Redemption Earned Media & PR Metrics

FY 2024

April 2023 - March 2024

% of Top 100 Media Coverage

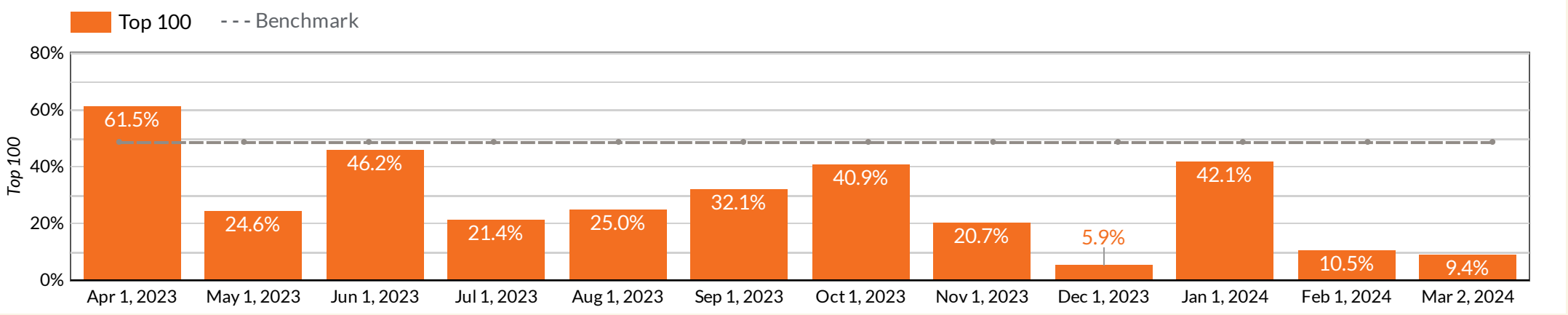
Quarter	%Top 100	Benchmark	Top 100 Diff
Q1	35.4%	49.4%	-28.3%
Q2	27.3%	49.4%	-44.8%
Q3	23.5%	49.4%	-52.4%
Q4	15.7%	49.4%	-68.3%
YTD	25.3%	49.4%	-48.8%

Media Quality Score

Quarter	MQS	Benchmark	MQS DIF
Q1	2.7	1.7	59.3%
Q2	1.3	1.7	-20.7%
Q3	1.3	1.7	-22.1%
Q4	2.4	1.7	42.3%
YTD	2.0	1.7	17.0%

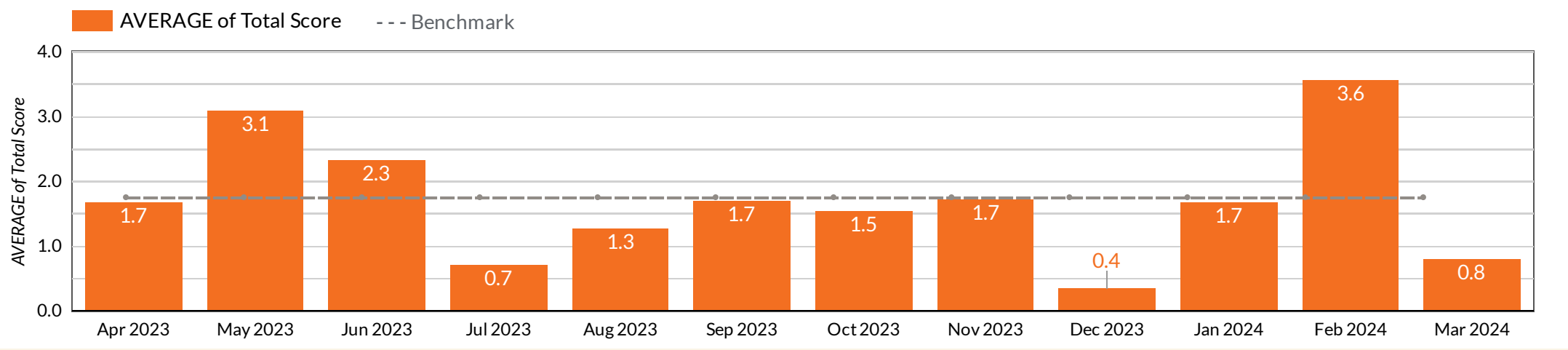
Top 100 Media Coverage Over Time

(Coverage from a Tier 1 Media source)

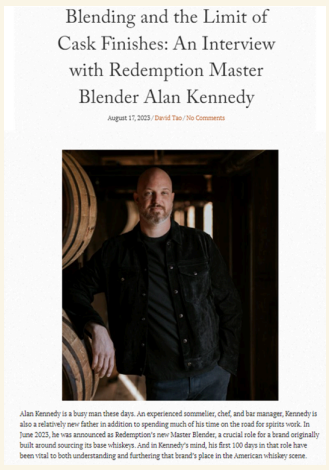


Media Quality Over Time

(Coverage from a Tier 1 Media source)



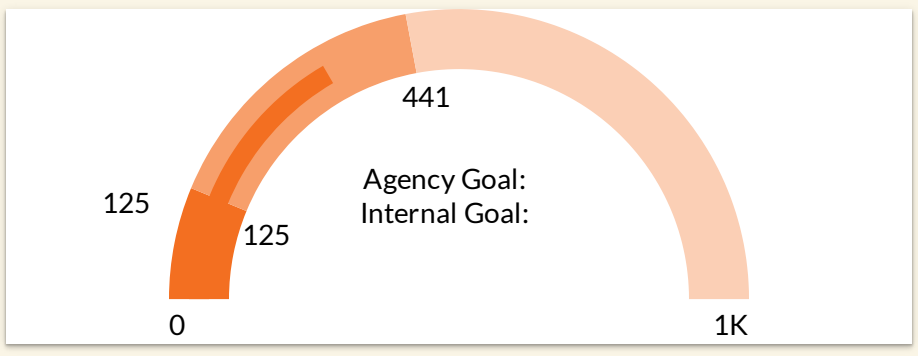
Top Clips



"Here at Redemption, I have the opportunity to continue a legacy of great whiskey, while still putting my personal stamp on innovation. I have no intention of changing the brand, rather, I am planning to grow with it."

~Alan Kennedy

Clip Counter



Quarter	Clips
Q1	96
Q2	66
Q3	68
Q4	102
YTD	332

Organic PR Social Media

Total imp of PR posts: Versus last year: Growth:	PR social posts this quarter: Versus last year: Growth:	Mentions, Tags, Comments of all organic posts : Versus last year: Growth:	Avg. engagement of PR posts: Versus last year: Growth: