



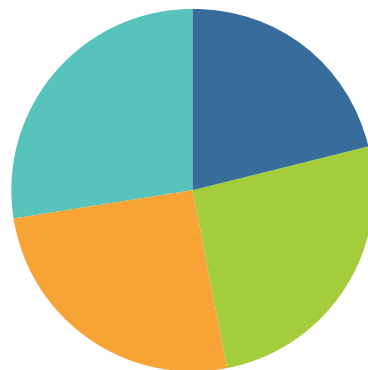
# LA MARATHON CAMPAIGN PILOT

Campaign Dates: 3.16.18 - 3.18.18

Filter Name	Filters Seen	Filters Used	Shared	Facebook	Instagram	Twitter	Email	Text	More	Impressions
FinishLine	281	39	5	3	0	0	0	0	2	1014
Logo&Hashtag	277	47	2	2	0	0	0	0	0	676
Map	204	47	5	2	3	0	0	0	0	2326
Runner	398	50	10	5	3	0	0	1	1	3342
<b>Campaign Total</b>	<b>1,160</b>	<b>183</b>	<b>22</b>	<b>12</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>7,397</b>

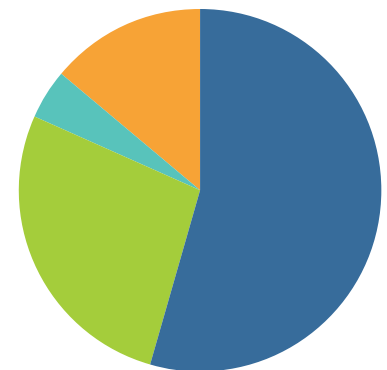
## Filter Used

- FinishLine
- Logo & Hashtag
- Map
- Runner



## Filter Shared

- Facebook
- Instagram
- More
- Text



**Utilization Rate: 16%**