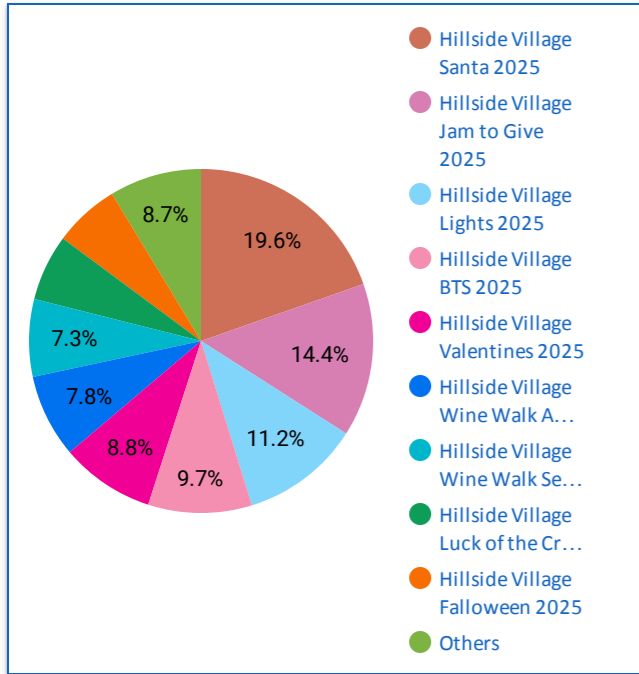


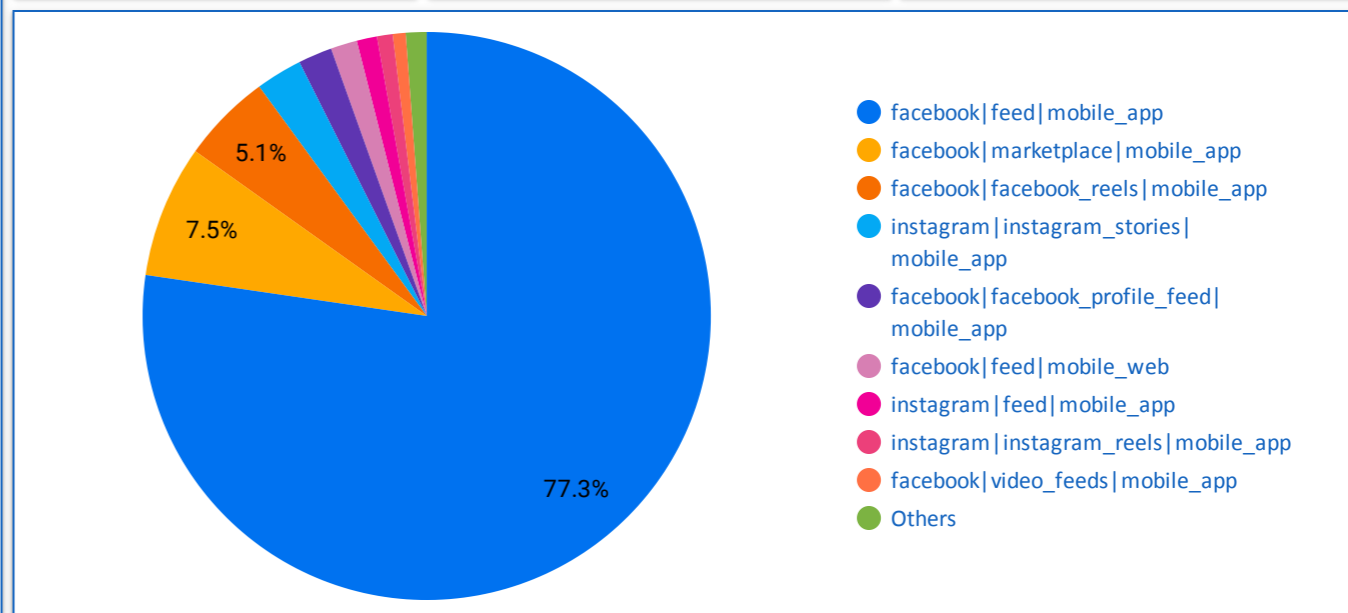
