

Berger Paint Report

April – June

Preamble

- In the month of April and May We are running following campaigns on Facebook & Google for Berger Social Presence & Awareness:
- Video Views
 - Reach
 - Post Engagement
 - Page Likes
 - YouTube Pre-Rolls
 - Search Ad

Summary

Platform	Campaign	Reach	Impression	Result
Facebook	Reach	1,415,173	2,684,017	1,415,173 (Reach)
	Video Views	505,214	965,951	766,221 (Thru Plays)
	Post Engagement	726,015	1,569,566	468,452 (Post Engagement)
	Page Likes	821,502	2,607,566	13,012 (Page Likes)
Google	YouTube Pre-Roll	465,507	1,001,512	316,660 (Engagements)
	Search Ad	--	172,336	4,683 (Clicks)

Reach: The number of unique users who saw your ad

Impressions: The number of times your ad shown to users.

Clicks: The number of times user has click on the ad link.

Post engagement: Post engagements are the total number of actions that users take on your ad.

Thru Plays: ThruPlay is the number of video play that are played to completion for videos shorter than 15 seconds.

Engagement: The number of times your YouTube video or channel has been interacted with.

Page Likes: The number of people who likes your Facebook page through ad.

Current Social Media Stats



About

1 Download Berger Xpress Visualizer PK App from the link below: <https://play.google.com/store/apps/details?id=com.berger.bergerXpressVisualizerPk> BERGER... See more

1 The BERGER name has been associated with paint manufacturing for almost two centuries. The BERGER group has worldwide affiliations, with companies ope... See more

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735 Posts 2,076 Followers 14 Following

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For Free Color Advisory: 111-237-437 (KHI, LHR, ISB)
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Grid of images including: WHEN YOU CARE, IT GLOWS, WEATHERCOAT GLOW 365, HAPPY Mother's day, and BERGER PAINTS.

Facebook



Audience Targeting

Location:

Pakistan

Age:

25 - 65+

People who match:

Interests: Interior design, Renovation, Home Improvements, Glidden (paints), Home Décor Products, Nippon Paint, Portrait painting, Home repair, Home improvement, New House, Do it yourself (DIY), Jotun (company), Home construction, Paint, House painter and decorator, Primer (paint), Paint roller or Maintenance, repair, and operations, Field of study: Interior Design & Decoration

Detailed targeting expansion:

Off

Location:

Pakistan

Age:

25 - 65+

People who match:

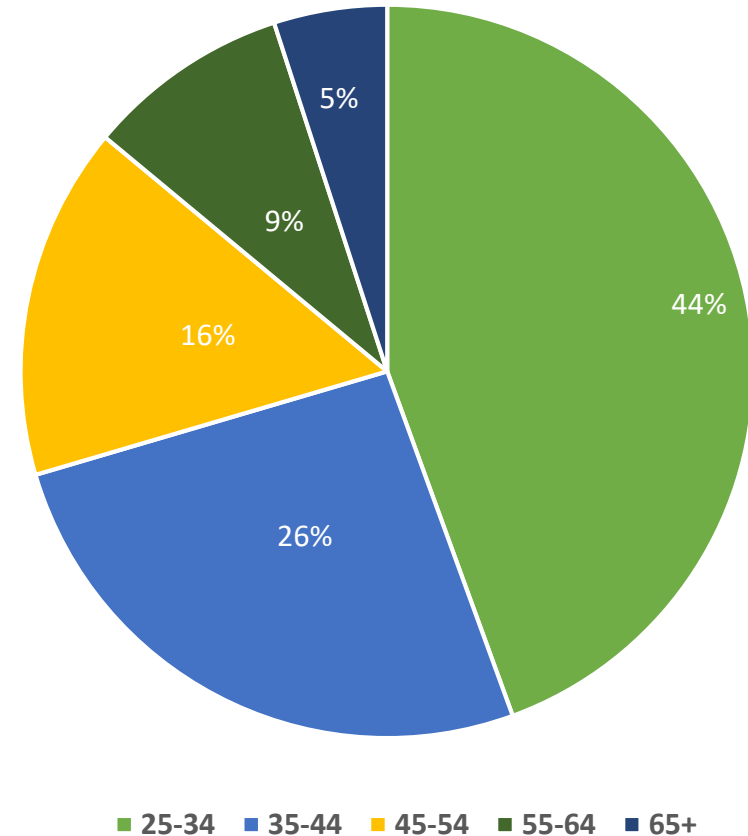
Interests: Interior design, Renovation, Home Improvements, Home repair, Home improvement, Interior architecture, Home construction, House painter and decorator or Primer (paint), Field of study: Interior Design & Decoration, Employers: Interior Designer, Job title: Interior design, Interior Designer/Owner, Interior Design Consultant, Painter Supervisor, Painter Assistant, Painting Contractor, Interior Design Coordinator, Painter Helper or Commercial Interior Designer, Industry: Architecture and Engineering, Installation and Repair Services or Cleaning and Maintenance Services



Age Breakdown

Age Group	Impressions
25-34	3,478,226
35-44	2,035,675
45-54	1,219,498
55-64	702,810
65+	390,922

