



# Campaign Report





10 Feb – 28 Feb

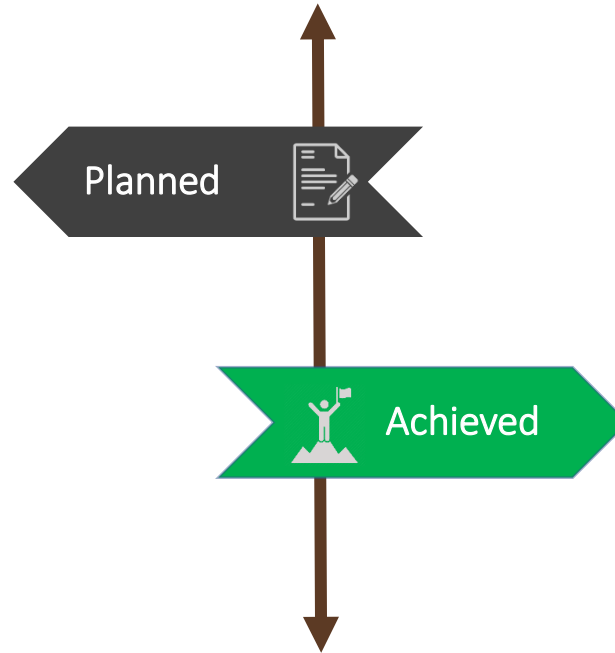






# Facebook Page Likes Summary

Report Duration : 22 Feb – 28 Feb 2023



|   |            |                  |
|---|------------|------------------|
|  | Net Spend  | PKR 140,000      |
|  | Reach      | 0.36 M           |
|  | Impression | 0.56 M           |
|  | Page Likes | 14 K @CPPL Rs.10 |