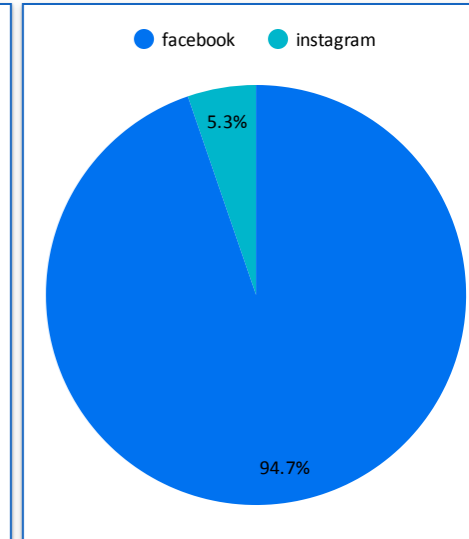
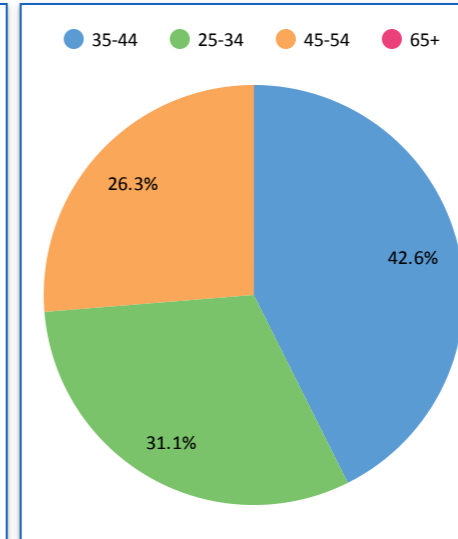
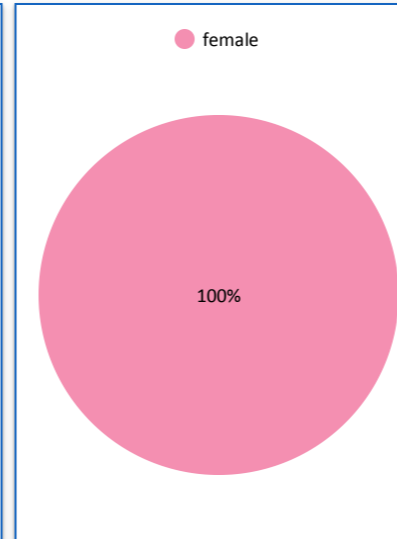
