



Campaign Report

17th Jan – 31st Jan

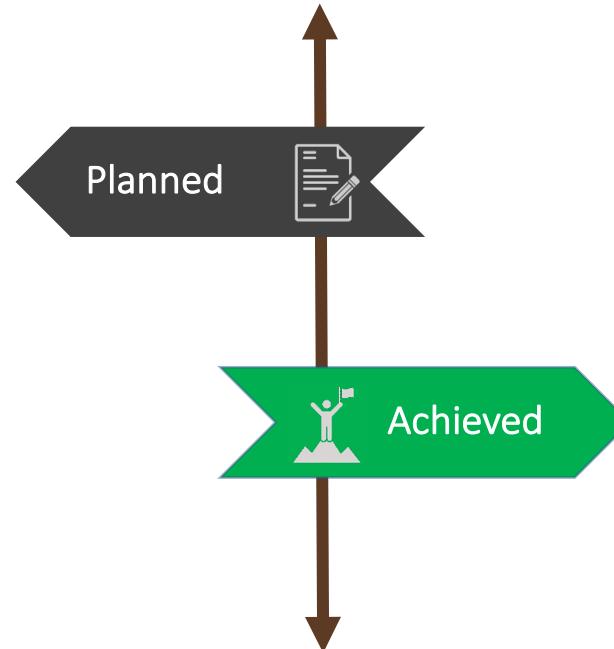


Facebook Page Likes Summary

Report Duration : 17 Jan – 26 Jan 2023

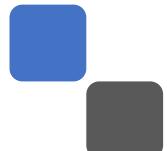


	Net Spend	PKR 20,000
	Reach	1.92 M
	Impression	2.96 M
	Page Likes	2.2 K @CPPL Rs.9