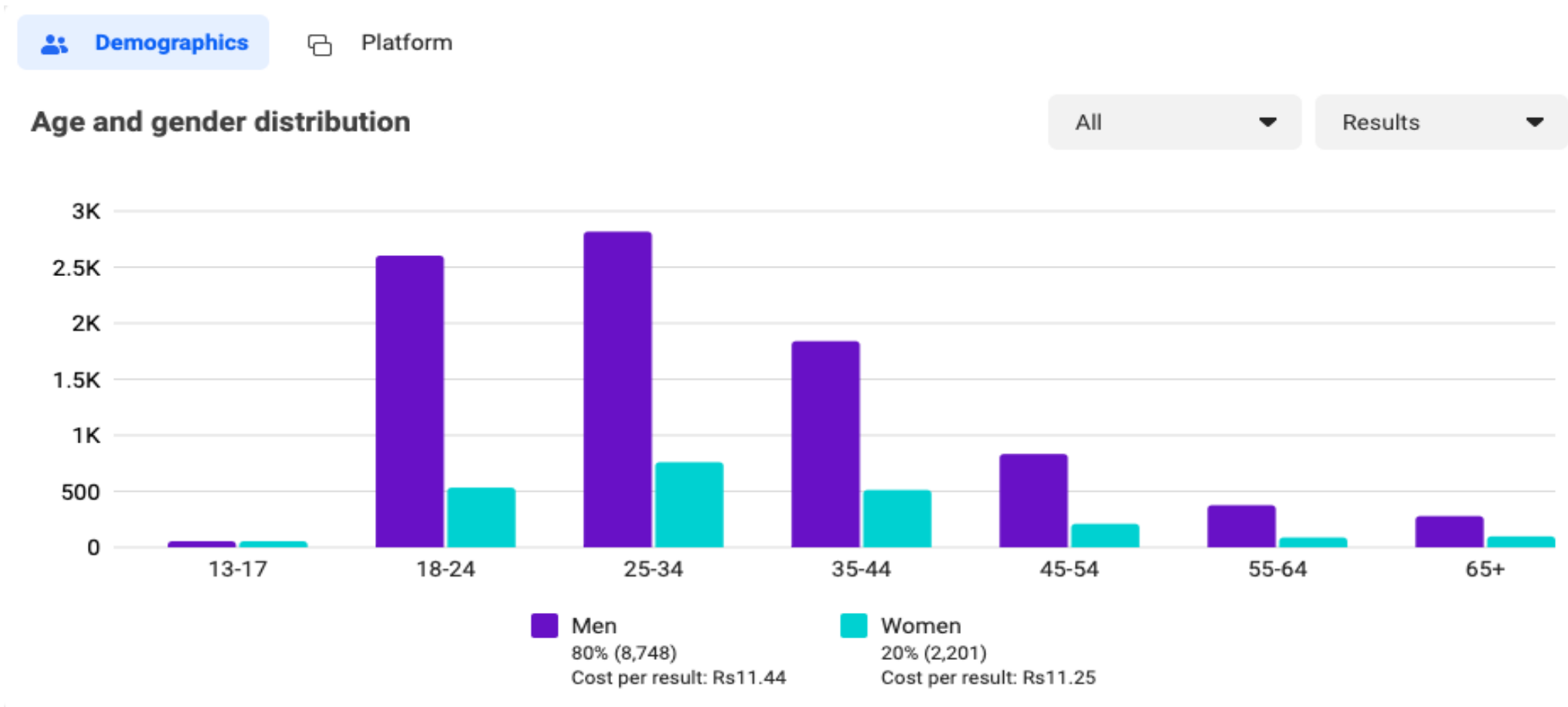


|   |            |                       |
|---|------------|-----------------------|
|    | Net Spend  | PKR 125,000.00        |
|    | Reach      | 0.38 M+               |
|    | Impression | 0.87 M+               |
|  | Page Likes | 10,965 @ CPPL Rs.11.4 |

We've reached out to **0.38 M+ people**.  
10,965 Page Likes have been generated in total with a CPPL of Rs.11.4



# Demographic Data



Majority of our reach came from Males who were between the age of 25 to 34






|             |              |
|-------------|--------------|
| Spend       | Rs125,000.00 |
| Reach       | 389,120      |
| Impressions | 875,383      |
| Likes       | 10,965       |
| CPPL        | Rs11.40      |

