

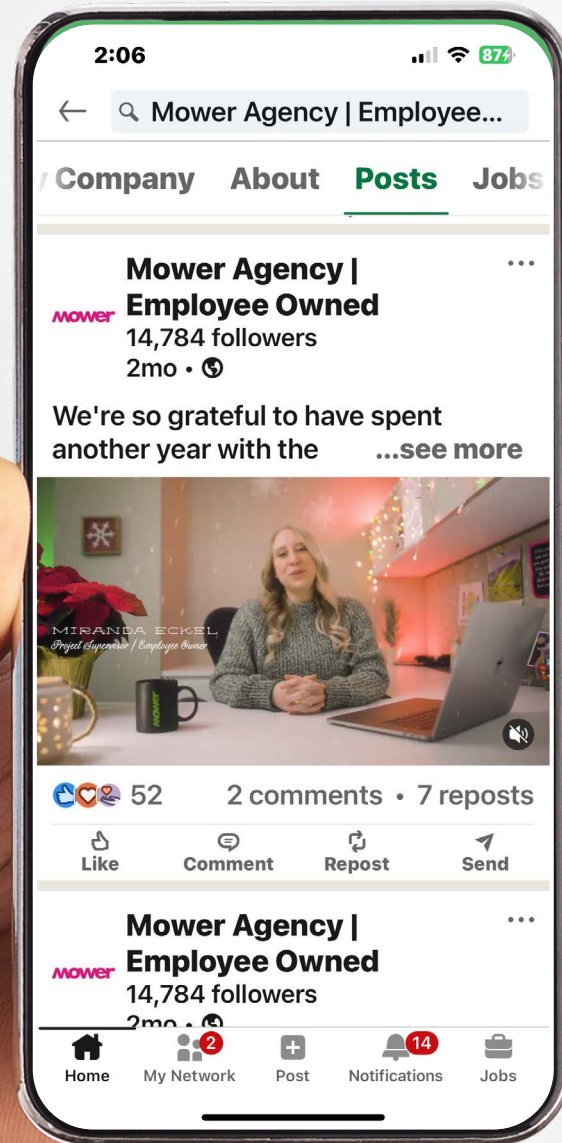


Your fierce friends at Mower wanted to take a moment to thank all of our clients for their continued partnership. As well as spread a little holiday cheer. So enjoy our video and happy holidays to you and yours. And may you have a safe and prosperous 2023!

Mower

[HTTPS://FIERCE-FRIENDS.COM/HAPPY-HOLIDAYS-FROM-MOWER/](https://fierce-friends.com/happy-holidays-from-mower/)

2nd Highest reach of Mower's 2022 content across all channels.



47%
open rate

33% above industry average.

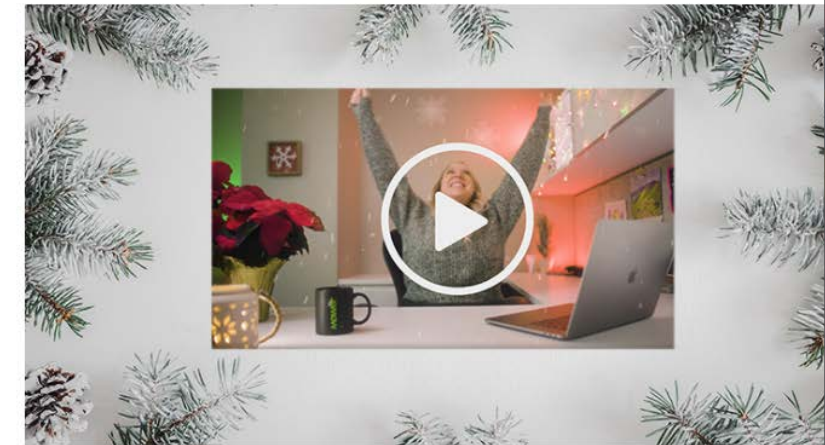
147%
view rate

meaning it was shared.

A lot!

41.8%
engagement on Facebook
compared to an 11.2%
average in 2022.

From Lindsay Thomas<LThomas@mower.com>
Sent on 12/20/2022, 12:33 PM
To Agency Wide<AgencyWide@mower.com>
Subject Happy Holidays!



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Hope you enjoy. 😊

(And please contact the Buffalo PM team to check Miranda Eckel's hourly rate for any future acting gigs)

Lindsay Thomas
Project Manager

D: 716.842.1478

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Marketing—Advertising—Public Relations