



Campaign Report





17th Jan – 31st Jan

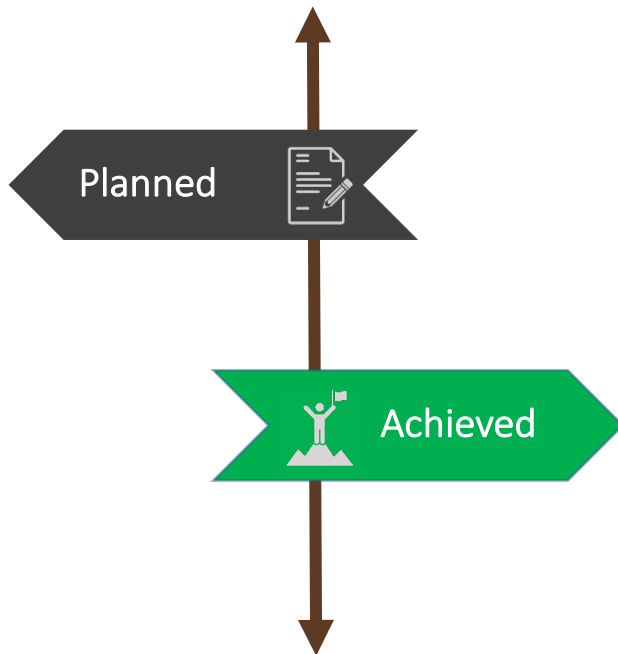






Facebook Page Likes Summary

Report Duration : 17 Jan – 26 Jan 2023



	Net Spend	PKR 20,000
	Reach	1.92 M
	Impression	2.96 M
	Page Likes	2.2 K @CPPL Rs.9



	Net Spend	PKR 0
	Reach	-
	Impression	-
	Page Likes	-




Page likes campaign has not gone live due to unavailability of creative

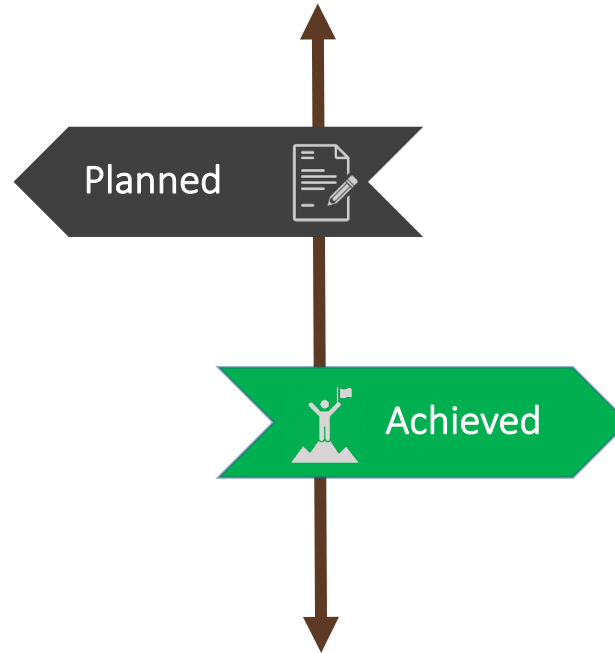





Facebook Awareness Summary

Report Duration : 17 Jan – 31 Jan 2023



	Net Spend	PKR 60,000
	Reach	0.75 M
	Impression	1.33 M @CPM Rs.45



	Net Spend	PKR 60,000
	Reach	3.18 M+
	Impression	4.75 M+ @CPM Rs.12.62

We've reached out to **3.18 M+ people**.
4.75 M+ impressions have been generated in total with a **CPM of Rs.12.62**
We reached out to **30.87%** of our Base Audience