Results By Age Group

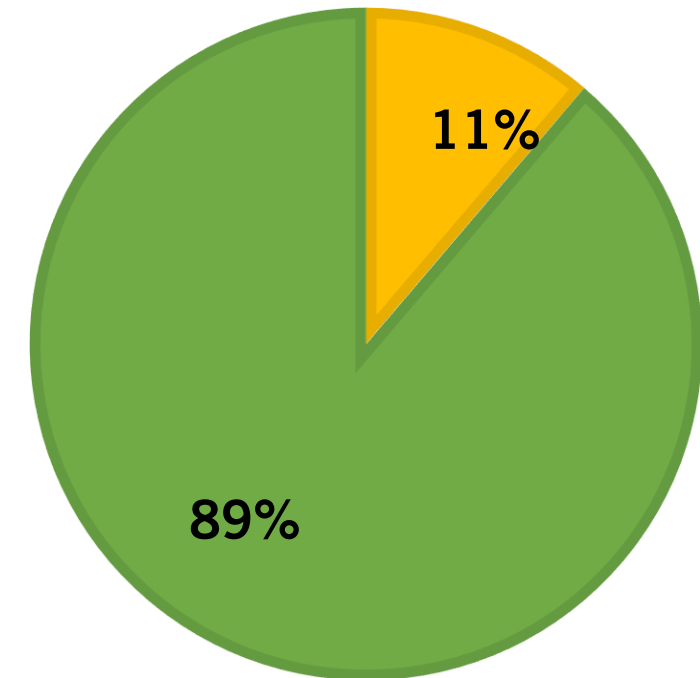


Gender Breakdown

Gender	Impressions
Female	878,711
Male	6,948,420

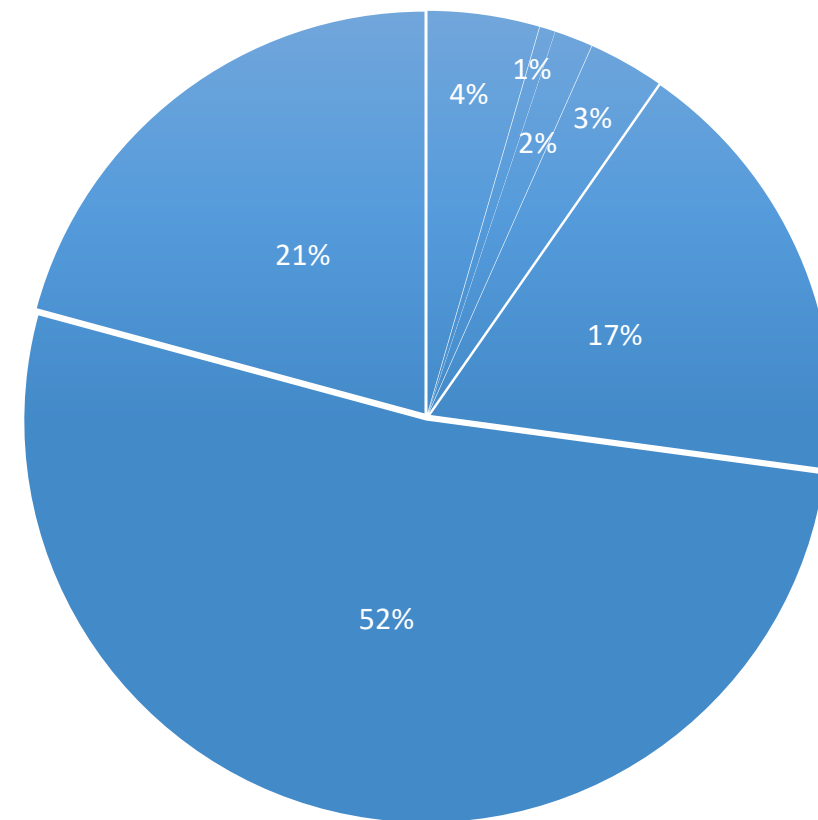
RESULTS BY AGE GROUP

Female Male



Region Breakdown

Age Group	Impressions
Azad Kashmir	188,014
Balochistan	342,985
Federally Administered Tribal Areas	47,876
Gilgit-Baltistan	117,733
Islamabad Capital Territory	231,547
Khyber Pakhtunkhwa	1,333,415
Punjab	3,977,947
Sindh	1,587,614



- Balochistan
- Federally Administered Tribal Areas
- Gilgit-Baltistan
- Islamabad Capital Territory
- Khyber Pakhtunkhwa
- Punjab

