

12 Days of Interplay Giveaways

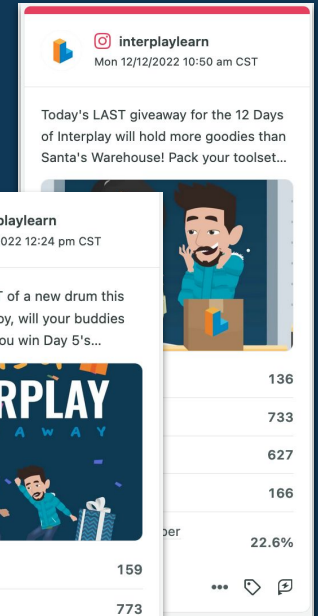
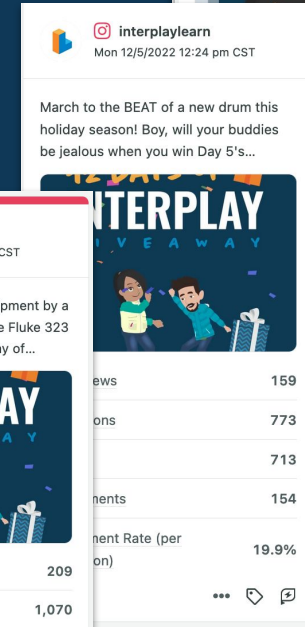
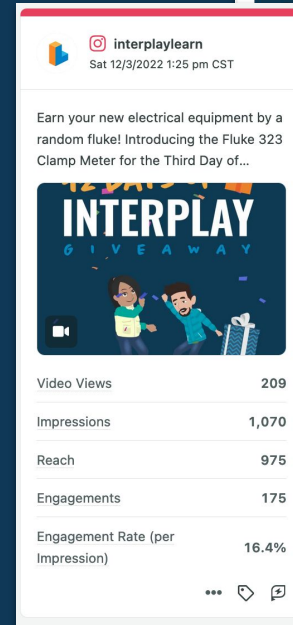
Social “Feel Good” Campaign

December 1-14, 2022

Campaign Details:

- 12 days of free safety, tech and trades related giveaways for interacting with our **Instagram Posts** or coming from **TikTok** to Instagram
- Entries include:
 - Follow, like, and tag a friend in the comments
 - Extra chance to win if you share in story and tag Interplay
- **TOP** prizes include:
 - **Fluke 323 Clamp Meter**
 - Veto Pro Pac
 - Beats Studio Buds
- **Goals:**
 - Create Social Engagement
 - Build brand loyalty and capture online engagement
 - Say **Thank You** to our customers and those working in the trades!!

*Data Collected 12/19/22



Instagram Engagement Wins




Audience Metrics	Totals	% Change
Total Audience	7,480	↗ 1.9%
Total Net Audience Growth	141	↗ 213.3%
Instagram Net Follower Growth	141	↗ 213.3%

Grew Instagram following by 141 user accounts

Impression Metrics	Totals	% Change
Total Impressions	221,602	↗ 77.5%
Instagram Impressions	221,602	↗ 77.5%

More than 221,000 overall impressions seen

Profiles							
Review your aggregate profile and page metrics from the reporting period.							
Profile ↕	Audience ↕	Net Audience Growth ↕	Published Posts ↕	Impressions ↕	Engagements ↕	Engagement Rate (per Impression) ↕	Video Views ↕
Reporting Period	7,480	141	22	221,602	1,439	0.6%	2,918
Nov 30, 2022 – Dec 14, 2022	↗ 1.9%	↗ 213.3%	↗ 120%	↗ 77.5%	↗ 892.4%	↗ 459%	↗ 175.3%
Compare to	7,339	45	10	124,828	145	0.1%	1,060
Nov 15, 2022 – Nov 29, 2022							
 interplaylearn	7,480	141	22	221,602	1,439	0.6%	2,918

Overall engagement grew over 892% comparable to prior 15-days

Free Trial & Website Engagement Wins



Pre-Campaign

Active Campaign

Free Trials Started	
Date Range	Free Trials
Nov 15 - Nov 28, 2022	78
Nov 29 - Dec 12, 2022	82
% change	5.00%