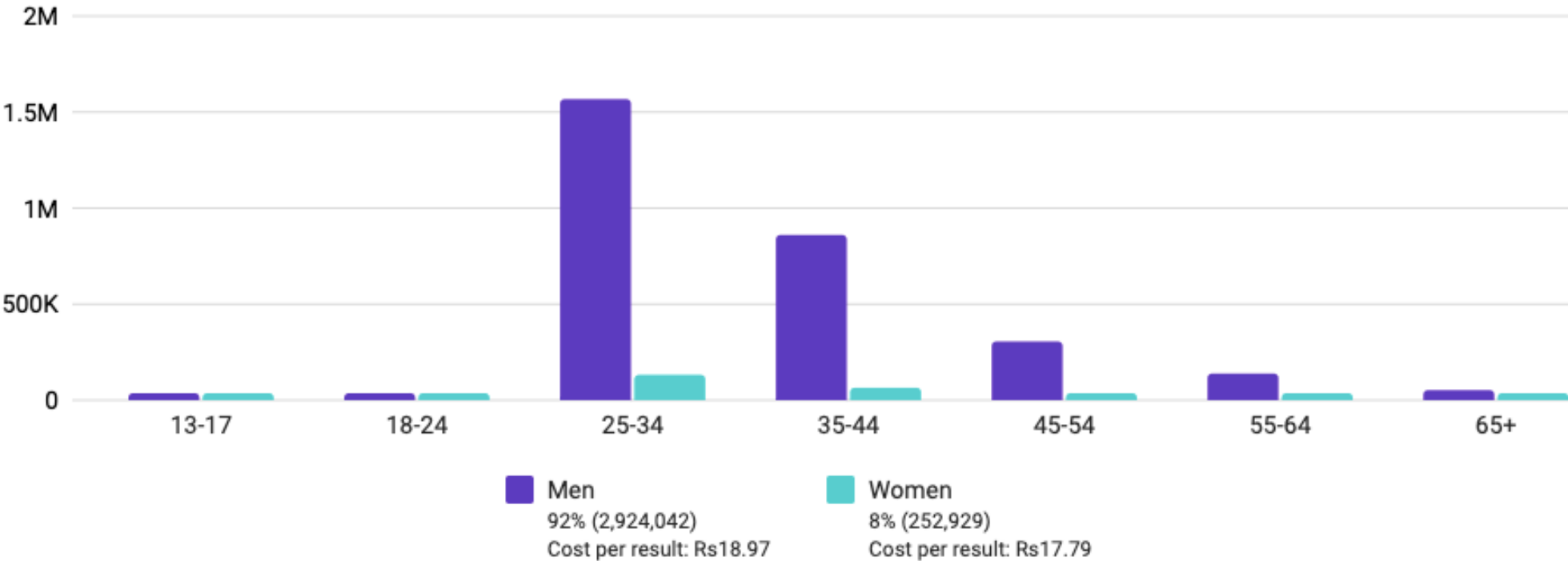
Base TG: 10.3 M

Demographic Data



Age and gender distribution

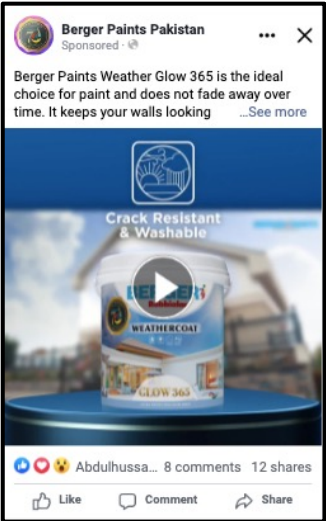
All ▾ Results ▾



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



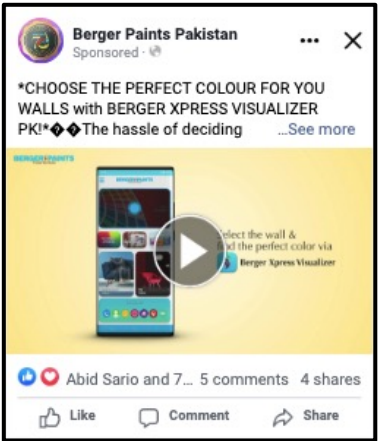
Videos



Spend	Rs24,616.26
Reach	1,573,895
Impressions	1,911,422
Views	149,166
CPM	Rs12.88



