

# Spread Beer with Cheer

## 2018 Campaign Social Media Results

### TOP POSTS



**34,826 Impressions**  
**106 Likes**  
**1 Comment**



**5,483 Impressions**  
**231 Likes**  
**63 Comments**



**4,573 Impressions**  
**119 Likes**  
**94 Comments**



**1,466 Impressions**  
**46 Likes**



**467 Impressions**  
**37 Likes**

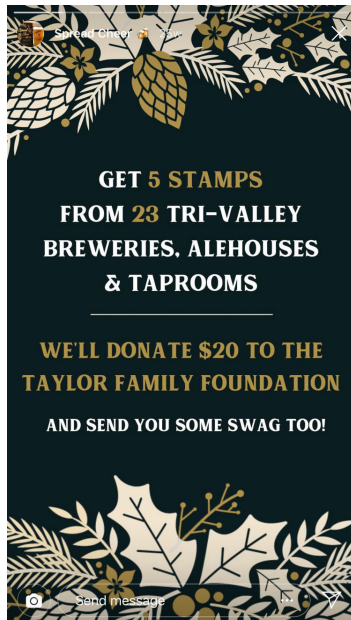
### TOTAL

**46,815 Impressions**  
**539 Likes**  
**241 Comments**

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### TOP INSTAGRAM STORIES



TOTAL  
4,637 Impressions

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**51,452 Impressions**

**\$15 Ad Spend**

**CPM: \$0.29**