



Campaign Report

10 Feb – 28 Feb

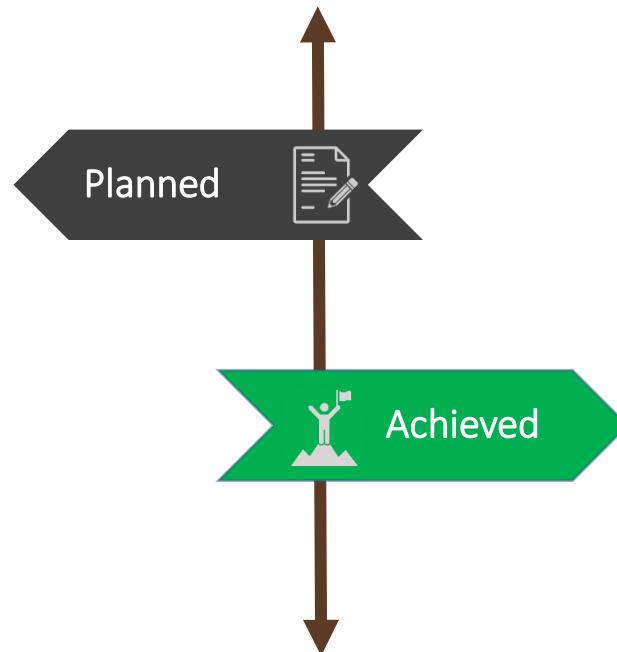


Facebook Page Likes Summary

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



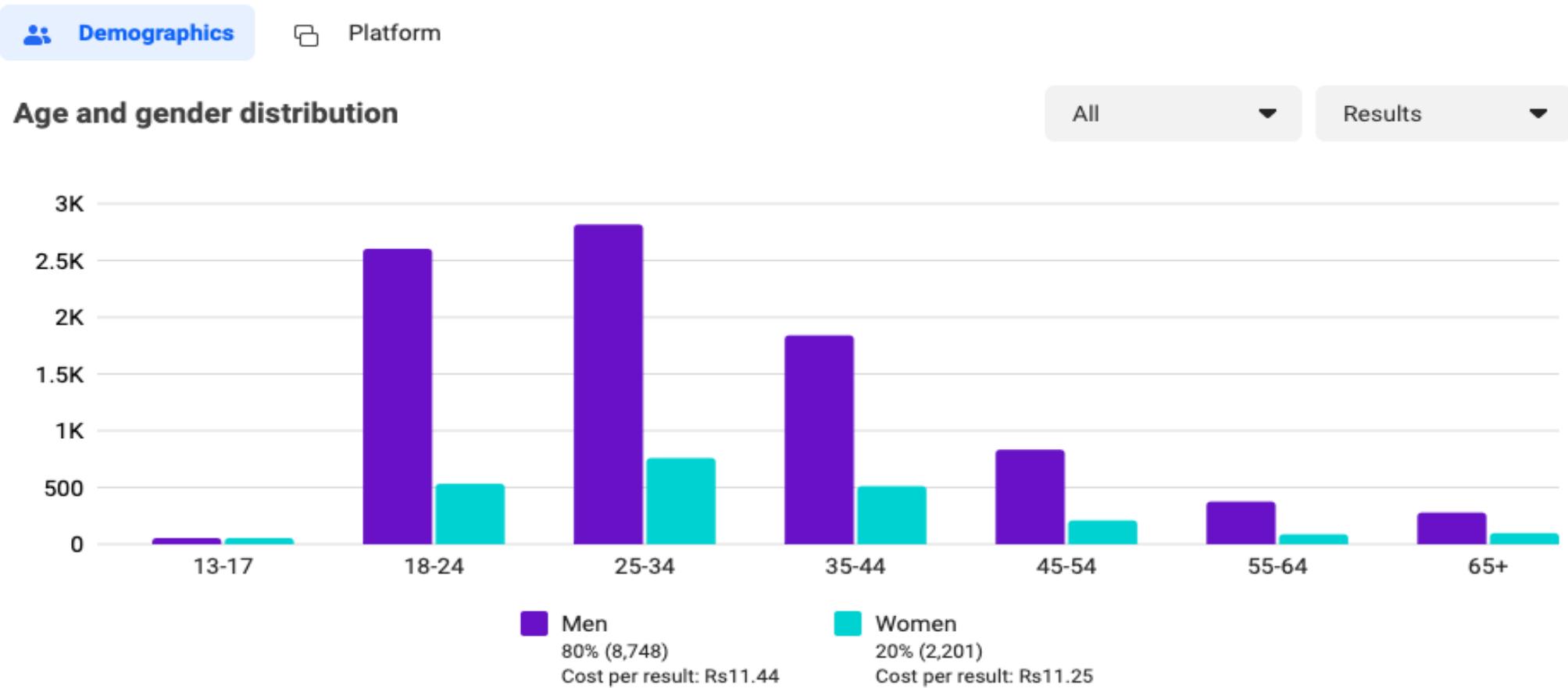
	Net Spend	PKR 125,000.00
	Reach	0.38 M+
	Impression	0.87 M+
	Page Likes	10,965 @ CPPL Rs.11.4

