

Key Findings

- Metrics captured during this initial period are expected with no active advertisement campaign running. Traffic at this moment is purely organic.
- As OCHR rolls-out its paid media efforts consisting of paid digital, print, social media ads and outdoor (Scheduled for first weeks of September) there will be larger volume of website traffic.
- In addition to paid media, heavy earned media pitching will provide additional traffic from print, television, and radio stories