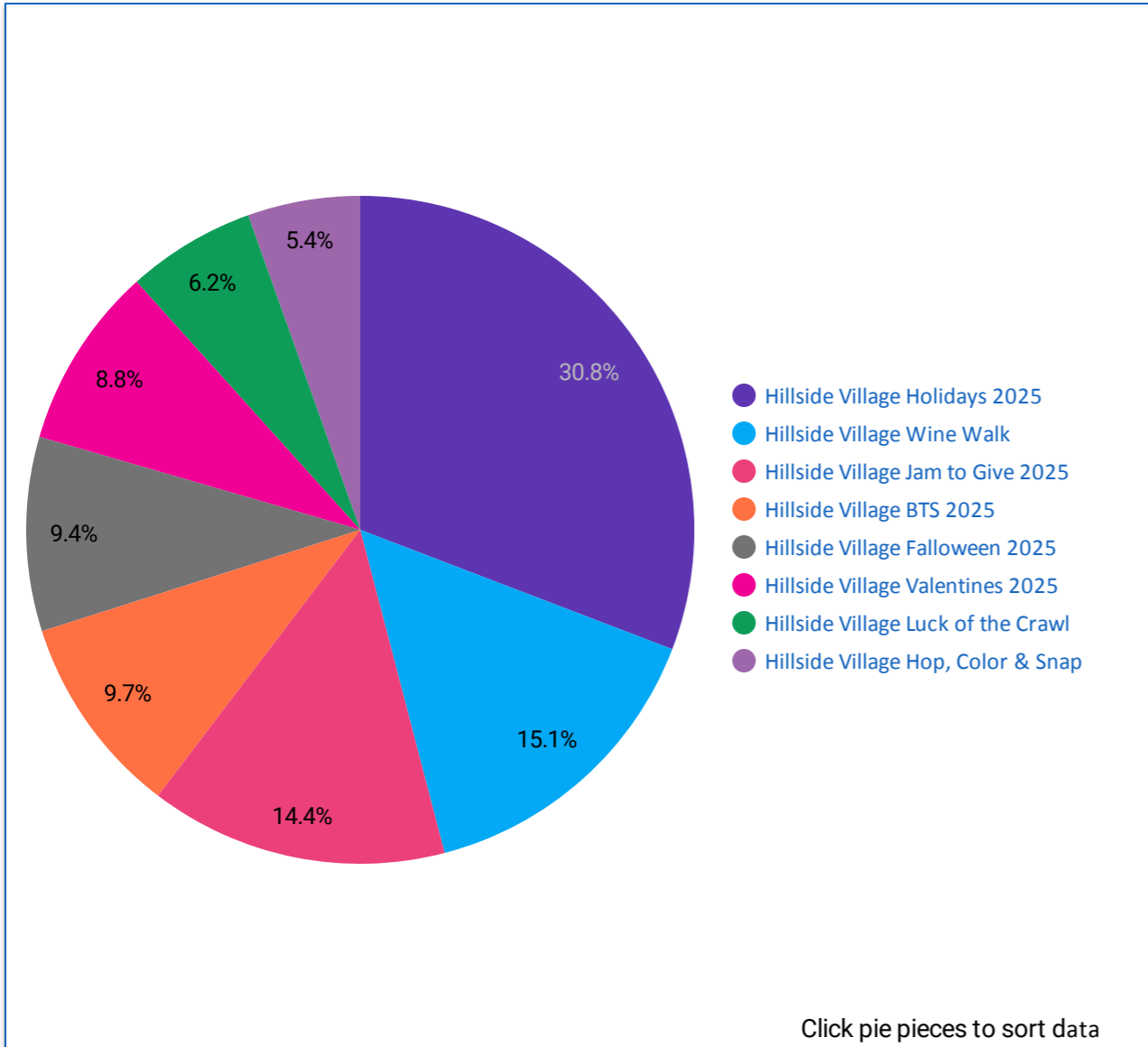
Campaigns capture females 25-54 yr with a variety of interests.



