

Earn Your Masters Footprint

YTD Activation performance

December 2021

March 2022

September 2022

December 2022



(EYM @ Art Basel)



(EYM @ SXSW)



(EYM @ NYFW)



(MIAMI @ Basel)

Partnership Results YTD

- + Over 11,805 leads generated, exceeded 10K goal
- + 17K+ RSVPs to sponsored events
- + 325M+ Social Impressions
- + 112M+ Earned Media Impressions
- + 99% positive/neutral social sentiment across partner social platforms

4.7k+ RSVP
3.3k+ Attendees (no leads)
33.7M Social Impressions
9M Earned Press Impressions

4.4k RSVP / Leads
2.4k Attendees
8.2M Social Impressions
3.7M Press Impressions

3.5k+ RSVPs / Leads
618 event attendees (smaller venue)
77M+ social impressions
No press pick up

4.5k+ RSVPs / Leads
1k+ event attendees
207M+ social impressions
100M+ press impressions

IMPACT PROGRAMMING

