

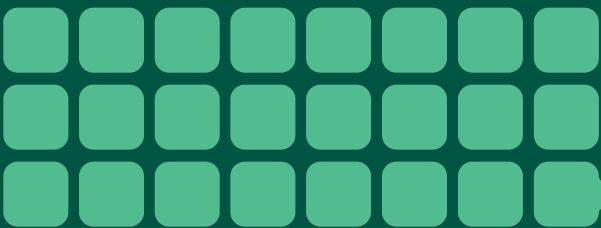
2024

YEAR IN REVIEW



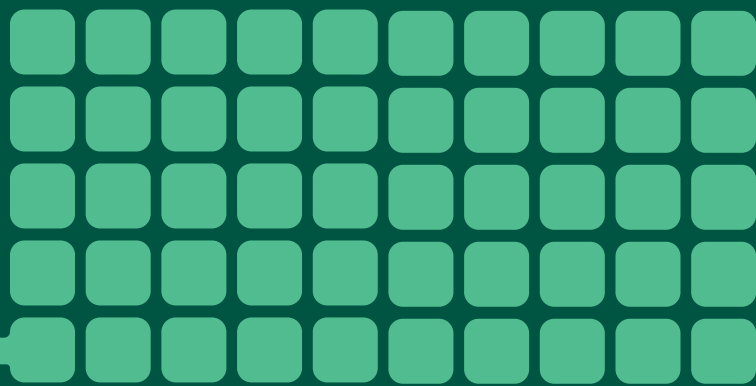
24k

Campaigns
Published



50m

Total Views



15m
