





Marketing Performance

OCTOBER 2023

Platform	Following	Average Reach
 Instagram	4,180+	7,000
 X/Twitter	2,740+	1,100
 Facebook	3,480+	17,000
 LinkedIn	400+	150

53%

AVERAGE
OPENS

8%

AVERAGE
CLICKS

54%

AVERAGE
OPENS

3%

AVERAGE
CLICKS

Weekly Newsletters

Partner Email Blasts

53.2%

4.64% AVERAGE
CLICKS

Quarterly Newsletters

51k

NEW
WEBSITE
USERS

359k

ANNUAL WEBSITE
VIEWS

27.3K

MONTHLY AVERAGE
WEBSITE VIEWS DURING
TOURNAMENT SEASON

61.9K

MONTHLY AVERAGE
TOURNAMENT PAGE
VIEWS DURING
TOURNAMENT SEASON