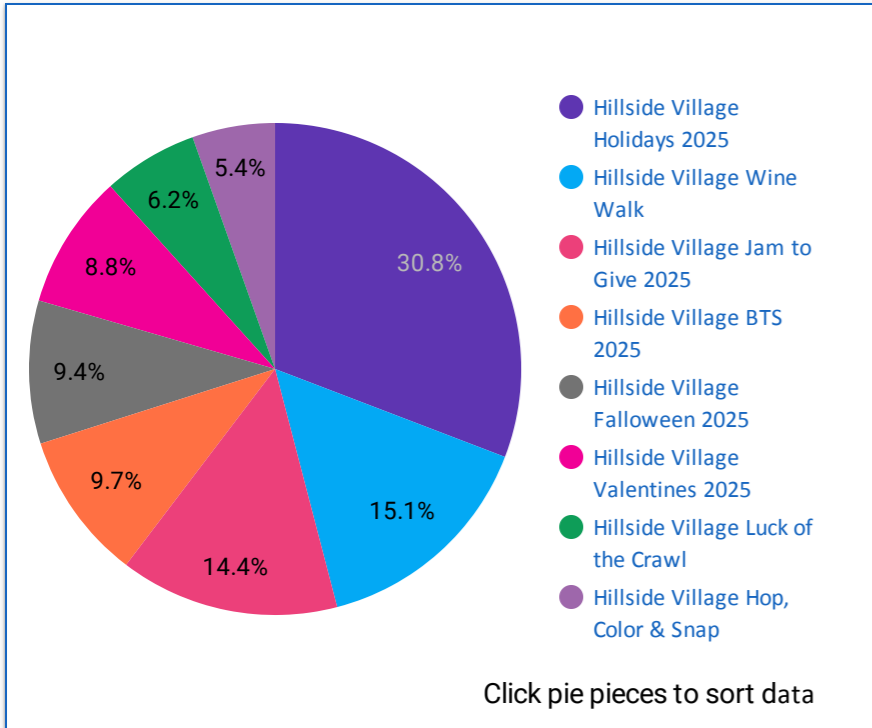
Total Social Ads Viewed 2,113,844	Total Social Clicks 1,086	Social CTR 0.05%	Total People Reached 264,491	Frequency times ad viewed 7.99
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Start	End	Campaign	Campaign Audience	Potential Audience Size
Jan 29, 2025	Feb 14, 2025	Hillside Village Valentines Social Ads	Females 25-54 yr with Interests: Skirt, Blouse, Romance film, Boutiques, Dresses, Romance novels, Shopping, Jewelry, Fashion accessories, Shopping malls, Horse show, Horses, Clothing or Luxury goods, Behaviors: Frequent Travelers or Frequent international travelers	238,200 - 280,200 Females
Feb 17, 2025	Mar 13, 2025	Luck of the Crawl 3/14	Females 25-54 yr with Interests: Skirt, Cocktail, Blouse, Beer, Boutiques, Dresses, Shopping, Jewelry, Fashion accessories, Shopping malls, Restaurants, Clothing or Luxury goods, Behaviors: Frequent Travelers or Frequent international travelers	239,600 - 281,900 Females
Mar 18, 2025	Apr 11, 2025	Hop, Color & Snap 4/12	Females 25-54 yr with Interests: Primary education, Preschool, Kindergarten, Early childhood education, Child care or Children's clothing, Employers: Children's Health, Parents: Parents (All), Parents (up to 12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years) , Parents with teenagers (13-17 years) or Parents with preteens (09-12 years)	146,300 - 172,100 Females
Apr 14, 2025	May 7, 2025	Wine Walk 5/8	Females 25-54 yr Interests: Skirt, Blouse, Boutiques, Wine, Dresses, Winery, Shopping, Jewelry, Vineyard, Wine tasting, Fashion accessories, Champagne, Sparkling wine, Shopping malls, Restaurants, Clothing, Prosecco, Wine cellar, Red wine, White wine or Luxury goods, Behaviors: Frequent Travelers or Frequent international travelers.	204,900 - 241,000 Females
Jul 7, 2025	Jul 31, 2025	Jam to Give	Females 25-54 yr Interests: Concerts, Arts and music, Music festivals, Festival, Dancehalls, Entertainment, Shopping malls, Livemusic or Live events, Behaviors: Interested in Upcoming Events	203,100 - 238,900 Females
Aug 1, 2025	Aug 10, 2025	Tax Free Promotion	Females 25-54 yr Interests: Primary education, Preschool, Kindergarten, Early childhood education, Child care or Children's clothing, Employers: Children's Health, Parents: Parents (All), Parents (up to 12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years) , Parents with teenagers (13-17 years) or Parents with preteens (09-12 years). Also included Banner Ads of Back to School Shopping interests.	148,700 - 174,900 Females
Sep 8, 2025	Sep 25, 2025	Wine Walk 9/25	Females 25-54 yr Interests: Skirt, Blouse, Boutiques, Wine, Dresses, Winery, Shopping, Jewelry, Vineyard, Wine tasting, Fashion accessories, Champagne, Sparkling wine, Shopping malls, Restaurants, Clothing, Prosecco, Wine cellar, Red wine, White wine or Luxury goods, Behaviors: Frequent Travelers or Frequent international travelers.	204,900 - 241,000 Females
Sep 29, 2025	Oct 30, 2025	Pumpkin Patch	Moms Females 25-54 yr Interests: Primary education, Preschool, School, Pre-kindergarten, Private school, Kindergarten, Early childhood education, Infant, Child care, Child, Day care, Childhood, Children's clothing, Toddler, Primary school, Child development, Middle school or Babyshop, School: Kindergarten, Parents: Parents (up to 12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years) , Parents with teenagers (13-17 years) or Parents with preteens (09-12 years)	174,300 - 205,000 Females

Campaigns capture females 25-54 yr with a variety of interests.