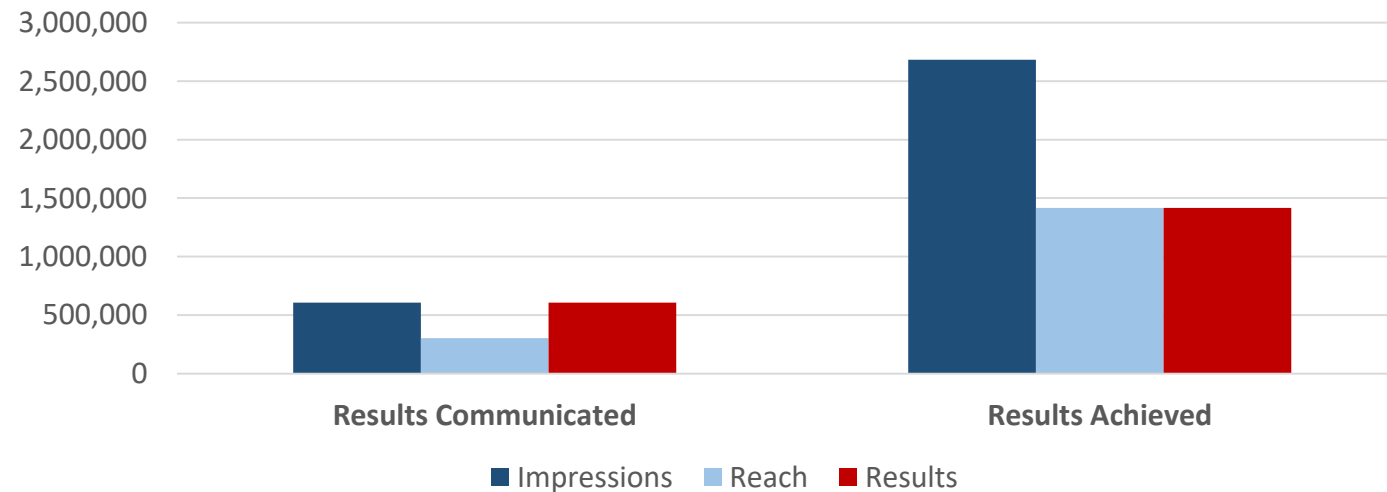


Campaign – Reach



Campaign – Reach

Metrics	Results Communicated	Results Achieved
Impressions	607,143	2,684,017
Reach	303,572	1,415,173
Results	607,143 (Reach)	1,415,173 (Reach)



Reach: The number of unique users who saw your ad

Impressions: The number of times your ad shown to users.




Ad Previews

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Berger Paints brings "WEATHERCOAT GLOW 365", an Acrylic Exterior Emulsion specially formulated on Silane Based Resin to give your house a glow that lasts many seasons.

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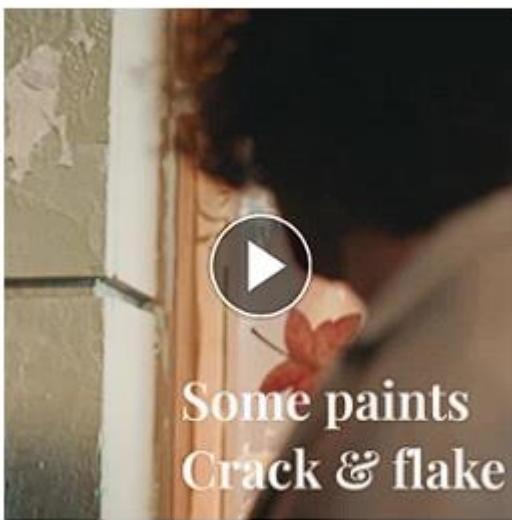
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Say goodbye to flaky walls & trust Berger Paints with the newly introduced Acrylic Exterior Emulsion. Weathercoat Glow 365 is an all-rounder solution for all your exterior wall problems.

#LetYourHouseGlow #Berger #Weathercoat #Glow365 #WeGotYouCovered



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Home decor

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Berger Paints has introduced all new & amazing Acrylic Exterior Emulsion that lasts for years. It is formulated on Silane Based Resin to make your house stand out with an long-lasting Glow.

#LetYourHouseGlow #Berger #Weathercoat #Glow365 #WeGotYouCovered



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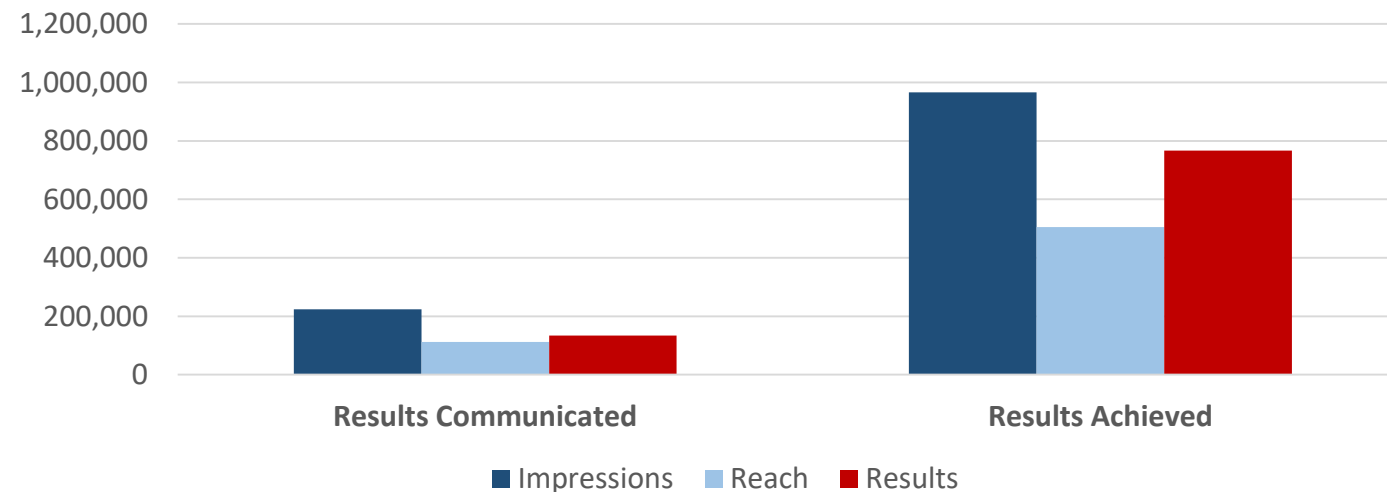
Ad Previews



