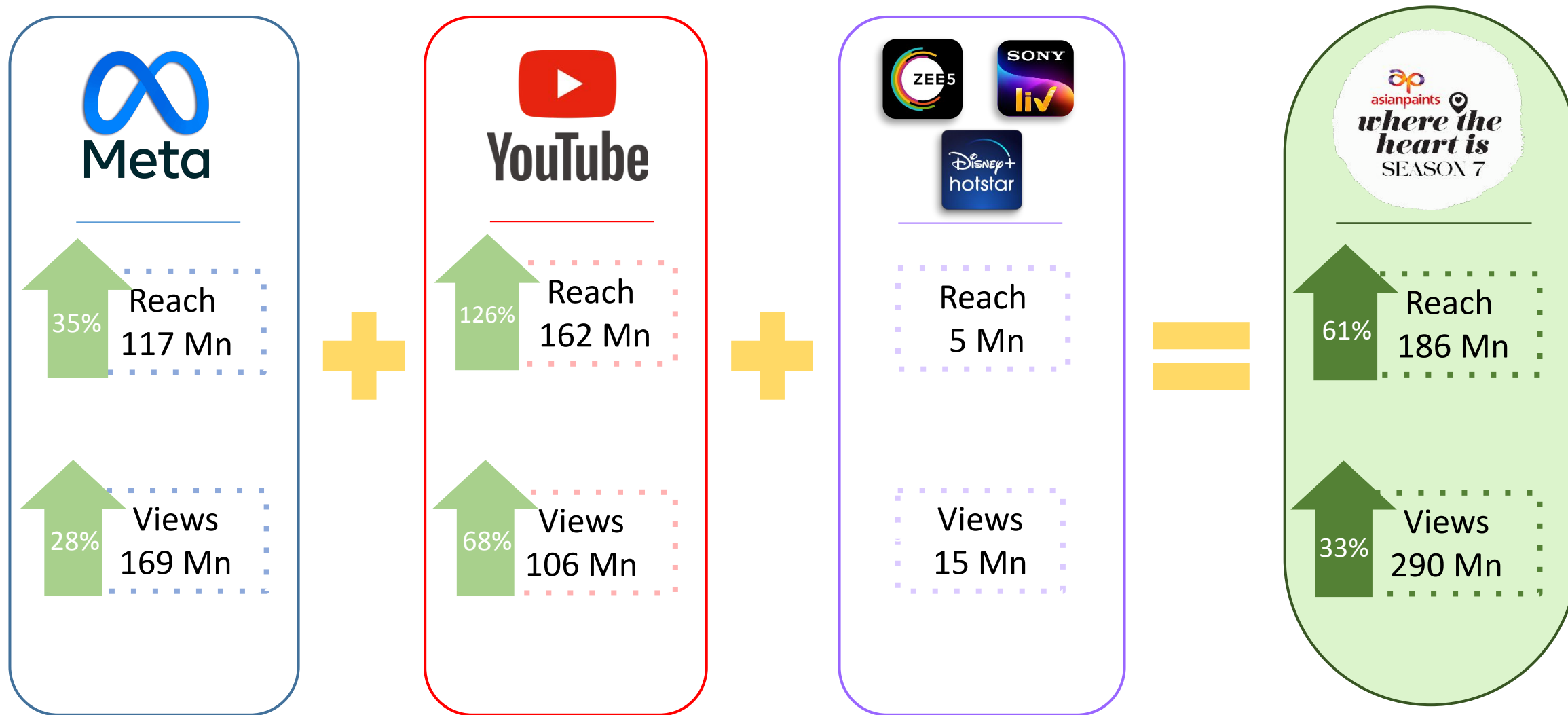


# Overall Season 7 summary





## Season 7: Observation by Google

- WTHI S7 Topped the charts as Top Trending Content in Home Decor
- CTV delivered 22% of the unique reach @4.1 frequency
- While Shorts drove 16% reach, opportunity to amp up frequency & expand reach further on Shorts with Shoulder Content
- Out of the audience's that engaged with our content, 63% of users (51M) were within 25-44 age cohort, however, only 28% of them were Women
- Approx ~300% Search lift detected on WTHI keywords
- 48% growth for WTHI S7 searches vs. last season

