

Airport Launch Statistics

Through first 48 hours:

YouTube video

- **3000+ views in 48 hours**

Email blast

- **1500 emails sent**
- **30% open rate (434 opens)**
- **37% click rate (160 clicks / 133 of those being to flymemphis.com)**

Social Media engagement

FACEBOOK

- **Estimated reach - 197,536**
- **Estimated impressions 2,895,910**
- **Estimated engagement rate - 9% (normal engagement rate is below 2%).**

TWITTER

- **Estimate Impressions: 1,444,708**
- **Estimated engagement rate: 7.3%**

Website

- **2800+ visitors on Tuesday (soft launch) and Wednesday (hard launch)**
- **1600 visitors landed on the First Team MEM page, 1000 visitors hit the home page**
- **2300+ unique visitors**
- **6500+ pageviews**
- **75+ newsletter signups / contest entrants**