Total Entries

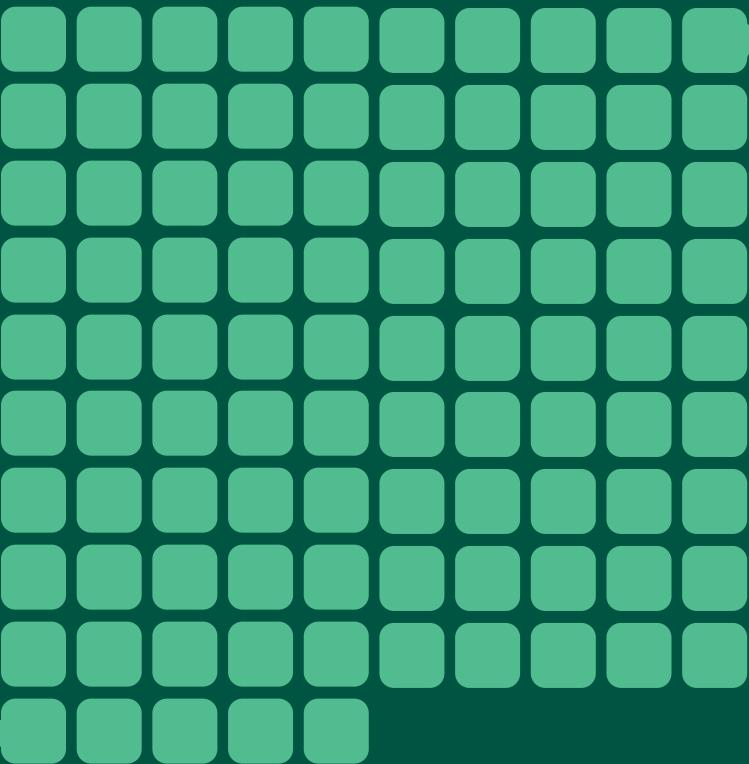


3m
Net New Fans

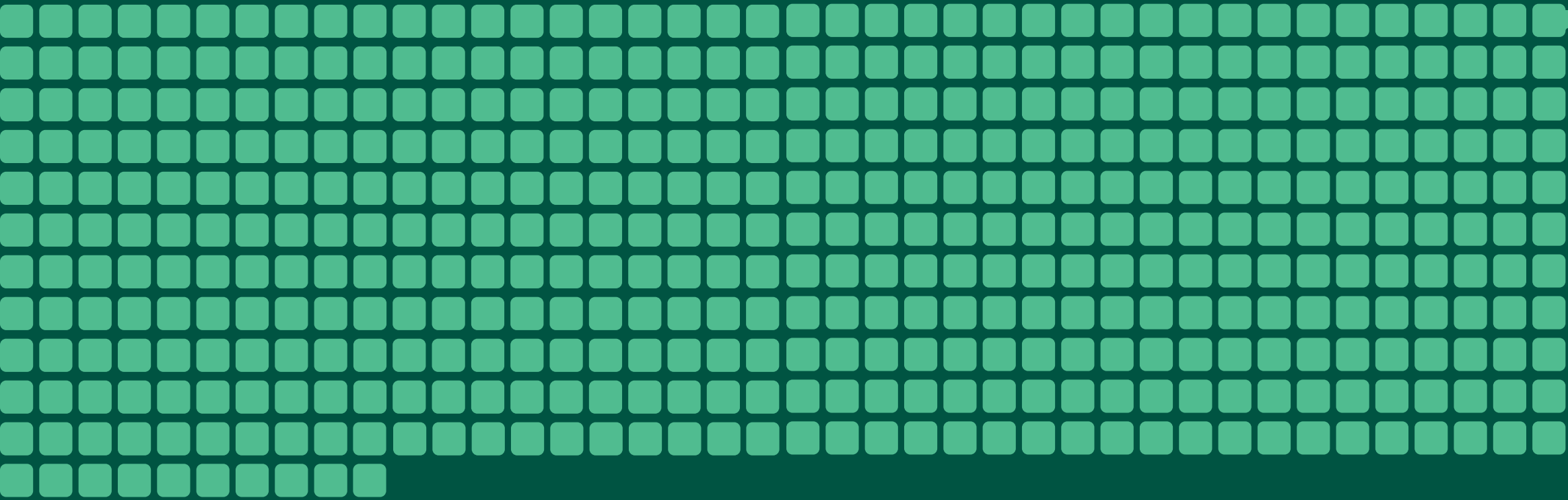


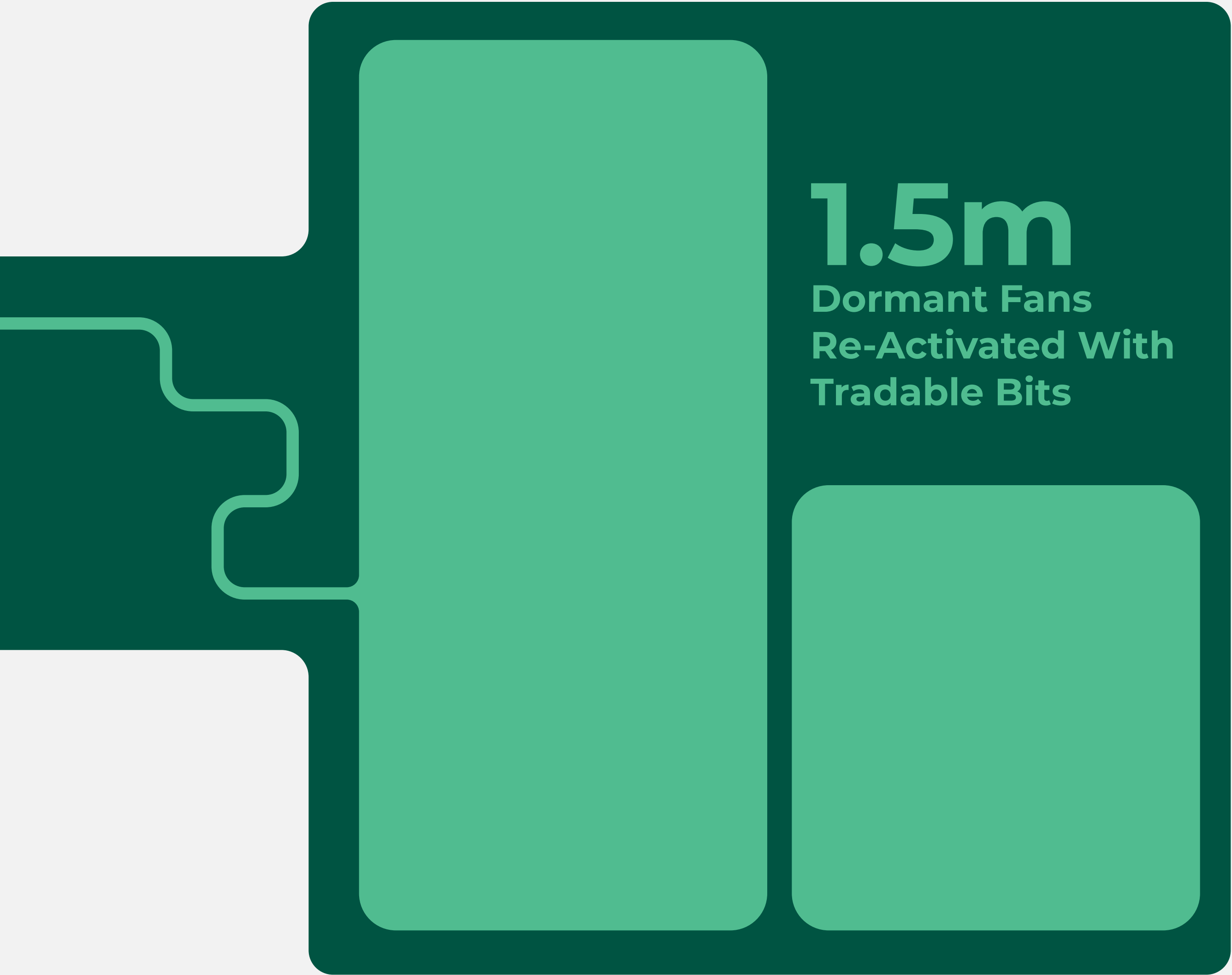
calculating...

