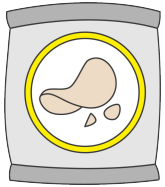
Munch on This: Snack Food Is a Hot Topic at KCL

Traffic to snack food content is on the rise, totaling more than 28.6M pageviews since the beginning of 2020.



From 2020 to 2021, snack food content on KCL saw a

57%

increase in views per post for organic content and a

41%

increase in views per post for sponsored content.

Impressions, engagement, and click-through rates for snack food content on KCL are up across the board.

KCL published **41%** more snack food deal posts on Facebook in 2021, with a **28%** higher click-through rate year over year.

Impressions for snack food content grew **72%** YoY, and engagement grew **295%** YoY.