	Net Spend	PKR 0
	Reach	-
	Impression	-
	Page Likes	-

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

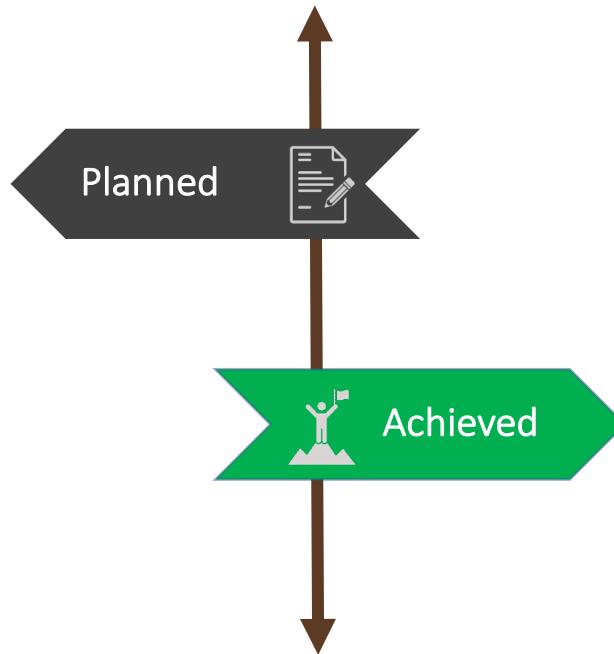


Facebook Awareness Summary

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

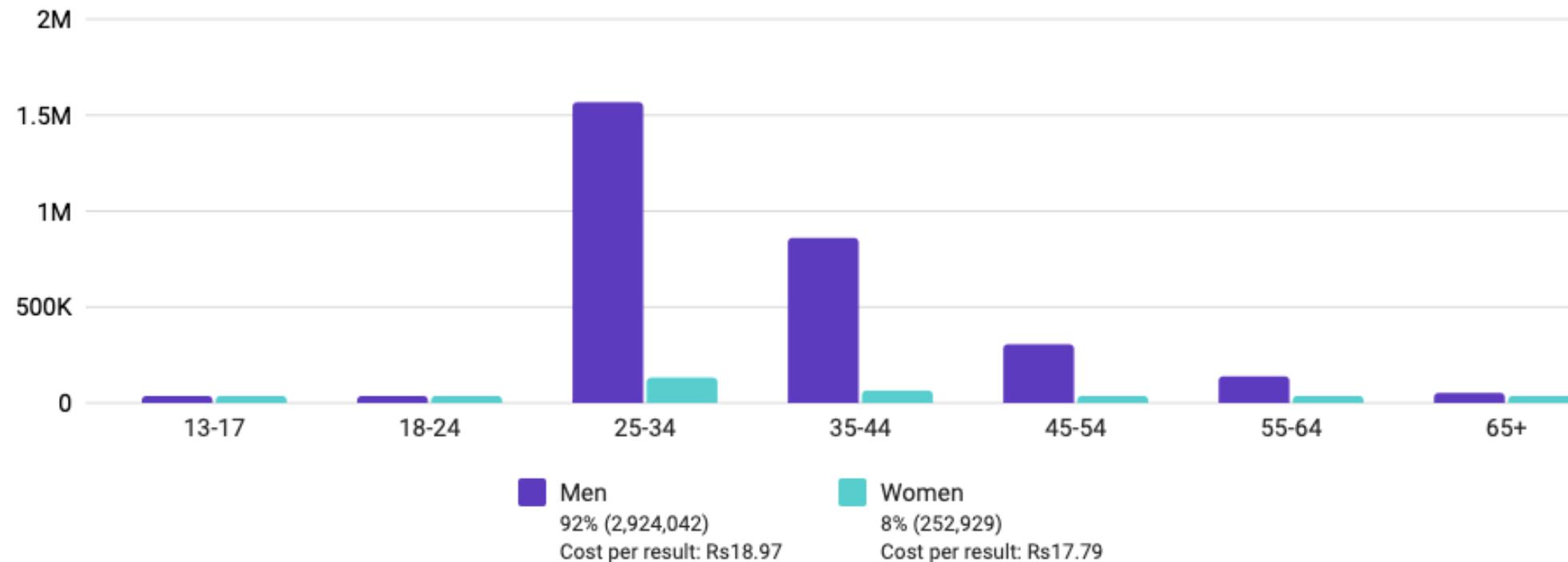
Demographic Data



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

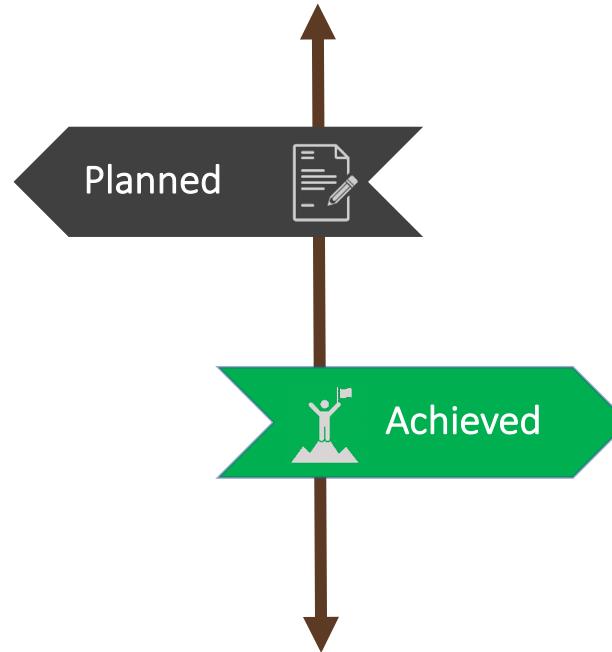


Instagram Awareness Summary