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

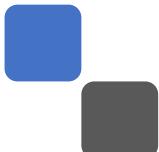


Majority of our reach came from Males who were between the age of 25 to 34

Creative



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

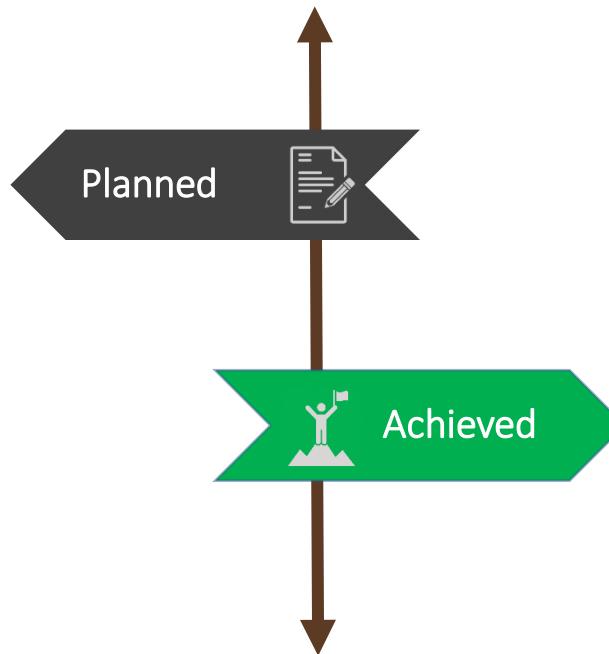


Facebook Awareness Summary

Report Duration : 10 Feb – 28 Feb 2023



	Net Spend	PKR 60,000
	Reach	2.4 M
	Impression	3.75 M @CPM Rs.16



	Net Spend	Rs50,000.00
	Reach	2.05 M+