Free Trials increased by 5% during the duration of the campaign

Pre-Campaign

Active Campaign

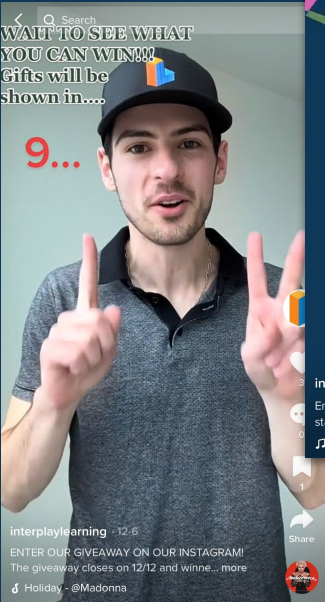
Organic Social Traffic		
Date Range	Users	Sessions
Nov 15 - Nov 28, 2022	391	489
Nov 29 - Dec 12, 2022	355	443
% change	10.00%	10.00%
Post-Campaign		
Dec 12 - Dec 20	163	202

Organic Social attributed to a 10% change in active users on web traffic

TikTok Engagement Wins



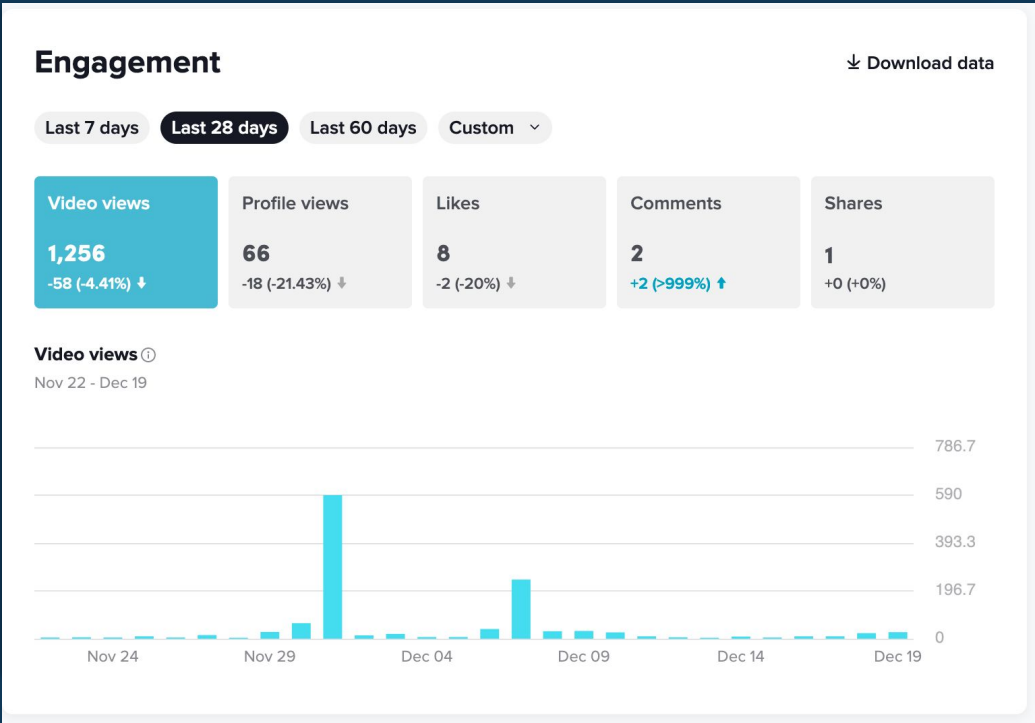
239 Views



656 Views



Over 1200 Video Views




Just a Few of the Thank Yous!



Again, thank you so much for
the opportunity and joy of
being a lucky winner ...

Thanks I'll give you a shout out
when it arrives

 thanks so much!



Oh my... Thank You 
I will definitely show them off



Do you guys have any stickers
of your brand would love to rep
you guys on my gangbox



Thank you very much
Interplay-team, I am extremely
happy to be a lucky winner of
the contest ...

Thank you again and Merry
Christmas  



Awesome!!! Thank you so
much @interplaylearn