

Squirt sponsors Drifters Recap

Sponsor: Squirt

Status: active

Total impressions: 210,000

Goal: 1,000,000 (21% complete)

Owned impressions: 125,000

Earned impressions: 85,000

Tracked clicks: 14

Confirmed placements: 2

Top placements:

Drifters pilot announcement - Ducati X Instagram - 125,000

Confirmed earned media placeholder - Earned Press / Blogs - 85,000

Methodology: confirmed placements only; evidence files remain internal by default.