Spend	Rs6,535.21
Reach	488,064
Impressions	535,016
Views	49,016
CPM	Rs12.21



Spend	Rs4,575.51
Reach	350,722
Impressions	372,300
Views	16,127
CPM	Rs12.29



Social Posts



Spend	Rs15,028.88
Reach	1,005,313
Impressions	1,188,370
CPM	Rs12.65






Spend	Rs9,244.14
Reach	671,109
Impressions	745,438
CPM	Rs12.40

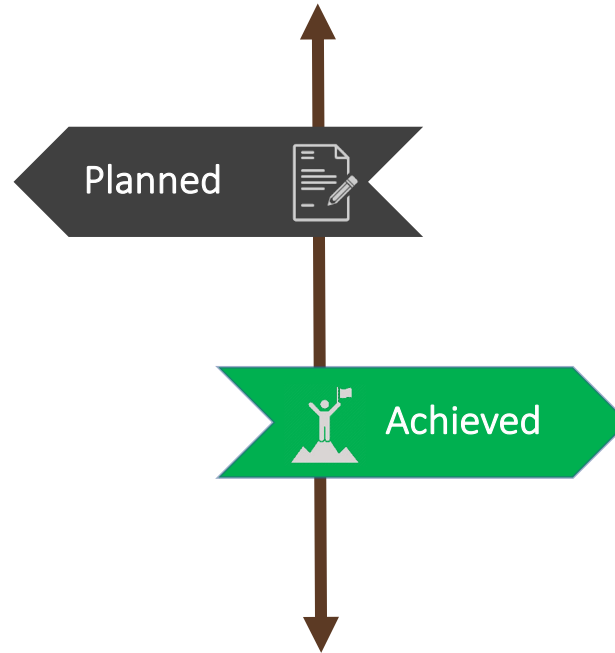





Instagram Awareness Summary

Report Duration : 17 Jan – 31 Jan 2023



	Net Spend	PKR 30,000
	Reach	0.35 M
	Impression	0.57 M @CPM Rs.55



	Net Spend	PKR 30,000
	Reach	0.96 M+
	Impression	1.32 M+ @CPM Rs.22.63

We've reached out to **0.96 M+ people**.
1.32 M+ impressions have been generated in total with a **CPM of Rs.22.63**
We reached out to **23.05%** of our Base Audience

