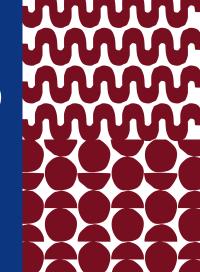


#### ONE OF A KIND ONLINE

IN NUMBERS





306,598 One Of A Kind Online Shoppers

607,911 **Shopping Sessions** 

8.7 M Page Views

> 49K Shoppers Clicked Through to Buy

63K **Favourited Products** 

5063 Products Added to Wishlists



Facilitated Product Exposure and Sales Close to

\$3,000,000

in Retail Value

With Shoppers Purchasing from an Average of 4.79 Makers



34,283

Messages Exchanged Between Exhibitors and Shoppers



4,000

Votes for Favourite Makers in the Let's Duuo This Contest



#### SHOPPER **DEMOGRAPHICS**

Our digital platform also allowed us to reach a wider range of customers than ever before, including:

#### TOP AGE GROUPS

- 1. 25-34
- 2. 55-64 3. 45-54
- 4. 35-44

70% Female

30% Male



Shoppers from all 13 provinces and territories, plus 7% of shoppers from other countries, including:

- **United States** Finland
- Netherlands
- United Kingdom
- France and more!

21% of OOAK Online Shoppers new to One Of A Kind



# MEDIA, PR + SOCIAL

21K

Email Subscribers

New One Of A Kind

Increase in Instagram 10.4K Followers in 2020

8.1K

#ooakonline

Impressions for

78,841,335 PR Impressions

including coverage from:

- The Kit Flare
- CHCH • And More!

PLUS, 1 tweet from Toronto's Mayor in support of shopping local at OOAK Online!



169

### AWARDS + SCHOLARSHIPS

Returning Exhibitors Get Their Start on One of A Kind Online Makers of the Week Awards to Vendors Who Went Above and Beyond to Make One Of A Kind Online Great

Winners of Our Let's Duuo This Scholarship for \$1,000 Towards Future One Of A Kind Events



saw an average of:

## MARKETING **OPPORTUNITIES**

Unsurprisingly, those who purchased additional marketing opportunities

12% More Profile Views

14% More Clickthroughs to Buy

20% More Store Views 16% More Leads