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CN~MCDRamadan_CH~Snapchat_MK~UAE_TG~Consideration_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM~M
CN~MCDRamadan_CH~Snapchat_MK~UAE_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM~M
CN~MCDRamadan_CH~Snapchat_MK~UAE_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM~M
CN~MCDRamadan_CH~Snapchat_MK~UAE_TG~Consideration_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM~M
CN~MCDRamadan_CH~Snapchat_MK~UAE_TG~Consideration_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM~M
CN~MCDRamadan_CH~Snapchat_MK~UAE_TG~Awareness_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM~M
CN~MCDRamadan_CH~Snapchat_MK~UAE_TG~Consideration_PP~Brand_LG~ENAR_KT~Exact_CA~Interests_FM~M

Campaign Strategy	Ad Set Name	Audience
Awareness	MK~QAT_AT~Snap~Interests_AG~_FF~SnapAds	Interests
Awareness	MK~QAT_AT~Snap~Interests_AG~_FF~SnapAds	Interests
Consideration	MK~QAT_AT~Snap~Interests_AG~_FF~SnapAds	Interests
Consideration	MK~QAT_AT~Snap~Interests_AG~_FF~SnapAds	Interests
Consideration	MK~QAT_AT~Snap~Interests_AG~_FF~SnapAds	Interests
Awareness	MK~QAT_AT~Snap~Interests_AG~_FF~SnapAds	Interests
Awareness	MK~QAT_AT~Snap~Interests_AG~_FF~SnapAds	Interests
Consideration	MK~QAT_AT~Snap~Interests_AG~_FF~SnapAds	Interests
Consideration	MK~JED_AT~Snapchat~CDP_AG~_FF~Feeds	CDP
Consideration	MK~JED_AT~Snapchat~CDP_AG~_FF~Feeds	CDP
Consideration	MK~JED_AT~Snapchat~CDP_AG~_FF~Feeds	CDP
Awareness	MK~JED_AT~Snapchat~Retargeting-CDPAllusers_AG~_FF~Feeds	CDP
Awareness	MK~JED_AT~Snapchat~Retargeting-CDPAllusers_AG~_FF~Feeds	CDP
Consideration	MK~JED_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~JED_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~JED_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~JED_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~JED_AT~Snapchat~Retargeting-CDPAllusers_AG~_FF~Feeds	CDP
Awareness	MK~JED_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~JED_AT~Snapchat~CDP_AG~_FF~Feeds	CDP
Awareness	MK~JED_AT~Snapchat~Retargeting-CDPAllusers_AG~_FF~Feeds	CDP
Consideration	MK~JED_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~JED_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~JED_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~KW_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~KW_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~KW_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~KW_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~KW_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~KW_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~KW_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~KW_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~KW_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~RIY_AT~Snapchat~Retargeting~Purchasers_AG~_FF~Feeds	CDP
Consideration	MK~RIY_AT~Snapchat~Retargeting~Purchasers_AG~_FF~Feeds	CDP
Awareness	MK~RIY_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~RIY_AT~Snapchat~Retargeting~CDPAllUsers_AG~_FF~Feeds	CDP
Awareness	MK~RIY_AT~Snapchat~Retargeting~CDPAllUsers_AG~_FF~Feeds	CDP
Consideration	MK~RIY_AT~Snapchat~Retargeting~CDPAllUsers_AG~_FF~Feeds	CDP
Consideration	MK~RIY_AT~Snapchat~Retargeting~Purchasers_AG~_FF~Feeds	CDP
Awareness	MK~RIY_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~RIY_AT~Snapchat~Retargeting~Purchasers_AG~_FF~Feeds	CDP
Consideration	MK~RIY_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~RIY_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~RIY_AT~Snapchat~Retargeting~CDPAllUsers_AG~_FF~Feeds	CDP
Awareness	MK~AE_AT~Snapchat~Interests_AG~_FF~Feeds	Interests

Consideration	MK~AE_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~AE_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~AE_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~AE_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~AE_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Awareness	MK~AE_AT~Snapchat~Interests_AG~_FF~Feeds	Interests
Consideration	MK~AE_AT~Snapchat~Interests_AG~_FF~Feeds	Interests

