

Twisted X Global Brands

2022-2023 Marketing Overview: Results Highlights

Director of Marketing: Amber Hood

422M+ earned media impressions, 523 media placements, \$4.5M earned publicity value

Consumer Email Campaign

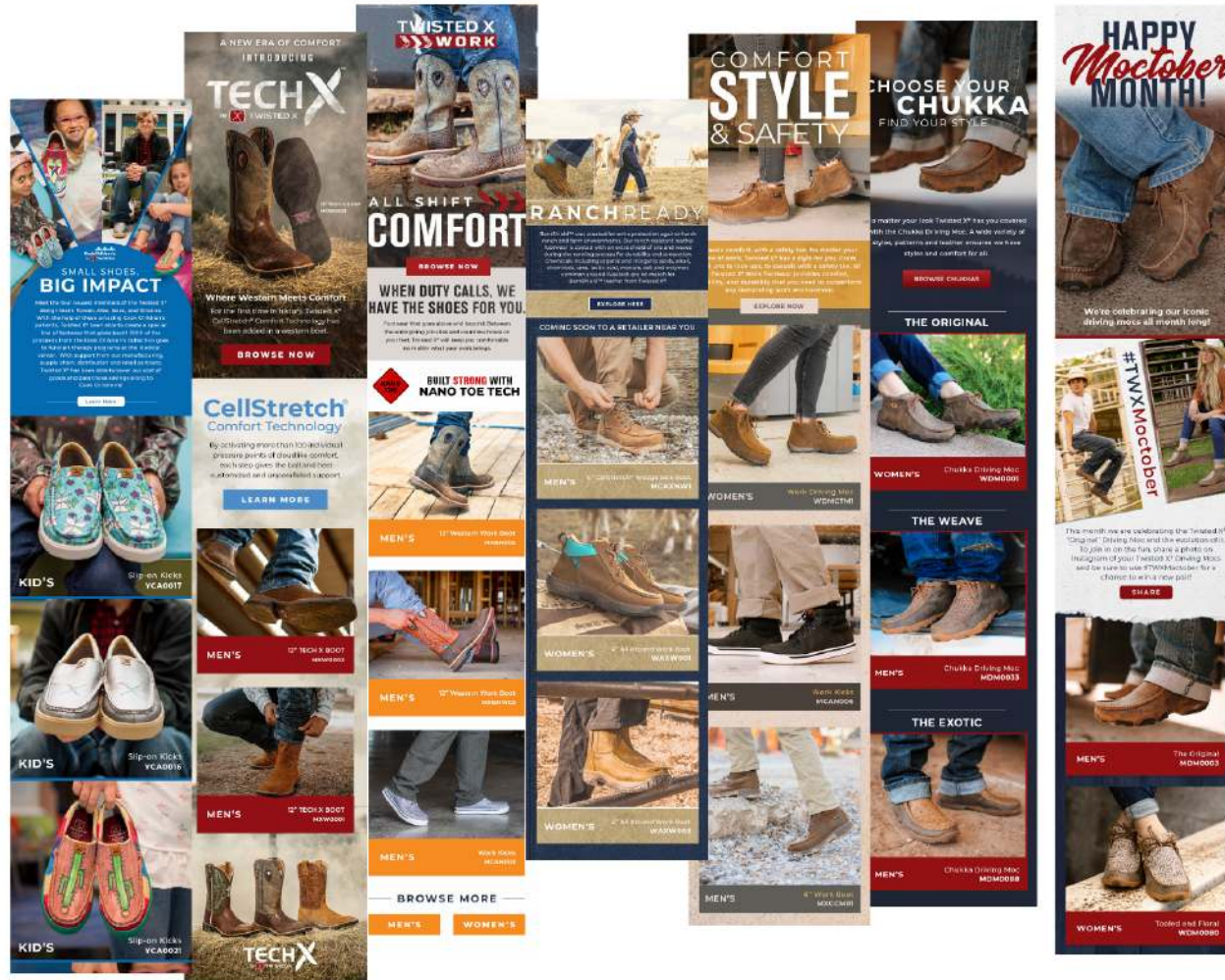
55 Emails

Traffic
from
emails
+246%

3,780,562
Delivered

1,200,790
unique
opens

57,723
active
on site





Viewership (Impressions)



106K

Instagram



10K

TikTok



11,025,000

Cowboy Channel
Broadcast

NFR CAMPAIGN

Email Campaign



80,905 Entrants | **42,062** Unique Email Acquisitions

Industry Recognition

Recognized by AAF Fort Worth with multiple ADDY Awards across integrated campaigns, packaging, and social media.

Ambassador Community & Industry Recognition



Twisted X ambassador and influencer event



Team celebrating at the Funkytown American Advertising Awards