

# BRINGING THE NORTH POLE TO THE WORLD!



**19 MILLION+**  
Scout Elves and Elf Pets® adopted globally since 2005

**1 IN 3**  
US PARENTS surveyed have top of mind awareness of The Elf on the Shelf®, behind only Santa and Rudolph.

(Source: Independent study commissioned by CCA and B, LLC dba The Lumistella Company and conducted by MMR Research Associates, March 2019)

**70+**  
GLOBAL LICENSEES

**10**  
INTERNATIONAL WEBSITES

**9.95 MILLION**  
Google searches in Nov. and Dec. 2020 for "The Elf on the Shelf"

(Source: Google Search Console)

**8** owned market-specific social channels



**34.9 MILLION**  
views to The Lumistella Company global websites in 2020 (95% increase over 2019)

(Source: Google Analytics, January 2021)

**4TH**  
BEST-SELLING children's book of the last 25 years

(Source: "Here are the top 10 children's books." USA TODAY, Mar. 1, 2019.)

**15 MILLION**  
minutes spent exploring, playing games and interacting with our characters in 2020

(Source: Google Analytics, January 2021)



**26K**  
approved Adoption Centers in 17 countries and 5 continents



**138 MILLION+**  
all-time views of YouTube content



**2.8 MILLION**  
worldwide social fans and followers across owned social media channels

