

# Abramorama

**Digital Final Report**

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# 11021B: WAMU Dedicated Email on 7/21

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### Never Too Late to Reclaim Your Voice

Abramorama presents ASK E. JEAN, the thrilling story of E. Jean Carroll's life, from her early days as Miss Cheerleader USA to her rise as a trailblazing journalist, author, and beloved advice columnist. Carroll broke barriers as the first female editor at Esquire, Playboy, and Outside, helping redefine women's roles in media with her sharp wit and fearless voice.

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In recent years, she reignited public discourse by standing up to power, becoming the only woman to beat Donald Trump twice in court, and sparking a national conversation about truth, accountability, and resilience.

This film is a portrait of an indomitable woman who proved it's never too late to reclaim your voice, rewrite your story, and change the world.

Opening July 24 at the Angelika Pop-Up at Union Market for a one-week engagement, with special opening-week guests and post-screening conversations.

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|             |         |
|-------------|---------|
| Launch Date | 7/21/26 |
| Sent        | 65,043  |
| Opens       | 21,160  |
| Clicks      | 131     |
| Open Rate   | 32.53%  |
| CTR         | 0.18%   |
| ADJ CTR     | 0.62%   |

# 11021C: Digital Stream Final Report

|                                    |                                              |
|------------------------------------|----------------------------------------------|
| <b>Advertiser</b>                  | Abramorama                                   |
| <b>Campaign – name</b>             | Stream PR – WO11021C-3 - 07.20.26 - 07.26.26 |
| <b>Report period</b>               | 7/20/2026 - 7/26/2026                        |
| <b>Total booked impressions</b>    | 40,000                                       |
| <b>Total delivered impressions</b> | 40,208                                       |
| <b>Total completions</b>           | 38,090                                       |
| <b>Listen-through rate</b>         | 95 %                                         |