

ONE OF A KIND ONLINE

IN NUMBERS



SITE ACTIVITY

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 New One Of A Kind
Email Subscribers

10.4K Increase in Instagram
Followers in 2020

8.1K Impressions for
#oakonline

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!



AWARDS + SCHOLARSHIPS

169 Scholarships, Totaling More Than **\$54,000**, to Help New +
Returning Exhibitors Get Their Start on One of A Kind Online

8 [Makers of the Week Awards](#) to Vendors Who Went Above and
Beyond to Make One Of A Kind Online Great

5 Winners of Our [Let's Duuo This Scholarship](#) for \$1,000
Towards Future One Of A Kind Events



MARKETING OPPORTUNITIES

Unsurprisingly, those who purchased additional marketing opportunities saw an average of:

12% More Profile Views

20% More Store Views

16% More Leads

14% More Clickthroughs to Buy