Campaign – Video Views

Campaign – Video Views

Metrics	Results Communicated	Results Achieved
Impressions	224,000	965,951
Reach	112,000	505,214
Results	135,000 (Thru Plays)	766,221 (Thru Plays)



Reach: The number of unique users who saw your ad

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Thru Plays: ThruPlay is the number of video play that are played to completion for videos shorter than 15 seconds



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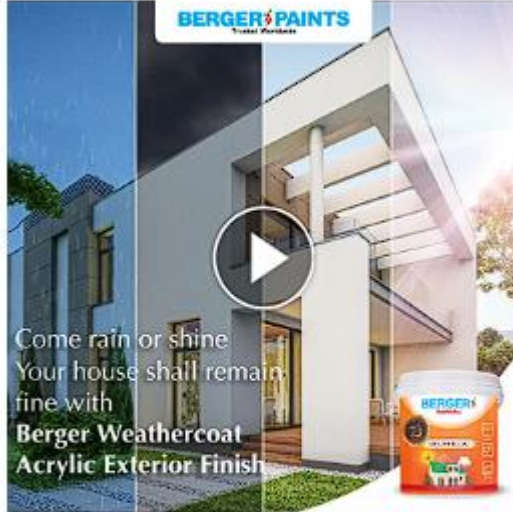
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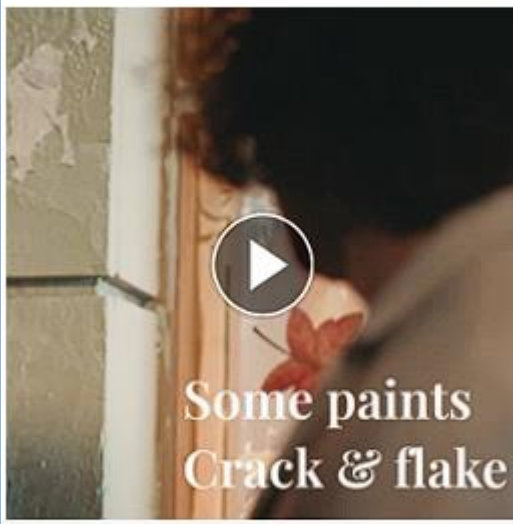
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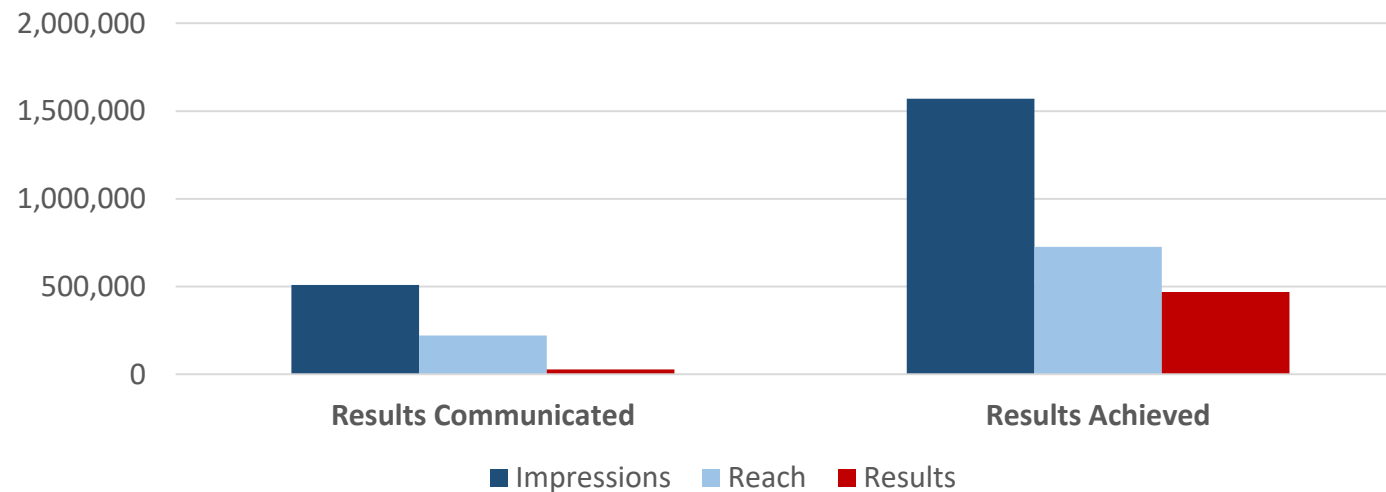
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Campaign – Post Engagements



Campaign – Post Engagements

Metrics	Results Communicated	Results Achieved
Impressions	507,778	1,569,566
Reach	220,773	726,015
Results	27,500 (Post Engagement)	468,452 (Post Engagement)



Reach: The number of unique users who saw your ad

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Post engagement: Post engagements are the total number of actions that users take on your ad.



