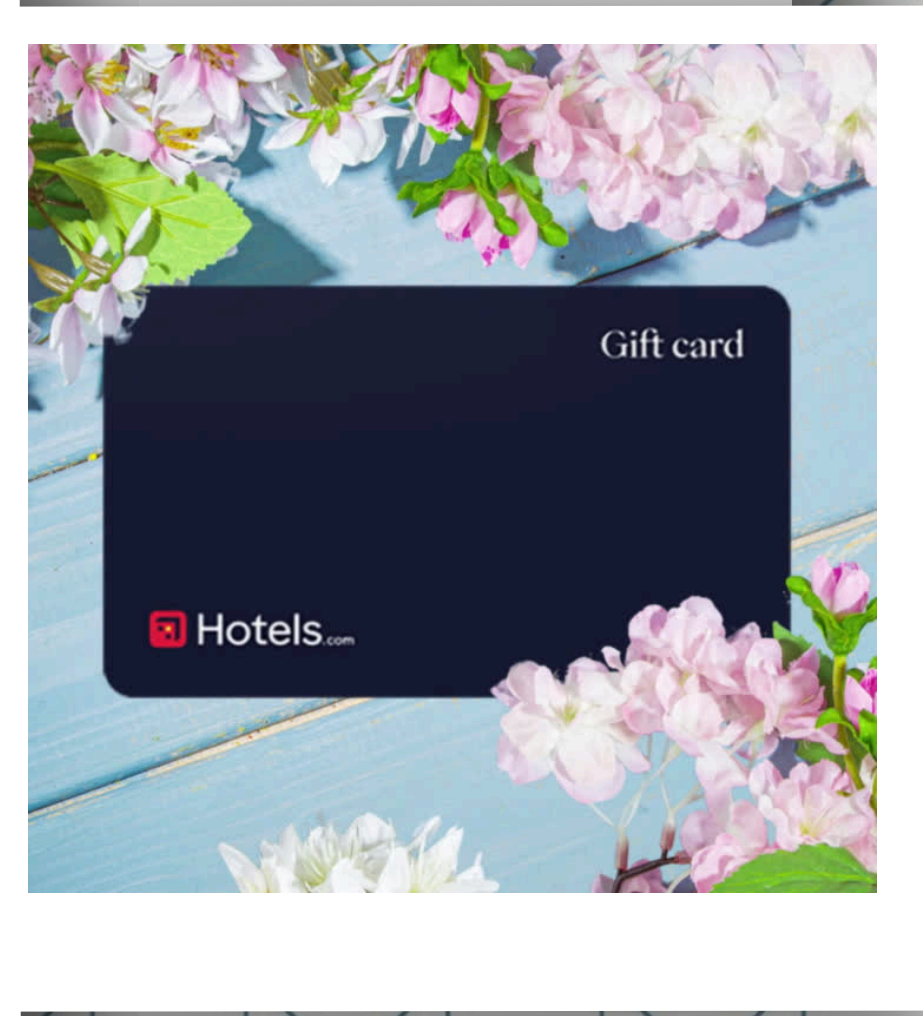
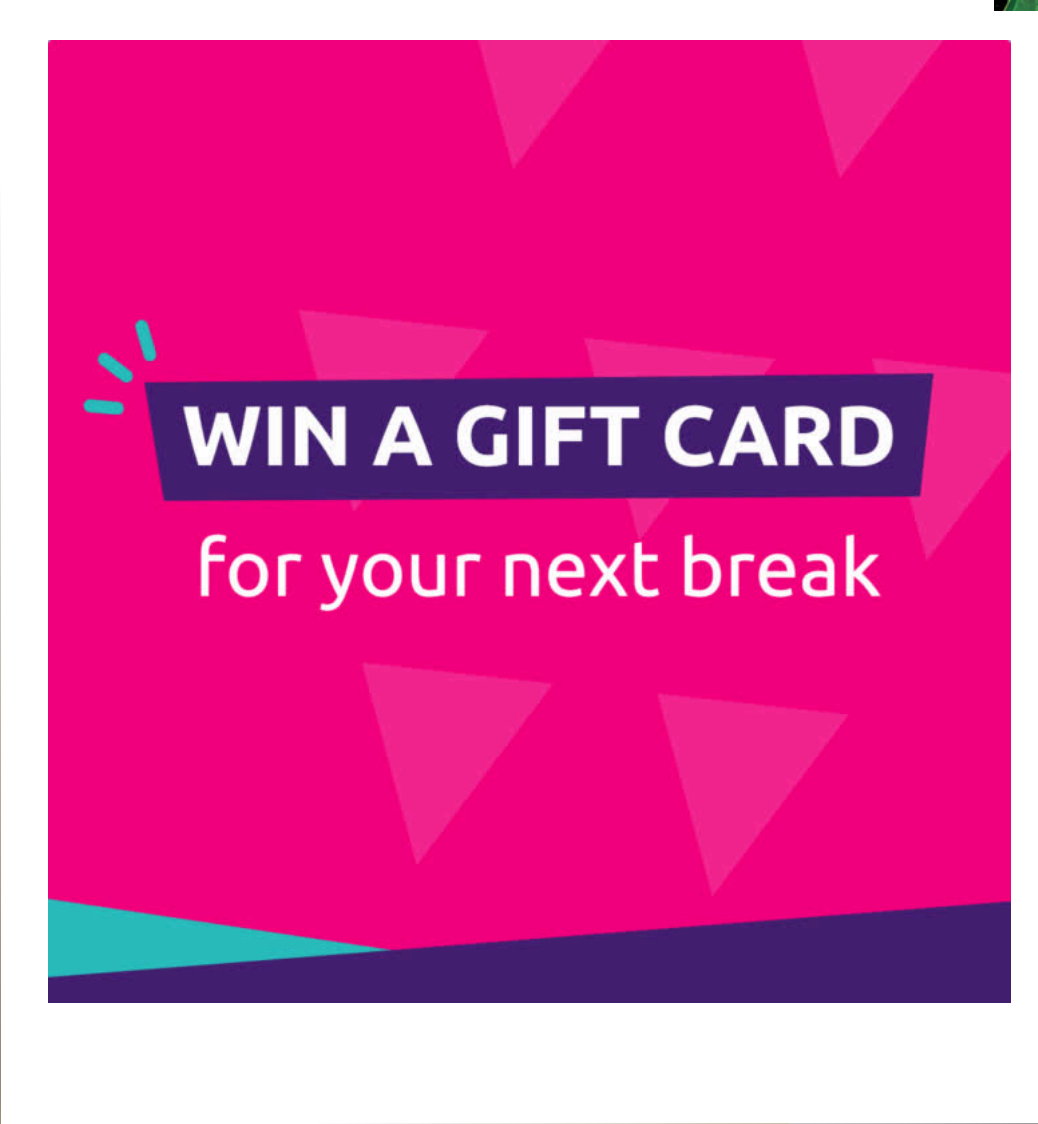