Ad Name	Language	Format	Creative Variation	Amount Spent
CT~DarkPost~AR~QT~Video~9x16~30sec~_CV	AR	Video	9x16	197.51
CT~DarkPost~EN~QT~Video~9x16~30~_CV	EN	Video	9x16	206.13
CT~DarkPost~EN~QT~Video~9x16~45sec~_CV	EN	Video	9x16	67.92
CT~DarkPost~EN~QT~Video~9x16~30~_CV	EN	Video	9x16	51.99
CT~DarkPost~AR~QT~Video~9x16~45sec~_CV	AR	Video	9x16	140.98
CT~DarkPost~AR~QT~Video~9x16~45sec~_CV	AR	Video	9x16	229.49
CT~DarkPost~EN~QT~Video~9x16~45sec~_CV	EN	Video	9x16	216.23
CT~DarkPost~AR~QT~Video~9x16~30sec~_CV	AR	Video	9x16	352.46
CT~DarkPost~AR~JED~Video~9x16~45~_CV	AR	Video	9x16	422.52
CT~DarkPost~AR~JED~Video~9x16~30~_CV	AR	Video	9x16	110.89
CT~DarkPost~EN~JED~Video~9x16~30~_CV	EN	Video	9x16	74.56
CT~DarkPost~AR~JED~Video~9x16~30~_CV	AR	Video	9x16	133.50
CT~DarkPost~EN~JED~Video~9x16~45~_CV	EN	Video	9x16	149.68
CT~DarkPost~EN~JED~Video~9x16~30~_CV	EN	Video	9x16	167.73
CT~DarkPost~AR~JED~Video~9x16~45~_CV	AR	Video	9x16	772.94
CT~DarkPost~AR~JED~Video~9x16~30~_CV	AR	Video	9x16	788.49
CT~DarkPost~AR~JED~Video~9x16~45~_CV	AR	Video	9x16	369.19
CT~DarkPost~EN~JED~Video~9x16~30~_CV	EN	Video	9x16	132.74
CT~DarkPost~EN~JED~Video~9x16~30~_CV	EN	Video	9x16	709.33
CT~DarkPost~EN~JED~Video~9x16~45~_CV	EN	Video	9x16	52.90
CT~DarkPost~AR~JED~Video~9x16~45~_CV	AR	Video	9x16	133.44
CT~DarkPost~AR~JED~Video~9x16~30~_CV	AR	Video	9x16	1,365.04
CT~DarkPost~EN~JED~Video~9x16~45~_CV	EN	Video	9x16	788.90
CT~DarkPost~EN~JED~Video~9x16~45~_CV	EN	Video	9x16	181.90
CT~DarkPost~AR~KW~Video~9x16~45_CV	AR	Video	9x16	574.09
CT~DarkPost~AR~KW~Video~9x16~45_CV	AR	Video	9x16	780.32
CT~DarkPost~EN~KW~Video~9x16~30_CV	EN	Video	9x16	629.26
CT~DarkPost~AR~KW~Video~9x16~30_CV	AR	Video	9x16	144.60
CT~DarkPost~EN~KW~Video~9x16~45_CV	EN	Video	9x16	477.23
CT~DarkPost~AR~KW~Video~9x16~30_CV	AR	Video	9x16	583.54
CT~DarkPost~AR~KW_Video~9x16~30~_CV	AR	Video	9x16	3.22
CT~DarkPost~EN~KW~Video~9x16~30_CV	EN	Video	9x16	252.25
CT~DarkPost~EN~KW~Video~9x16~45_CV	EN	Video	9x16	295.93
CT~DarkPost~AR~RIY~Video~9x16~30~_CV	AR	Video	9x16	254.03
CT~DarkPost~AR~RIY~Video~9x16~30~_CV	AR	Video	9x16	184.27
CT~DarkPost~AR~RIY~Video~9x16~30~_CV	AR	Video	9x16	2,892.86
CT~DarkPost~AR~RIY~Video~9x16~45~_CV	AR	Video	9x16	72.20
CT~DarkPost~AR~RIY~Video~9x16~45~_CV	AR	Video	9x16	288.45
CT~DarkPost~AR~RIY~Video~9x16~30~_CV	AR	Video	9x16	205.76
CT~DarkPost~AR~RIY~Video~9x16~45~_CV	AR	Video	9x16	93.69
CT~DarkPost~AR~RIY~Video~9x16~45~_CV	AR	Video	9x16	2,910.22
CT~DarkPost~AR~RIY~Video~9x16~45~_CV	AR	Video	9x16	279.56
CT~DarkPost~AR~RIY~Video~9x16~45~_CV	AR	Video	9x16	850.44
CT~DarkPost~AR~RIY~Video~9x16~30~_CV	AR	Video	9x16	2,657.12
CT~DarkPost~AR~RIY~Video~9x16~30~_CV	AR	Video	9x16	265.06
CT~DarkPost~EN~AE~Video~9x16~45~_CV	EN	Video	9x16	76.81

CT~DarkPost~EN~AE~Video~9x16~30~_CV	EN	Video	9x16	21.55
CT~DarkPost~EN~AE~Video~9x16~30~_CV	EN	Video	9x16	73.18
CT~DarkPost~AR~AE~Video~9x16~30~_CV	AR	Video	9x16	75.13
CT~DarkPost~AR~AE~Video~9x16~30~_CV	AR	Video	9x16	36.24
CT~DarkPost~AR~AE~Video~9x16~45~_CV	AR	Video	9x16	110.04
CT~DarkPost~AR~AE~Video~9x16~45~_CV	AR	Video	9x16	82.73
CT~DarkPost~EN~AE~Video~9x16~45~_CV	EN	Video	9x16	62.96