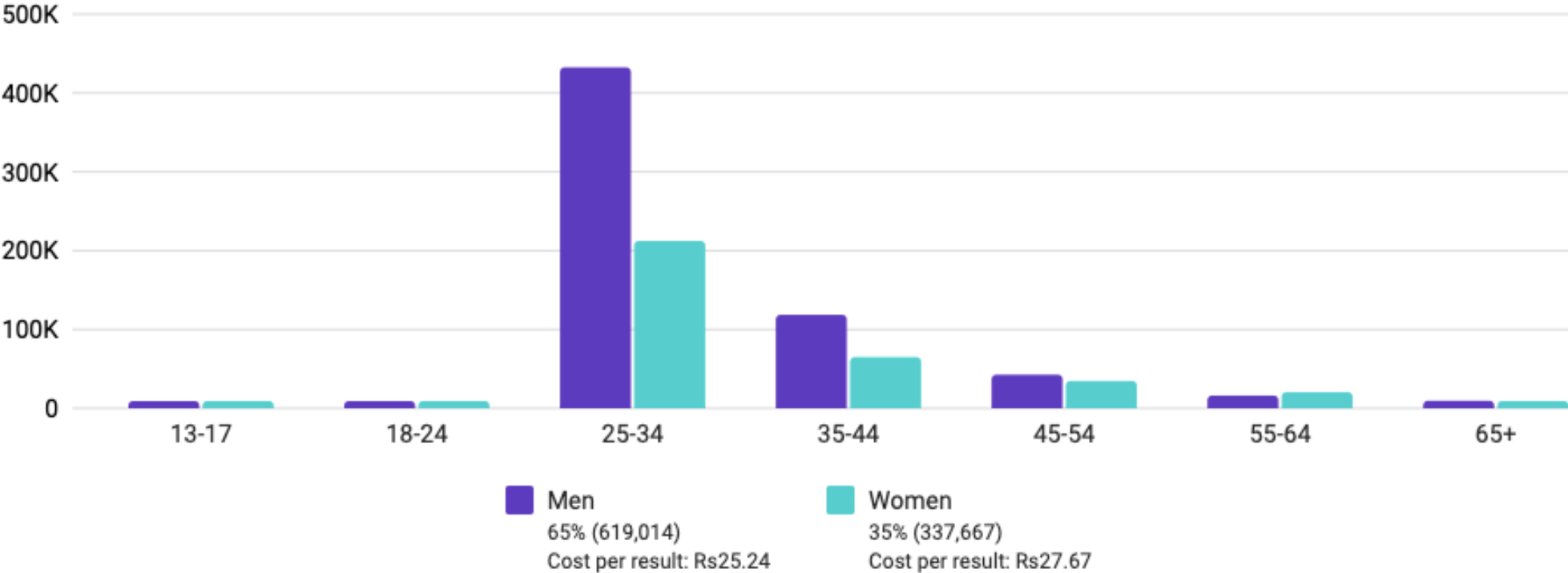
Base TG: 4.2 M

Demographic Data



Age and gender distribution

All ▾ Results ▾



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



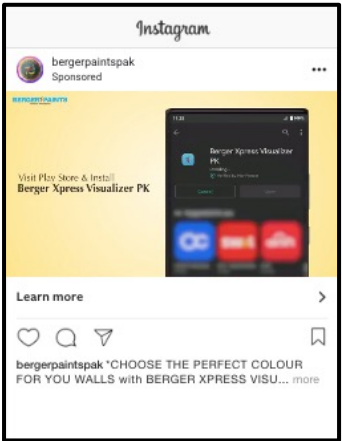
Videos



Spend	Rs5,518.20
Reach	243,459
Impressions	256,257
Views	30,907
CPM	Rs21.53



Spend	Rs7,391.35
Reach	310,212
Impressions	345,708
Views	15,163
CPM	Rs21.38

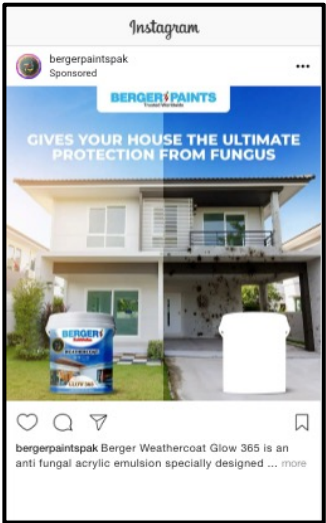


Spend	Rs3,466.24
Reach	102,143
Impressions	105,572
Views	6,593
CPM	Rs32.83

Social Posts



Spend	Rs4,130.48
Reach	191,491
Impressions	201,021
CPM	Rs20.55






Spend	Rs9,493.73
Reach	369,284
Impressions	417,306
CPM	Rs22.75

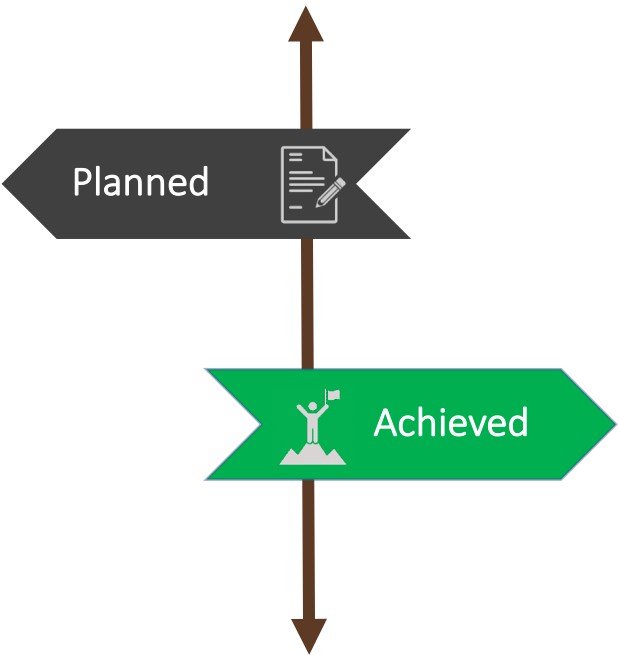





Overall Summary

Report Duration : 17 Jan – 31 Jan 2023



	Net Spend	\$ 500
	Reach	0.76 M