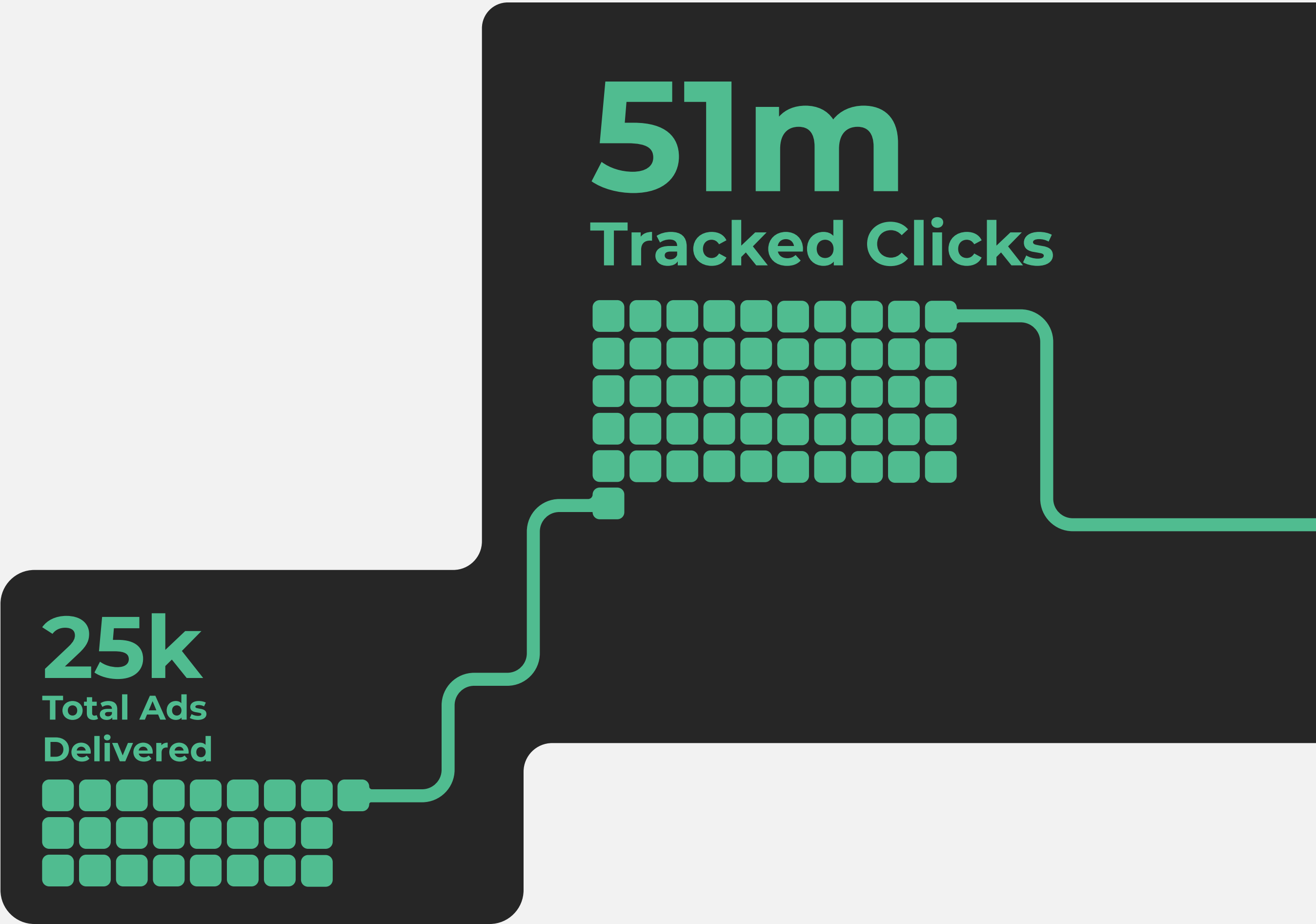
95m
Data Points
Collected



\$450
Avg. Fan Value



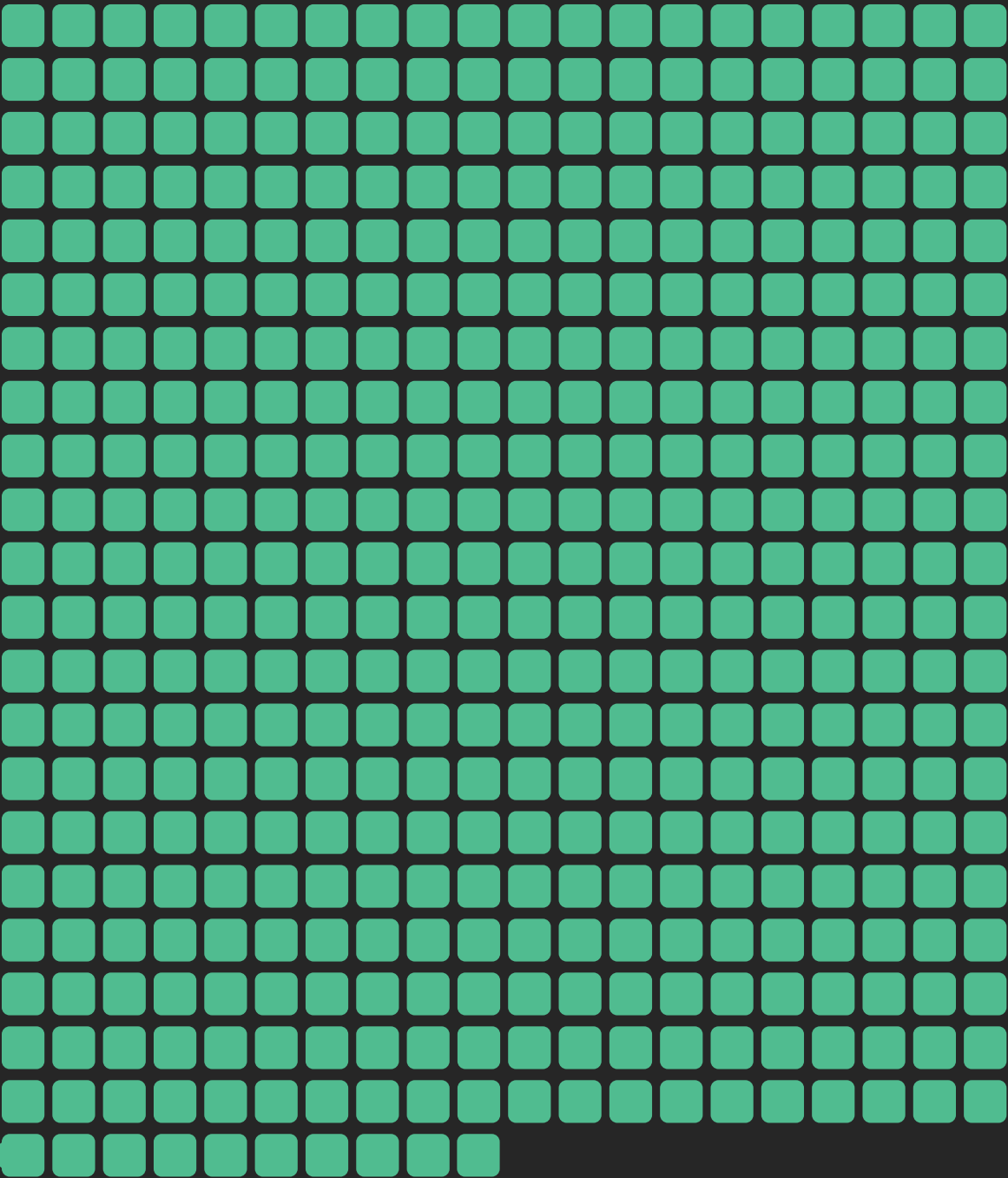




3b
Impressions



\$430m
Attributed Revenue



THAT'S A WRAP

HERE'S TO MORE MEANINGFUL FAN ENGAGEMENT IN 2025!

2024