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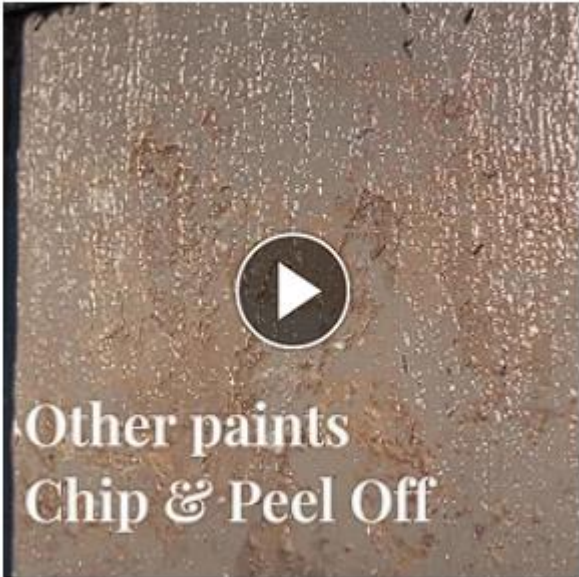
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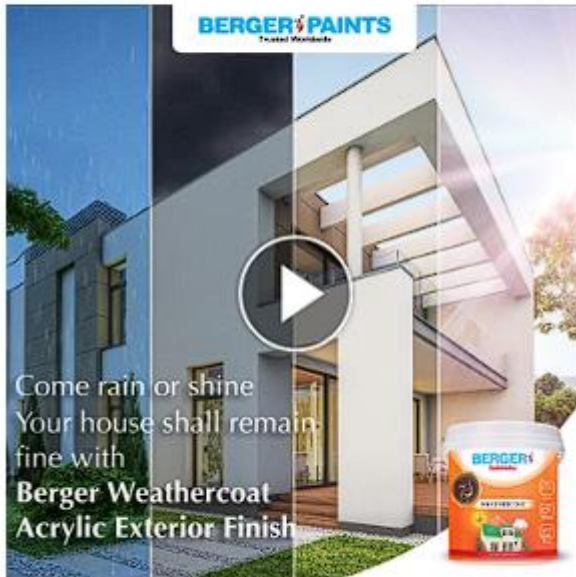