	Impression	0.9 M @ CPM \$0.55



	Net Spend	\$ 499.99
	Reach	0.79 M+
	Impression	1.10 M+ @CPM \$0.45

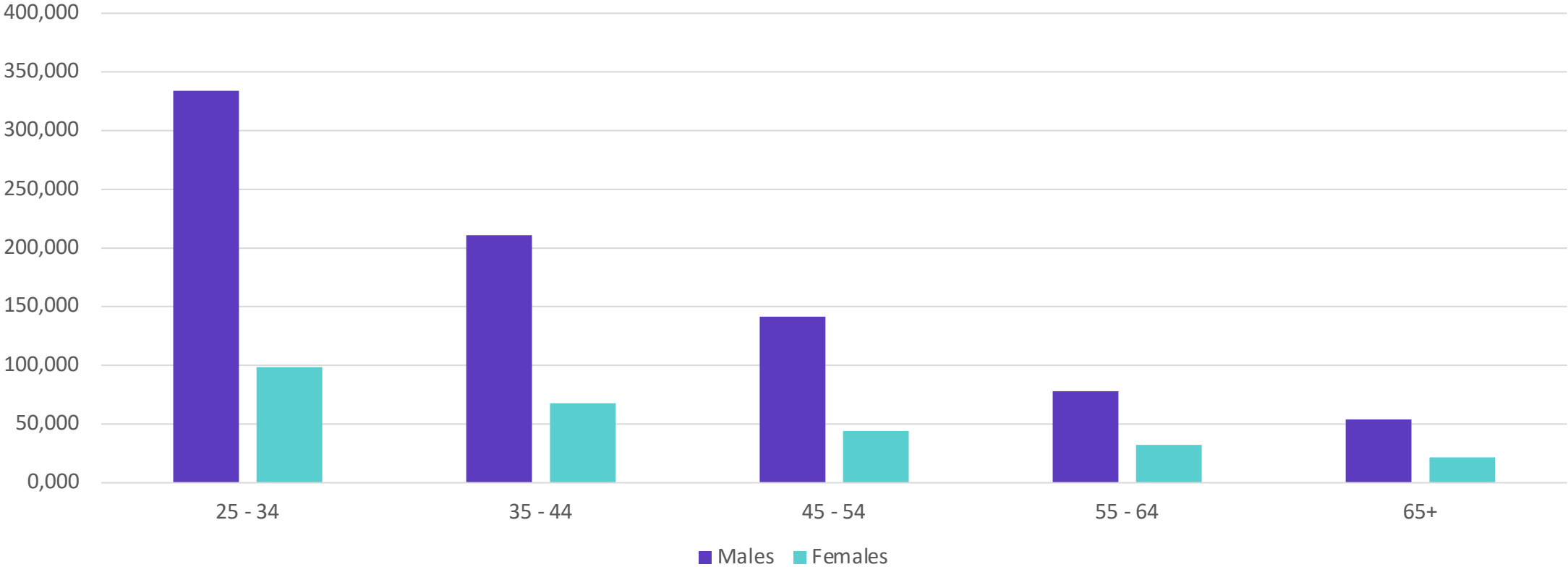
We've reached out to **0.79 M+ people**.
1.10 M+ impressions have been generated in total with a CPM of \$0.45



Demographic Data



Age and Gender Distribution



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



YouTube Ad Preview



Since the campaign objective was Skippable In-Stream awareness, we were able to track the video views which were **278,473 Views**



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
- Despite not getting the page likes creative and the campaigns being optimized on reach (Facebook) we were able to gather 150 new likes and 184 new page followers due to the campaign exposure



THANKYOU

