

MARKETING UPDATE
September 2023

FOLLOWER COUNT



2081



1393



931



SCOUT REVIEW CAMPAIGN

WEBSITE SNAPSHOT
& SEARCH TRAFFIC NOTABLE DATA

TOP SESSIONS BY CITY		
City	Sessions ▾	
Dallas	226	+41
McKinney	193	-146
Los Angeles	151	+48
(not set)	114	+1
Chicago	83	+7
New York	54	-14
Frisco	39	-3
San Antonio	36	+19
Plano	32	-2
Moses Lake	26	+22



MIGRATION STUDY - MAY 2021

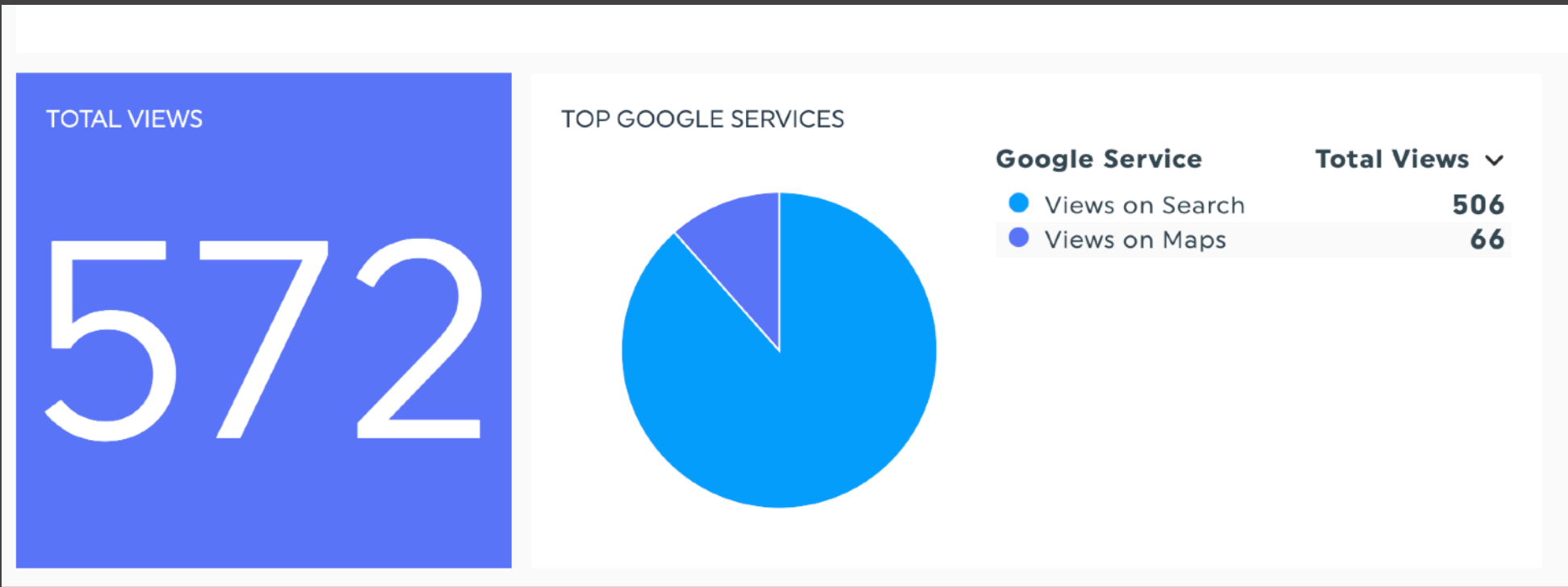
Top 10 cities where millennials are leaving				
Three of the top cities where millennials are moving from are in California, according to SmartAsset.				
	City	Moved in	Moved out	Net migration in 2021
1	New York	55,374	135,163	-79,789
2	Chicago	23,209	36,467	-13,258
3	Washington, D.C.	21,776	31,626	-9,850
4	Boston	12,471	19,173	-6,702
5	Los Angeles	22,410	28,916	-6,506
6	San Francisco	9,945	15,990	-6,045
7	Lincoln, Neb.	1,497	5,853	-4,356
8	Memphis	3,936	6,683	-2,747
9	Fresno, Calif.	1,010	3,651	-2,641
10	Omaha, Neb.	4,216	6,759	-2,543



YOUTUBE SNAPSHOT

In September, people watched your videos 294 times		
Views	Watch time (hours)	Subscribers
294 ↓	18.6 ↑	+4 ↓
45% less than Aug 2 – 31, 2023	30% more than Aug 2 – 31, 2023	43% less than Aug 2 – 31, 2023

The story in the data: Less viewers than previous month, but the viewers we do have are watching longer



The story in the data:
Our ads targeting those in high-migration cities are working, generating traffic to the website based on the latest available data for those leaving. We also see a large portion of our profile being discovered on google via search.