	Impression	3.17 M+ @CPM Rs14.35

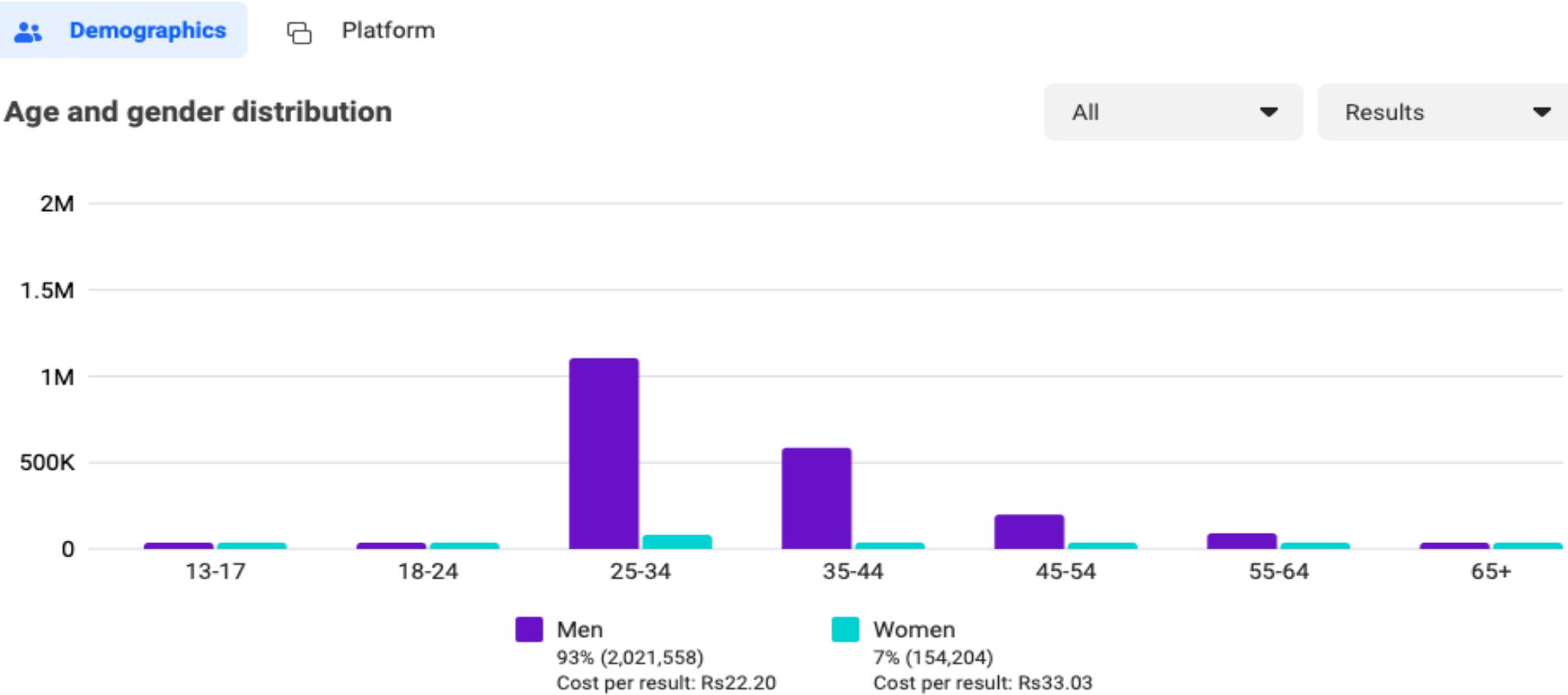
We've reached out to 2.05 M+ people.

3.17 M+ impressions have been generated in total with a CPM of Rs.14.35



Base TG: 10.3 M

Demographic Data



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

Posts



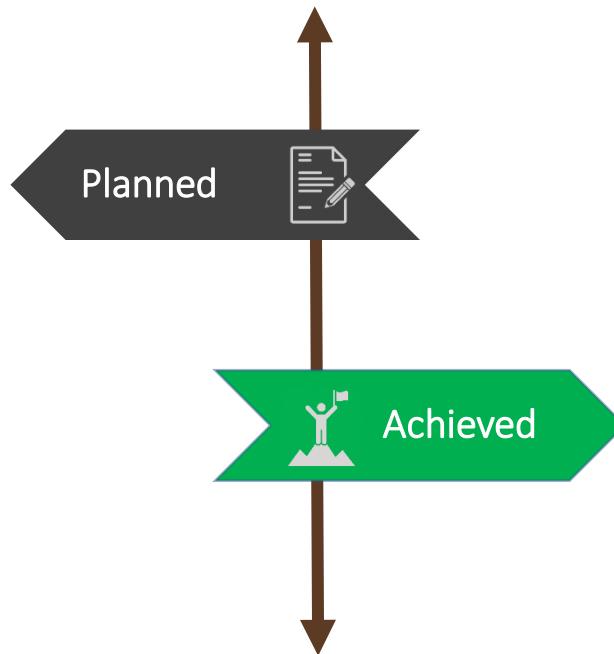
Spend	Rs28,012.03	Spend	Rs21,987.97
Reach	1,381,071	Reach	1,300,539
Impressions	1,861,231	Impressions	1,622,691
CPM	Rs15.05	CPM	Rs13.55