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

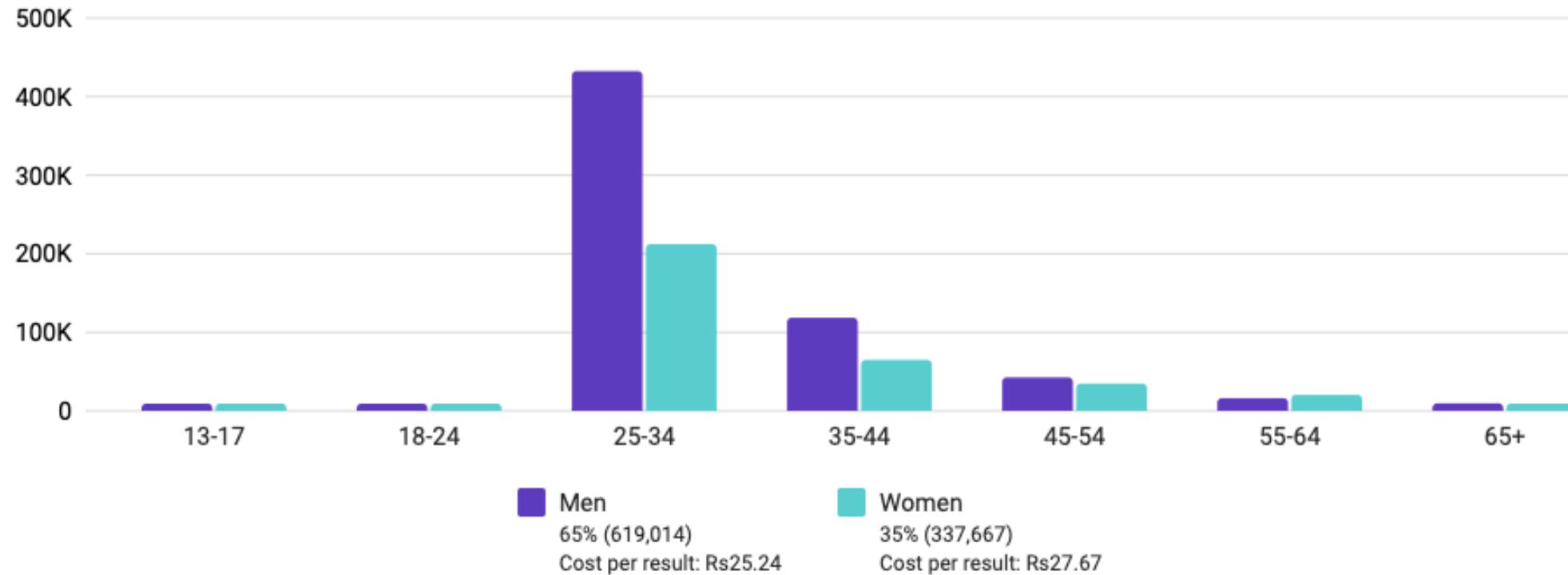
Demographic Data



Age and gender distribution

All

Results



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

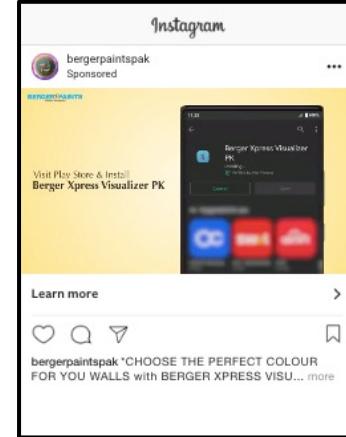
Videos



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



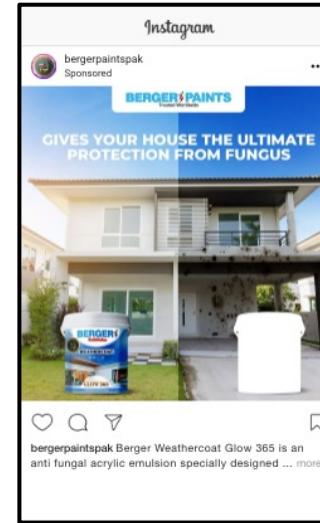
Spend	Rs3,466.24
Reach	102,143
Impressions	105,572
Views	6,593
CPM	Rs32.83