SPRING BANK HOLIDAY SOCIAL REPORT



2024
Time To
#GiftBetter

FOLLOWERS

(month on month)



29,329

↑ 3.7%



7,360

↑ 0.6%



9,079

↑ 1%

2024
Time To
#GiftBetter

RESULTS

Date	Members	FB Reach	IG Reach	Tw Impressions	Total
24.5.24	Halfords	1207	1796	6208	9211
25.5.24	lastminute.com	785	3867	6360	11012
26.5.24	Lifestyle	2225	6699	8643	17567
27.5.24	Hotels.com	1416	6805	9660	17881

SUMMARY

Notes / Comments:

- GiftBetter's Spring Bank Holiday campaign had a total reach of 55,671
- Followers continued to increase across all social platforms, with the highest increase on X
- There were a total number of 7,541 entries across all social platforms and for all giveaways
- Lifestyle and Hotels.com had the highest number of entries at 2,691 & 2,323, respectively, showing that consumers favour higher prizes and familiar brands

2024

Time To

#GiftBetter

SOCIAL ENGAGEMENT



jennakatekelly We visited a farm today with my kids and tomorrow it's cinema time! ❤️ #GiftBetter @nickkellymetal

2w 1 like Reply



penny_pie_7 Toasted marshmallows 🍷 #Giftbetter @mika_moo10

2w Reply



Top fan

Jill Cooke

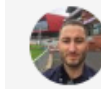
We're having a barbecue with Dave Kirwan & Emma and the kids ! #GiftBetter



2w Like Reply Hide Edited



Laura Corral @lcorral88 · 24 May
We love a bacon and sausage sarnie #GiftBetter @tort83



Tom Regan @TomRegan33 · 26 May
Enjoying time in the garden and seeing the wonderful nature come to life 🌻

🌸
@Reeego63
#GiftBetter



2024

Time To

#GiftBetter