

EE Marketing Focus-Simple Steps Lighting

- **First Graph**-Traffic to our lighting pages is at an all-time high. We typically hover around 150 visits/month. So far for August, we have 750 visits to our lighting pages.
- **Second Graph**-We can also see which channels are bringing people to the lighting pages. Lightly is a big driver. So are social media ads, which have brought in 70%+ of traffic since they started.
- **Bottom Line**-We're increasing our customer and media insights from this lighting campaign. We're excited to see how they translate to program uptake numbers next month.

