

CFO ADVERTISING RECAP

WEEK OF:
08/14 - 08/20



DIGITAL IMPRESSIONS

Across our media network we use targeted digital display ad campaigns that focus on specific zip codes around our stores.

Targeted ads are served from the OregonLive website and on their Extended Reach Network, which is comprised of thousands of brand-safe websites. This ensures our brand and product promotions are visible on other sites potential Cascade customers visit (i.e. FoodNetwork, ESPN, CNN, etc.)

Digital display ads are also a part of every Media Network homepage takeover running throughout each site.



PAID SOCIAL MEDIA

We target specific zip codes within Oregon and Washington. We feature focused content for an average of seven days, with campaigns changing weekly.



ORGANIC SOCIAL MEDIA

Cascade customers want to stay up-to-date with sales and events we're participating in within our community. Cascade newsletters are emailed every Wednesday to over 12,000 members.



EMAIL BLAST

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