Instagam Awareness Summary

Report Duration : 10 Feb – 28 Feb 2023



	Net Spend	PKR 30,000
	Reach	0.75 M
	Impression	0.85 M @CPM Rs.35



	Net Spend	Rs25,000.00
	Reach	0.77 M+
	Impression	1.13 M+ @CPM Rs.21.95

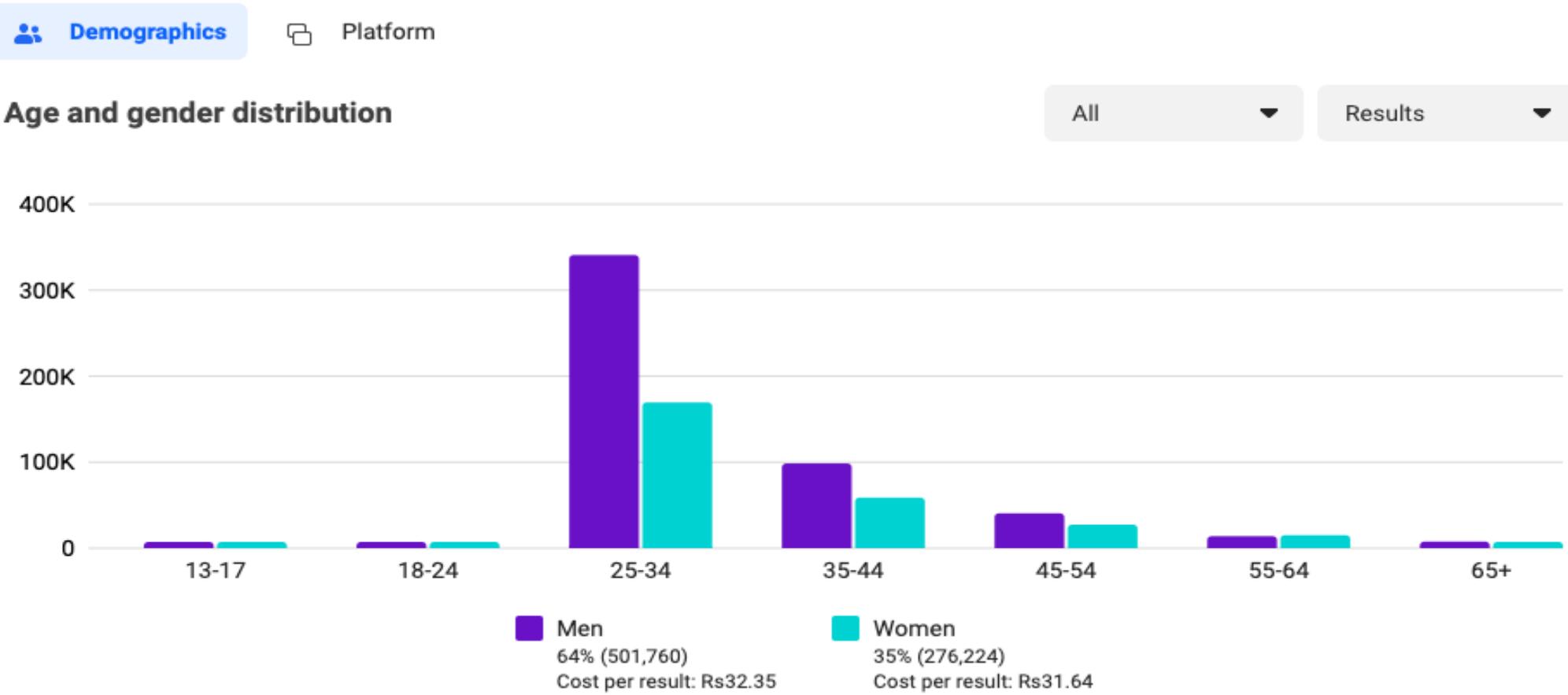
We've reached out to 0.77 M+ people.

1.13 M+ impressions have been generated in total with a CPM of Rs.21.95



Base TG: 4.2 M

Demographic Data



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

Posts



Spend	Rs16,759.74	Spend	Rs8,240.26
Reach	660,863	Reach	230,848
Impressions	872,721	Impressions	266,473
CPM	Rs19.20	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

