0%

### TRAFFIC SOURCE

Traffic source	Impressions ↓	Impressions click-through rate	Views	Average view duration	Watch time (hours)	
<input type="checkbox"/>	<b>Total</b>	<b>967,290</b>	<b>12.0%</b>	<b>170,042</b>	<b>11:17</b>	<b>32,002.0</b>
<input type="checkbox"/>	YouTube search	519,432	13.8%	76,897 45.2%	3:34	4,580.9 14.3%
<input type="checkbox"/>	Browse features	277,516	9.4%	35,884 21.1%	19:10	11,460.3 35.8%
<input type="checkbox"/>	Suggested videos	90,768	9.6%	10,765 6.3%	18:43	3,358.4 10.5%
<input type="checkbox"/>	Channel pages	42,253	13.3%	6,343 3.7%	6:14	660.0 2.1%
<input type="checkbox"/>	Playlists	37,321	10.3%	4,411 2.6%	1:36	118.8 0.4%
<input type="checkbox"/>	Direct or unknown	–	–	10,343 6.1%	57:41	9,944.3 31.1%
<input type="checkbox"/>	Other YouTube features	–	–	2,241 1.3%	10:27	390.4 1.2%
<input type="checkbox"/>	External	–	–	23,153 13.6%	3:51	1,488.9 4.7%

# OVERSEAS MEDIA GROUP

## SEPTEMBER 2025 PERFORMANCE

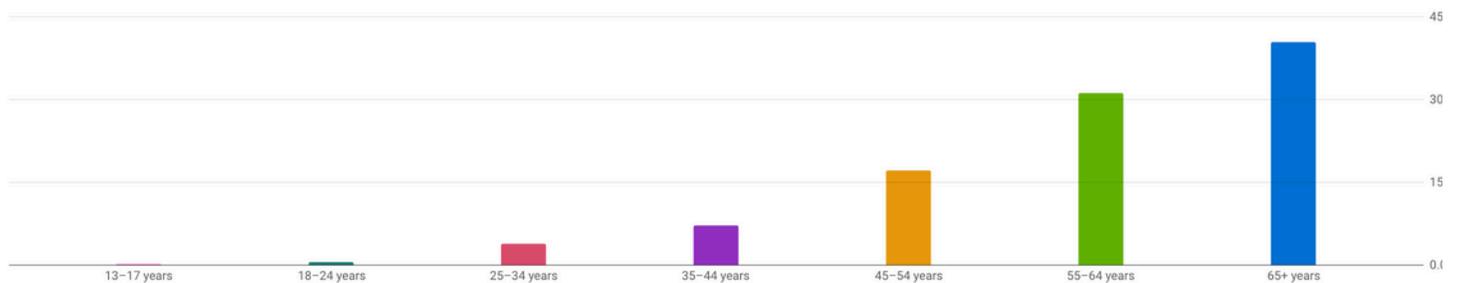
### CITIES

Cities	+	Impressions	Views	Watch time (hours) ↓	Average view duration
<b>Total</b>		<b>862,415</b>	<b>146,229</b>	<b>31,576.9</b>	<b>12:57</b>
New York, NY, USA		—	1,108 0.8%	617.2 2.0%	33:25
Miami, FL, USA		—	1,115 0.8%	390.5 1.2%	21:00
Atlanta, GA, USA		—	414 0.3%	161.8 0.5%	23:27
Fort Lauderdale, FL, USA		—	324 0.2%	103.4 0.3%	19:08
Charlotte, NC, USA		—	95 0.1%	94.8 0.3%	59:53
Orlando, FL, USA		—	263 0.2%	92.8 0.3%	21:10
Key Largo, FL, USA		—	99 0.1%	88.4 0.3%	53:35
Key West, FL, USA		—	104 0.1%	69.1 0.2%	39:51
Jacksonville, FL, USA		—	192 0.1%	65.0 0.2%	20:18
Homestead, FL, USA		—	621 0.4%	60.8 0.2%	5:52

### GENDER

Viewer gender	+	Views	Average view duration	Watch time (hours) ↓
<input type="checkbox"/> Male		73.7%	12:16	83.6%
<input type="checkbox"/> Female		26.2%	6:44	16.3%
<input type="checkbox"/> User-specified		0.1%	8:05	0.1%

### AGE



Viewer age	+	Views	Average view duration	Watch time (hours) ↓
65+ years		40.3%	9:06	32.9%
55-64 years		31.2%	11:30	32.1%
45-54 years		17.1%	14:00	21.5%
35-44 years		7.0%	15:42	9.9%
25-34 years		3.8%	10:07	3.5%
18-24 years		0.5%	3:59	0.2%
13-17 years		0%	0:10	0%

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### PAID CAMPAIGN MANAGEMENT

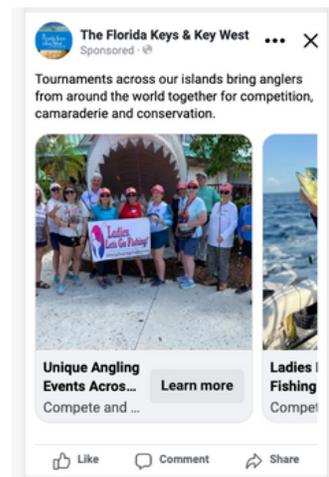
#### SEPTEMBER VS AUGUST:

- Reach: 6.4M vs 7.7M (↓ 17%)
  - Impressions: 13.9M vs 16.8M (↓ 18%)
  - Landing Page Views: 114K vs 163K (↓ 30%)
  - Link Clicks: 167K vs 212K (↓ 21%)
  - Click Thru Rate: 1.2% vs 1.3% (↓ 5%)
  - Clicks (all): 331K vs 345K (↓ 4%)
  - Click Thru Rate (all): 2.4% vs 2.1% (↑ 16%)
  - Cost Per Landing Page View (CPLPV): \$.51 vs \$.38 (↓ 35%)
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### UNIQUE CAMPAIGNS FOR SEPTEMBER

#### EVENT ROUND UP:

- 1.5M Reach
- 2.7M Impressions
- 393 Landing Page Views
- 5K Link Clicks (all)
- 0.18% Click Thru Rate (all)
- \$13.11 CPLPV



#### KEY WEST AIRPORT:

- 2.1M Reach
- 2.7M Impressions
- 3.4K Landing Page Views
- 5.3K Link Clicks
- 0.3% Click Thru Rate (all)
- \$2.40 CPLPV



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### PAID CAMPAIGN MANAGEMENT UNIQUE CAMPAIGNS FOR SEPTEMBER

#### TASTE THE KEYS:

- 296K Reach
- 563K Impressions
- 9.4K Landing Page Views
- 11K Link Clicks
- 6.8% Click Thru Rate (all)
- \$.33 CPLPV