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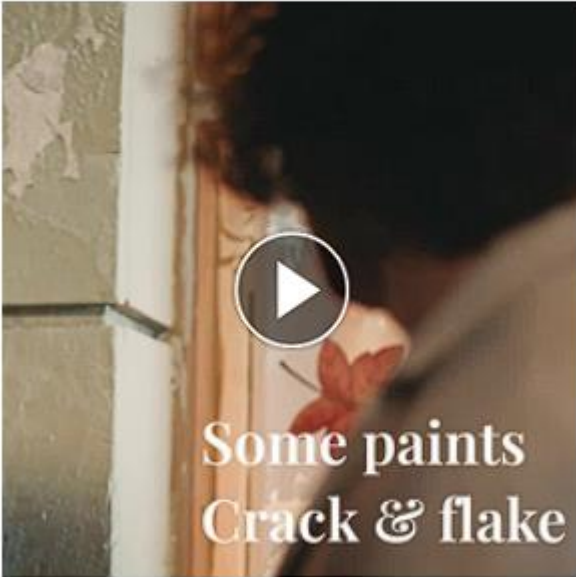
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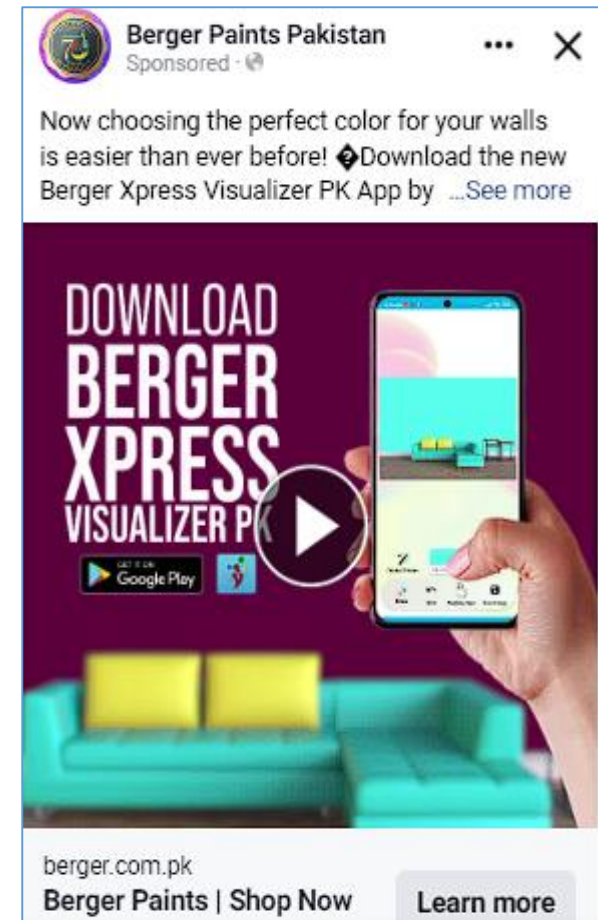
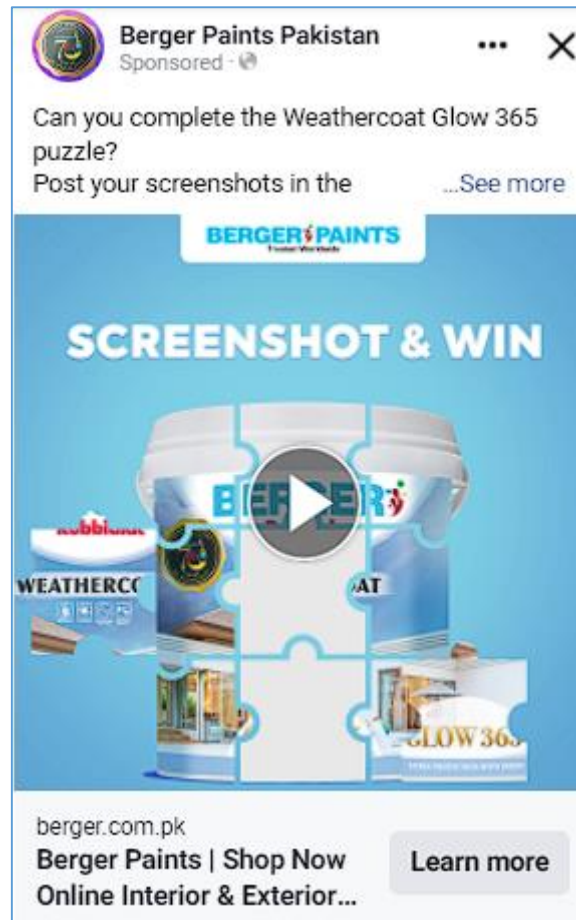
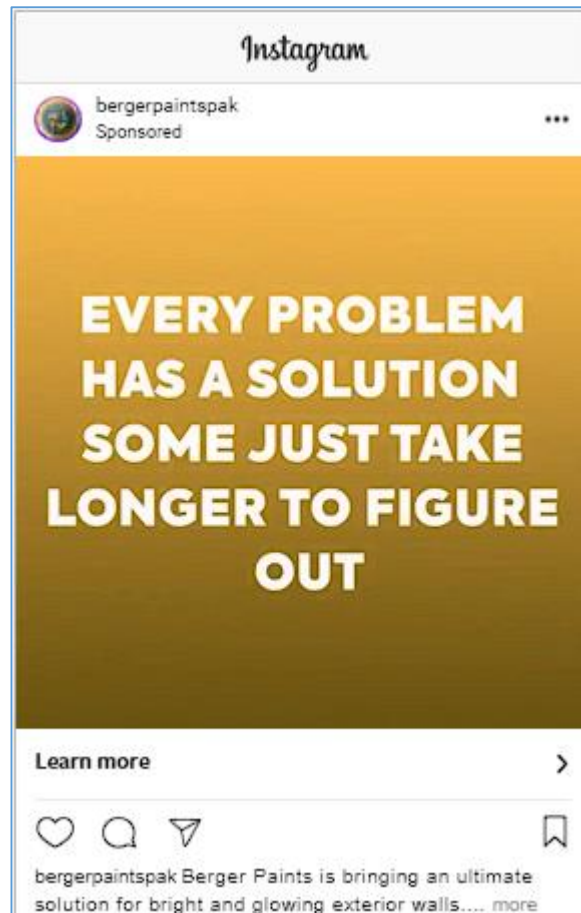
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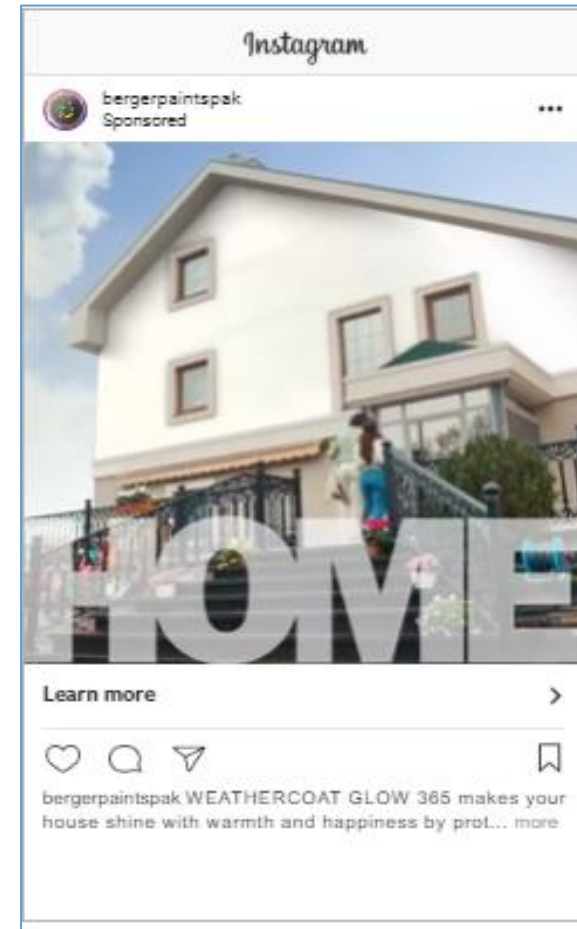
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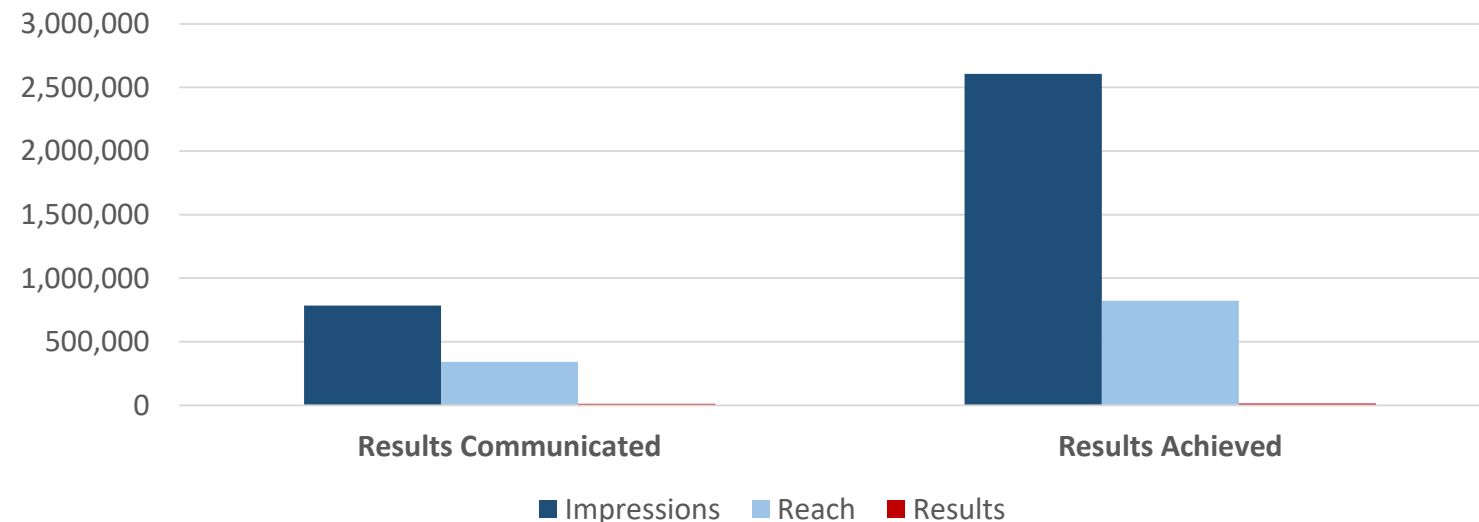


