

GRIDSTONE ACHIEVES OVER

4x

THE STANDARD LINKEDIN
ENGAGEMENT RATE FOR
TARTAN COMPLETIONS

The result of the two campaigns provided over 36,000 impressions, 244 likes and 868 clicks for an average engagement of 3.43% which is 4x higher than the standard LinkedIn engagement of 0.7%. This, combined with an active following, has driven the engagement to an all time high of 8.05% engagement for a post in 2018.



36,000

IMPRESSIONS



244

LIKES



868

CLICKS



3.43

AVG. ENGAGEMENT