Engagements are all interactions including all clicks and viewing view or animation for atleast 3 seconds.



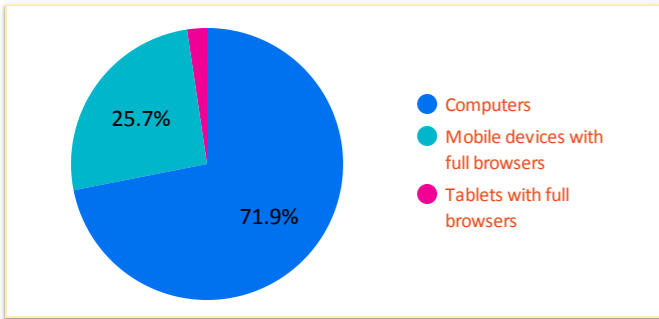
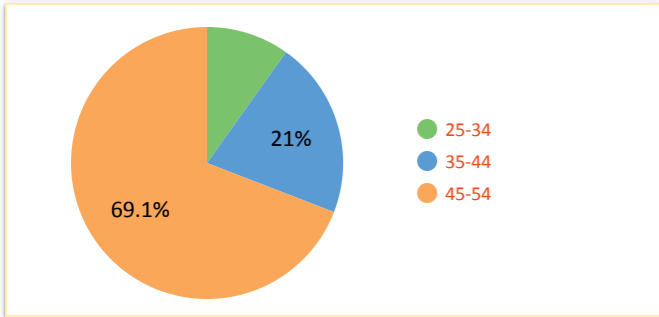
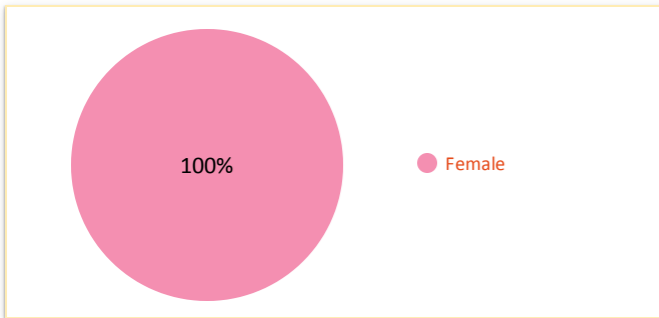
Campaign name	Reach	Frequency	Impressions	Link clicks	CTR (link click-through rate)
Hillside Village Holidays 2025	129,824	5.02	651,433	331	0.05%
Hillside Village BTS 2025	83,784	2.46	206,008	127	0.06%
Hillside Village Jam to Give 2025	79,652	3.82	304,623	118	0.04%
Hillside Village Wine Walk	75,632	4.23	319,569	161	0.05%
Hillside Village Falloween 2025	56,097	3.54	198,692	126	0.06%
Hillside Village Valentines 2025	54,998	3.4	186,735	115	0.06%
