

Here's a peek behind the curtain of your national campaign with fun facts, feedback, and impressions—the number of times the campaign was seen or heard—from the first month after launch. You can keep the campaign going strong by watching the spot and downloading the campaign materials at [ThatsWhoWeAre.realtor](https://www.realtor.com/ThatsWhoWeAre).



64.1 MILLION SOCIAL MEDIA IMPRESSIONS

2.0 MILLION SEARCH IMPRESSIONS

484.4 MILLION TOTAL IMPRESSIONS



THAT'S WHO WE



226.7 MILLION TV IMPRESSIONS

148.9 MILLION RADIO IMPRESSIONS



5.2 MILLION DIGITAL AUDIO IMPRESSIONS

37.5 MILLION DIGITAL VIDEO IMPRESSIONS

"A REALTOR® finds you a dream home and protects your right to it."
— Colleen P. Coesens, Twitter

"I am proud to say I am a REALTOR® and adhere to the Code of Ethics."
— Vickie Given, Facebook comment

"So glad to see this message getting out in this manner. We are so much more! That's Who We R. Love it!"
— Brenda Gober, Facebook comment