Campaign – Page Likes



Campaign – Page Likes

Metrics	Results Communicated	Results Achieved
Impressions	784,444	2,607,566
Reach	341,063	821,503
Results	12,849 (Page Likes)	13,012 (Page Likes)




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WEATHERCOAT GLOW 365 makes your house shine with warmth and happiness by protecting it from dust, cracks, and fungus season after season.

#LetYourHouseGlow #Berger #Weathercoat #Glow365
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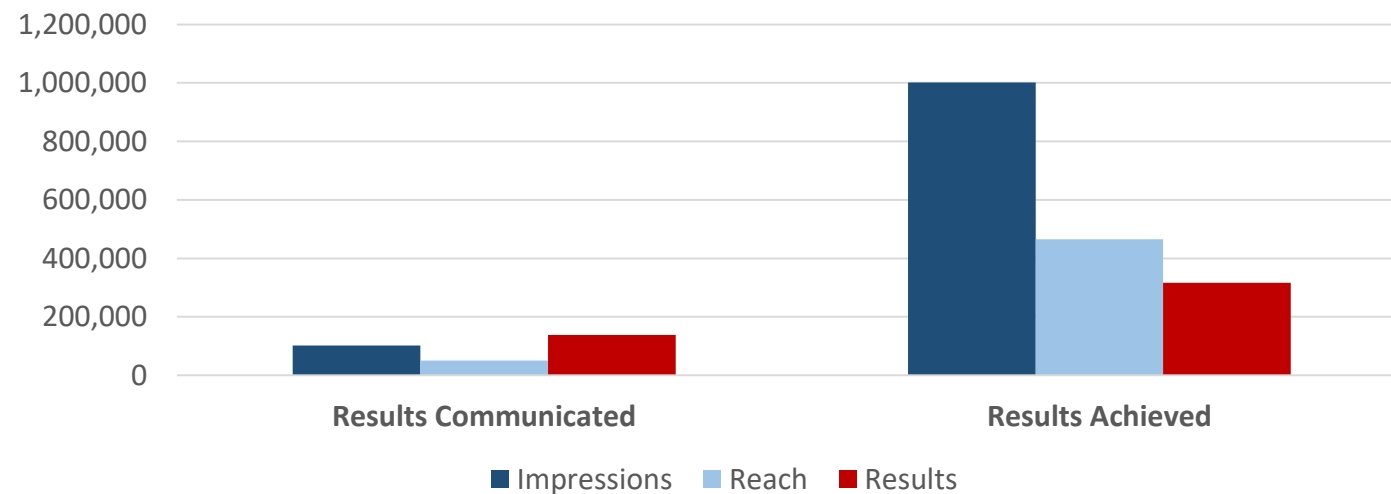
Google



Campaign – YouTube Pre-Rolls

Campaign – YouTube Pre-Rolls

Metrics	Results Communicated	Results Achieved
Impressions	101,800	1,001,512
Reach	50,900	465,507
Results	137,500 (Engagements)	316,660 (Engagements)



Reach: The number of unique users who saw your ad

Impressions: The number of times your ad shown to users.

Engagement: The number of times your YouTube video or channel has been interacted with.