Hillside Village Luck of the Crawl	35,619	3.7	131,656	56	0.04%
Hillside Village Hop, Color & Snap	31,867	3.61	115,128	52	0.05%
Grand total	264,491	7.99	2,113,844	1,086	0.05%

Campaign name	Social Ad Engagements	Social Ad Engagement Rate
Hillside Village Holidays 2025	67,861	10%
Hillside Village BTS 2025	31,350	15%
Hillside Village Jam to Give 2025	22,754	7%
Hillside Village Wine Walk	30,809	10%
Hillside Village Falloween 2025	29,822	15%
Hillside Village Valentines 2025	24,657	13%
Hillside Village Luck of the Crawl	9,981	8%
Hillside Village Hop, Color & Snap	8,718	8%
Grand total	225,952	11%



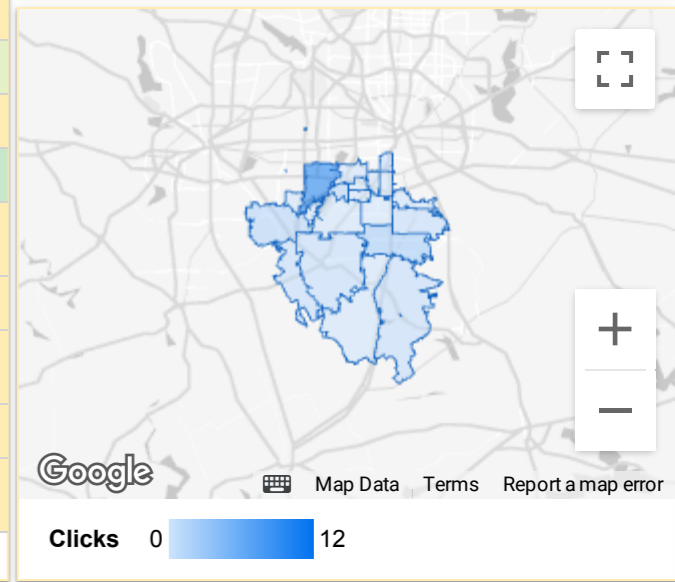
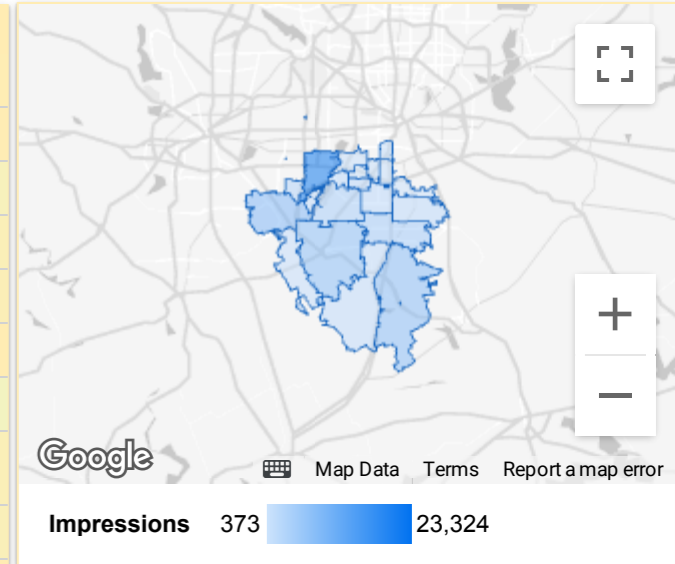
Captures females 25-54 yr with back to school interests.