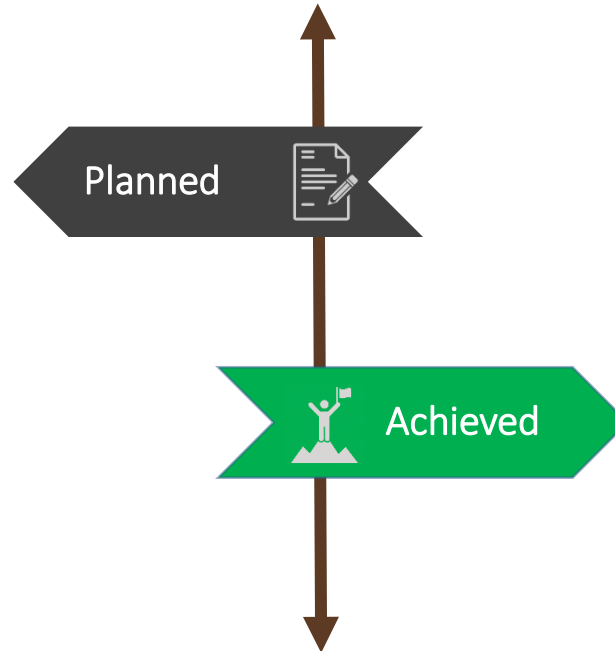





# Facebook Awareness Summary

Report Duration : 10 Feb – 28 Feb 2023



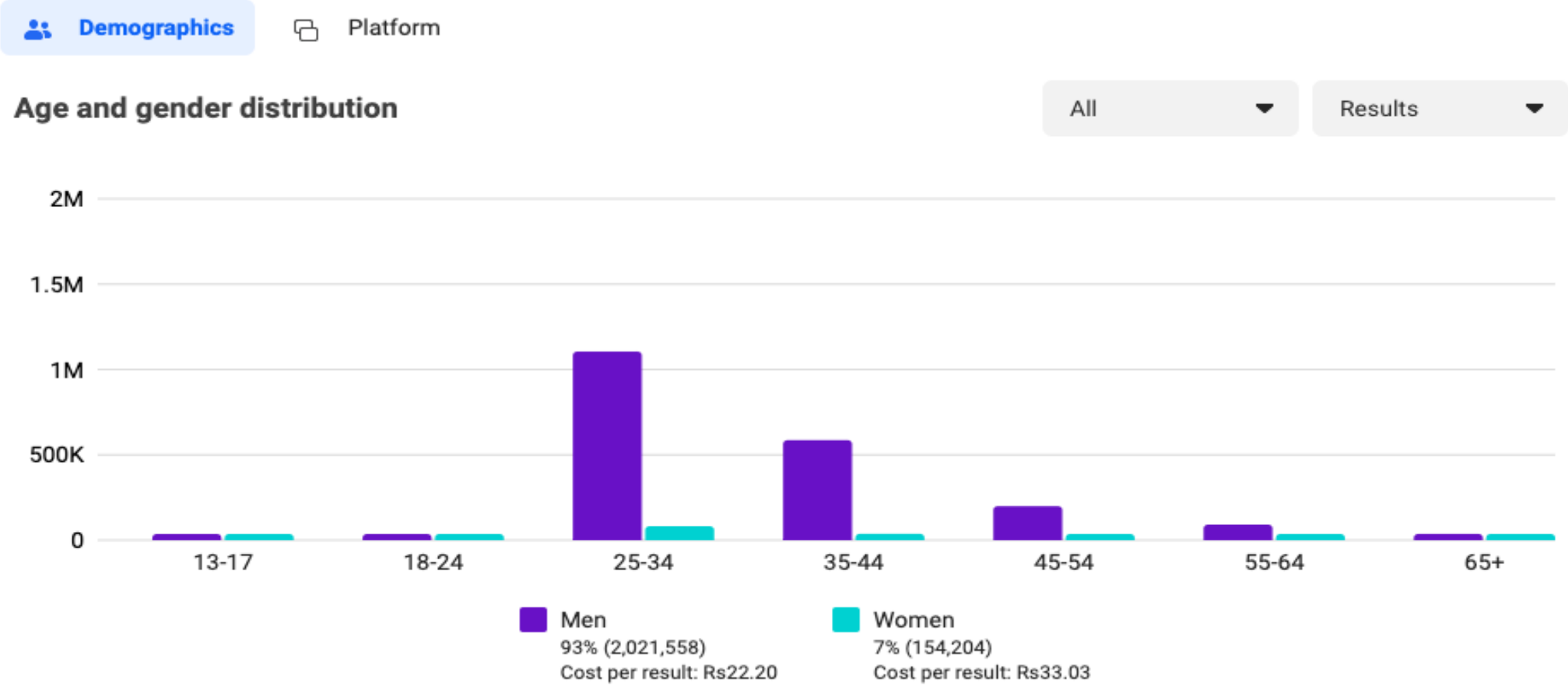
|   |            |                      |
|---|------------|----------------------|
|  | Net Spend  | PKR 60,000           |
|  | Reach      | 2.4 M                |
|  | Impression | 3.75 M @CPM<br>Rs.16 |



|   |            |                         |
|---|------------|-------------------------|
|  | Net Spend  | Rs50,000.00             |
|  | Reach      | 2.05 M+                 |
|  | Impression | 3.17 M+ @CPM<br>Rs14.35 |

We've reached out to **2.05 M+ people**.  
**3.17 M+ impressions** have been generated in total with a **CPM of Rs.14.35**

# Demographic Data



Majority of our reach came from Males who were between the age of 25 to 34

Posts



|             |             |
|-------------|-------------|
| Spend       | Rs28,012.03 |
| Reach       | 1,381,071   |
| Impressions | 1,861,231   |
| CPM         | Rs15.05     |






|             |             |
|-------------|-------------|
| Spend       | Rs21,987.97 |
| Reach       | 1,300,539   |
| Impressions | 1,622,691   |
| CPM         | Rs13.55     |

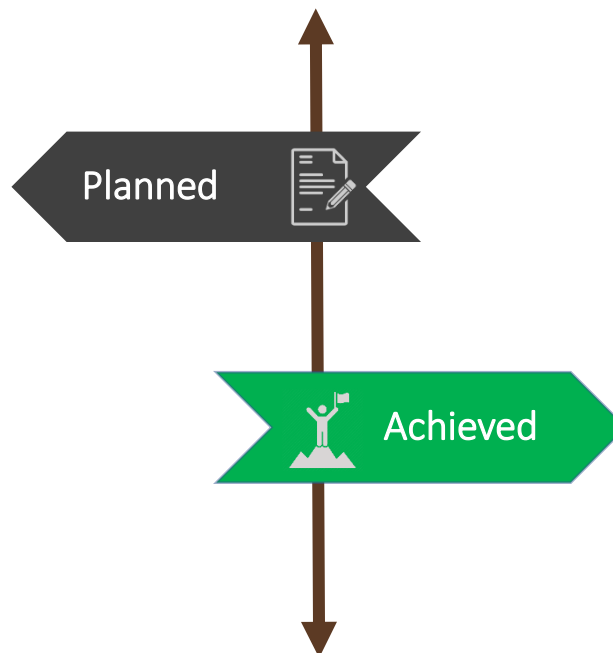





# Instagram Awareness Summary

Report Duration : 10 Feb – 28 Feb 2023



|   |            |                      |
|---|------------|----------------------|
|  | Net Spend  | PKR 30,000           |
|  | Reach      | 0.75 M               |
|  | Impression | 0.85 M @CPM<br>Rs.35 |