Ad Previews



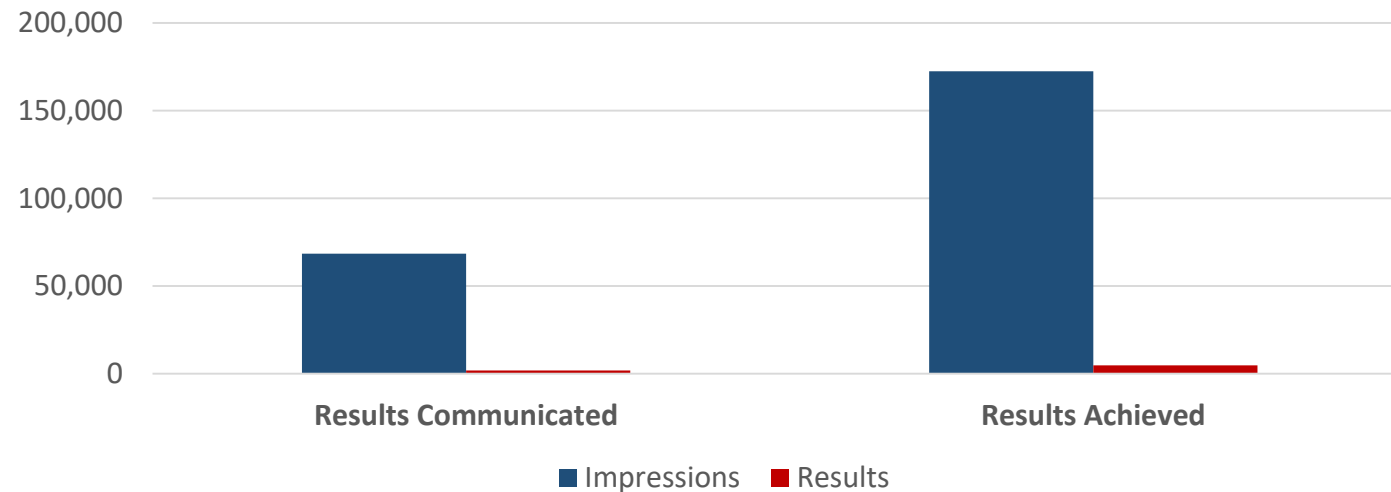
Top 20 YouTube Channels

Placement	Placement URL	Impressions
HUM TV	http://youtube.com/channel/UCeEQxm6qc_qaTE7qTV5aLQ	103,983
HAR PAL GEO	http://youtube.com/channel/UCe9JSDmyqNgA_I2BzGHq1Ug	83,604
ARY Digital HD	http://youtube.com/channel/UC4JCKsJF76g_MdzPVBJoC3Q	48,692
ARY News	http://youtube.com/channel/UCMmpLL2ucRHAXbNHICPylyg	42,850
T-Series	http://youtube.com/channel/UCq-Fj5jknLsUf-MWSy4_brA	36,306
Geo News	http://youtube.com/channel/UC_vt34wimdCzdkrzVejwX9g	23,916
Ducky Bhai	http://youtube.com/channel/UC_c-RTowPbllzMkla_07s6Q	15,448
24 News HD	http://youtube.com/channel/UCcmpeVbSSQIZRvHfdC-CRwg	21,677
BOL News	http://youtube.com/channel/UCz2yxQJZgiB_5elTzqV7FiQ	25,462
Imran Khan	http://youtube.com/channel/UCaszgR2TH3qNw_CxLHAd2SQ	22,829
Dunya News	http://youtube.com/channel/UCnMBV5lw4WqKILKue1nP6Hg	19,706
UrduPoint.com	http://youtube.com/channel/UC8SUpGjRdTSqIBuOfmWp3rg	16,508
Maaz Safder World	http://youtube.com/channel/UCz0M2pV4jOUUQ88IOd2q08A	10,694
Techno Gamerz	http://youtube.com/channel/UCX8pnu3DYUnx8qy8V_c6oHg	8,810
Zee Music Company	http://youtube.com/channel/UCFFbwnve3yF62-tVXkTyHqg	7,686
Tips Official	http://youtube.com/channel/UCJrDMFOdv1I2k8n9oK_V21w	7,660
ARY NEWS LIVE Latest Pakistan News 24/7 Headlines, Bulletins, Breaking News & Exclusive Coverage	http://youtube.com/video/38IEoll8f-w	6,369
BOL Network	http://youtube.com/channel/UCV6-CUNsfe2-STYfykd7bBQ	6,604
TRT Originals Urdu	http://youtube.com/channel/UCfiM9_Me5QJBErOPItkbXgw	6,019
SAMA TV	http://youtube.com/channel/UCJhW1Vj5fQV5Gdu-mBNCO	7,100

Campaign – Search Ad

Campaign – Search Ad

Metrics	Results Communicated	Results Achieved
Impressions	68,400	172,336
Results	1,850 (Clicks)	4,683 (Clicks)



Reach: The number of unique users who saw your ad

Impressions: The number of times your ad shown to users.

Clicks: The number of times user has click on the ad link.

Top 20 Keywords

Keywords	CTR%
Best Interior Paint Brand 2021	100%
Best Paint Brand in The World	100%
Best Paint Brands in Pakistan	100%
Best Weather Coat Paint	100%
Top 10 Paints in Pakistan	50.00%
Master Paints Colours Pakistan	50.00%
Multinational Paint Companies in Pakistan	50.00%
Best Waterproof Wall Paint	42.86%
Best Paint Company	40.00%
Top 5 Paint Companies in Pakistan	37.50%
Colour Combination for House Exterior Painting	33.33%
Best Paint Combination for House	28.57%
Berger Silk Emulsion	30.00%
Which is The Best Paint in Pakistan	25.00%
Weather Resistant Paint	21.05%
Master Paint Price in Pakistan	20.00%
Brighto Paint Price in Pakistan	19.70%
Wood Paint Pakistan	16.67%
No 1 Paint Company in Pakistan	15.63%

Thank You