Image ad name	Ads Viewed	Clicks	CTR
HV2025BTS300x250	59,678	17	0.03%
HV2025BTS300x600	3,271	5	0.15%



Where Ads Shown (Audience)	Ads Viewed	Clicks	CTR
yahoo.com	46,045	5	0.01%
accuweather.com	1,102	0	0.00%
weather.com	1,049	0	0.00%
nytimes.com	867	1	0.12%
aubtu.biz	710	0	0.00%
tmz.com	666	0	0.00%
overwolf.com	581	0	0.00%
realtor.com	581	0	0.00%
Mobile App: Pocket FM: Audi...	537	0	0.00%
bustednewspaper.com	474	0	0.00%
nbcdfw.com	359	0	0.00%
foxnews.com	352	0	0.00%
Mobile App: Pocket FM: Audi...	260	0	0.00%
Mobile App: TextNow: Call + T...	220	2	0.91%
Mobile App: OfferUp - Buy. Se...	194	0	0.00%
someecards.com	188	1	0.53%
speedgame.net	179	0	0.00%
npr.org	166	0	0.00%
scrabblewordfinder.org	153	1	0.65%
traderie.com	151	0	0.00%

Audience	Ads Viewed	Clicks	CTR
Back to School Day	13,899	2	0.01%
Girls Clothes	11,859	1	0.01%
School Information	8,032	7	0.09%
Clothes for Kids	5,790	3	0.05%
School Registration	5,114	2	0.04%
Local Middle Schools	3,074	0	0.00%
Back to School Clothes	2,250	3	0.13%
Elementary Schools and Programs	2,036	1	0.05%
K-12 Education	1,732	1	0.06%
Independent Schools	1,018	0	0.00%
Back to School Shoes	991	2	0.20%
Boys Clothes	749	0	0.00%
School Supplies	647	2	0.31%
Primary & Secondary Schools (K-12)	285	0	0.00%
Primary Schools	181	0	0.00%
Parents of Grade-Schoolers (6-12 years)	30	0	0.00%
Back-to-School Shopping	29	0	0.00%
Parents of Preschoolers (4-5 years)	1	0	0.00%



Digital Ad Campaign	Start Date	End Date	Contracted Media	Delivered Spend	Impressions to Date	Clicks to Date	CTR Click through rate	CPM Cost per 1000 impressions	CPC Cost per click	Balance
Hillside Village Valentine's 2/14	Jan 29, 2025	Feb 14, 2025	\$850	\$850	186,735	115	0.06%	\$4.55	\$7.39	\$0
Hillside Village Luck of the Crawl 3/14	Feb 17, 2025	Mar 13, 2025	\$675	\$675	131,656	56	0.04%	\$5.13	\$12.05	\$0
Hillside Village Hop, Color & Snap 4/12	Mar 18, 2025	Apr 11, 2025	\$670	\$670	115,128	52	0.05%	\$5.82	\$12.88	\$0
Hillside Village Wine Walk 5/8	Apr 14, 2025	May 7, 2025	\$1,080	\$1,080	165,694	95	0.06%	\$6.52	\$11.37	\$0
Hillside Village Jam to Give 2025	Jul 7, 2025	Jul 31, 2025	\$1,650	\$1,650	304,623	118	0.04%	\$5.42	\$13.98	\$0
Hillside Village Tax Free Promotion	Aug 1, 2025	Aug 10, 2025	\$1,530	\$1,530	273,354	151	0.06%	\$5.60	\$10.13	\$0
Hillside Village Wine Walk 9/25	Sep 8, 2025	Sep 25, 2025	\$825	\$825	153,875	66	0.04%	\$5.36	\$12.50	\$0
Hillside Village Falloween 2025	Sep 26, 2025	Oct 30, 2025	\$825	\$825	198,692	126	0.06%	\$4.15	\$6.54	\$0
Hillside Village Holidays 2025 Lights	Nov 3, 2025	Nov 22, 2025	\$1,110	\$1,110	236,528	122	0.05%	\$4.69	\$9.10	\$-0
Hillside Village Holidays 2025 Santa	Dec 1, 2025	Dec 24, 2025	\$2,500	\$2,500	414,905	209	0.05%	\$6.02	\$11.96	\$-0

Targeted Zip Codes