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



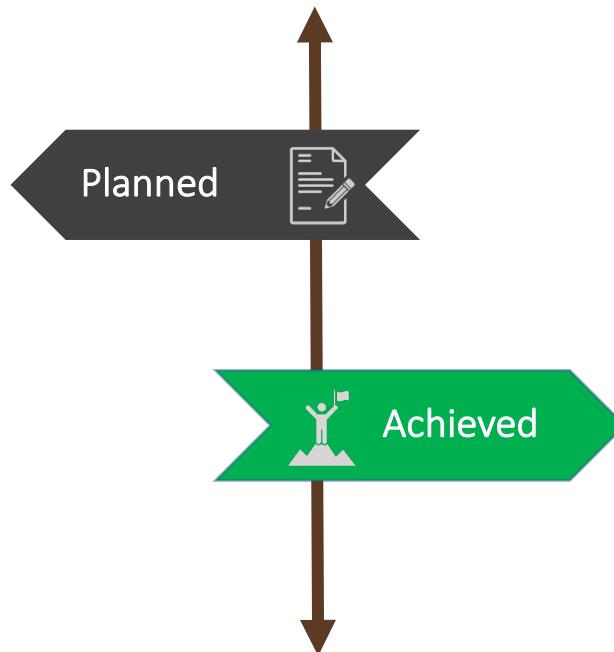
Overall Summary

Report Duration : 17 Jan – 31 Jan 2023



Display &
Video 360

	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.

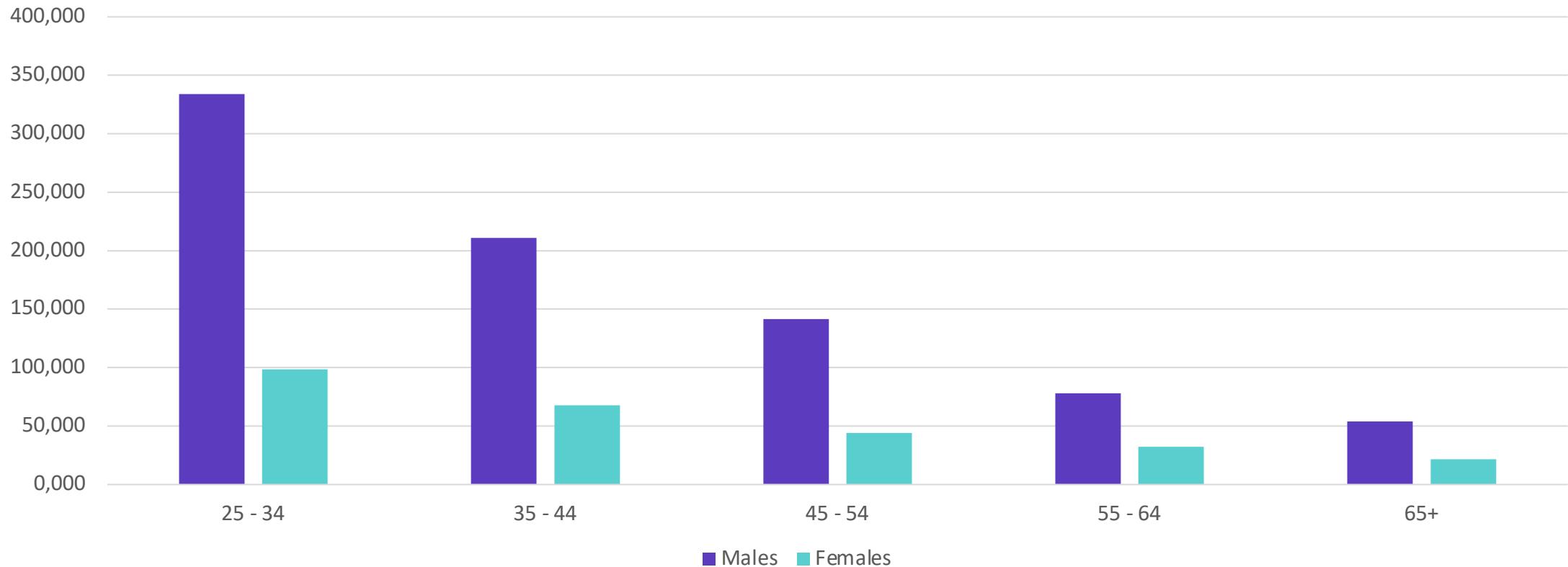
1.10 M+ impressions have been generated in total with a CPM of \$0.45



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