|   |            |                          |
|---|------------|--------------------------|
|  | Net Spend  | Rs25,000.00              |
|  | Reach      | 0.77 M+                  |
|  | Impression | 1.13 M+ @CPM<br>Rs.21.95 |

We've reached out to **0.77 M+ people**.  
1.13 M+ impressions have been generated in total with a CPM of Rs.21.95



# Demographic Data



Demographics

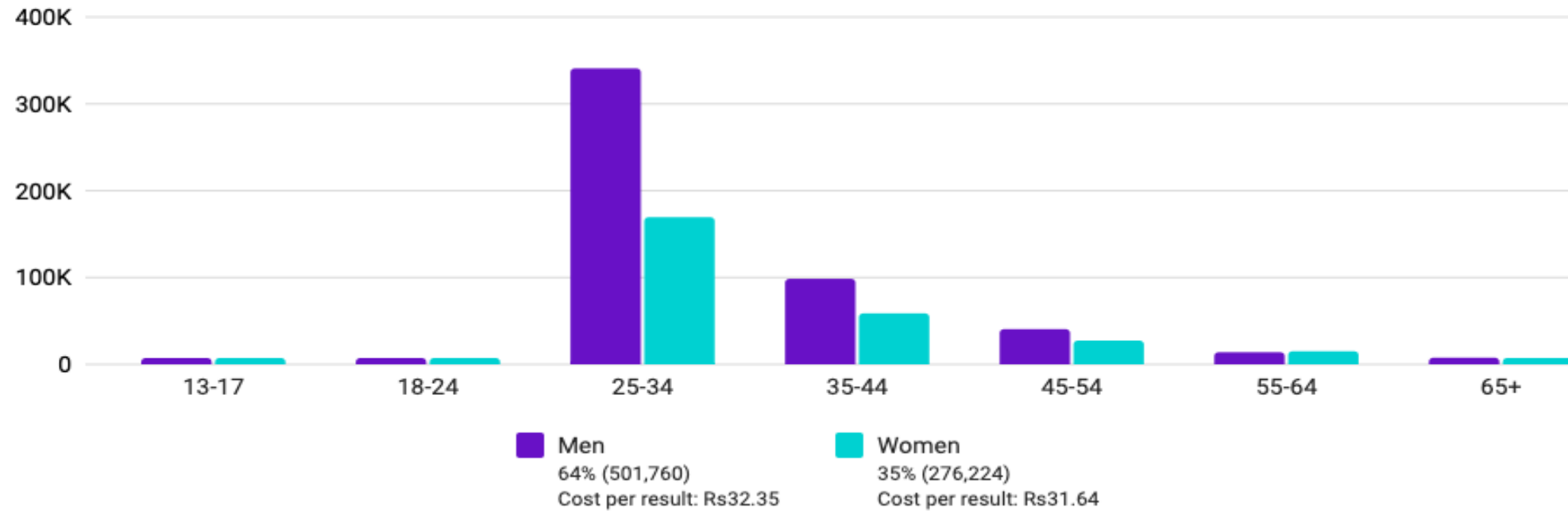


Platform

## Age and gender distribution

All

Results



Majority of our reach came from Males who were between the age of 25 to 34

Posts



|             |             |
|-------------|-------------|
| Spend       | Rs16,759.74 |
| Reach       | 660,863     |
| Impressions | 872,721     |
| CPM         | Rs19.20     |



|             |            |
|-------------|------------|
| Spend       | Rs8,240.26 |
| Reach       | 230,848    |
| Impressions | 266,473    |
| CPM         | Rs30.92    |



# Analysis

- 25 – 34 Males was the best performing audience across all platforms and campaigns
- All the locked KPIs were successfully achieved
- Females performed better on Instagram as compared to Facebook



THANKYOU