Swipe Ups	Engagemen	Swipe Up Rate	Paid Reach	Total Impressions	Paid Frequency	Paid eCPM
363	Low	0.0033	95,027	108,534	1.1421	1.82
385	Low	0.0036	94,142	106,530	1.1316	1.93
84	Low	0.0028	13,776	29,807	2.1637	2.28
64	Low	0.0029	12,187	22,399	1.8379	2.32
174	Low	0.0027	24,831	64,602	2.6017	2.18
454	Low	0.0036	106,581	124,438	1.1675	1.84
420	Low	0.0034	105,669	123,775	1.1713	1.75
384	Low	0.0022	49,783	172,400	3.463	2.04
1160	High	0.0057	96,300	202,095	2.0986	2.09
332	Low	0.0063	30,158	52,865	1.7529	2.1
160	Low	0.0048	18,293	33,156	1.8125	2.25
460	Low	0.0039	108,611	119,099	1.0966	1.12
532	Low	0.004	119,886	133,533	1.1138	1.12
491	Low	0.0059	60,513	82,659	1.366	2.03
2083	High	0.0027	717,605	781,394	1.0889	0.99
2269	High	0.0029	758,066	795,075	1.0488	0.99
846	Low	0.0043	117,891	195,379	1.6573	1.89
437	Low	0.0037	106,901	118,775	1.1111	1.12
2005	High	0.0028	663,383	721,174	1.0871	0.98
126	Low	0.0058	12,747	21,897	1.7178	2.42
453	Low	0.0038	104,998	119,321	1.1364	1.12
2829	High	0.0035	413,254	797,896	1.9308	1.71
2207	High	0.0028	731,982	796,622	1.0883	0.99
436	Low	0.0041	59,957	106,946	1.7837	1.7
1692	High	0.0045	340,284	379,163	1.1143	1.51
1462	High	0.0036	139,795	406,210	2.9058	1.92
1820	High	0.0045	363,534	408,399	1.1234	1.54
219	Low	0.0033	36,242	67,198	1.8541	2.15
1360	High	0.0043	288,595	316,220	1.0957	1.51
1767	High	0.0047	335,734	379,261	1.1296	1.54
0	Low	0	6,681	6,742	1.0091	0.48
443	Low	0.0036	54,536	121,854	2.2344	2.07
507	Low	0.0033	72,115	151,566	2.1017	1.95
703	Low	0.0031	212,576	227,289	1.0692	1.12
256	Low	0.0026	46,969	97,212	2.0697	1.9
7275	High	0.0028	2,161,313	2,607,632	1.2065	1.11
188	Low	0.006	16,469	31,561	1.9164	2.29
873	Low	0.0034	225,115	256,417	1.139	1.12
505	Low	0.0057	36,816	89,255	2.4244	2.31
217	Low	0.0046	27,076	47,012	1.7363	1.99
7449	High	0.0028	2,119,755	2,618,714	1.2354	1.11
745	Low	0.003	222,573	249,255	1.1199	1.12
1666	High	0.004	161,331	414,857	2.5715	2.05
4656	High	0.0034	572,900	1,363,372	2.3798	1.95
818	Low	0.0035	209,081	236,171	1.1296	1.12
179	Low	0.0022	79,988	80,972	1.0123	0.95

29	Low	0.0025	8,544	11,571	1.3543	1.86
178	Low	0.0023	74,948	77,585	1.0352	0.94
181	Low	0.0023	73,748	79,539	1.0785	0.94
66	Low	0.0036	12,121	18,246	1.5053	1.99
100	Low	0.0017	30,601	57,922	1.8928	1.9
202	Low	0.0023	84,751	88,110	1.0396	0.94
84	Low	0.0025	17,927	33,929	1.8926	1.86

2 Second Video Views	Video Completions	VTR%	VER	CPC
5,438	254	5.01%	42729.92	0.54
4,955	253	4.65%	42106.72	0.54
7,794	334	26.15%	8924.251	0.81
5,802	357	25.90%	6274.23	0.81
15,882	666	24.58%	9700	0.81
6,075	182	4.88%	68372.53	0.51
5,259	142	4.25%	87165.49	0.51
39,317	2,648	22.81%	6510.574	0.92
76,291	1,184	37.75%	17068.83	0.36
19,730	509	37.32%	10386.05	0.33
11,929	357	35.98%	9287.395	0.47
6,068	201	5.09%	59253.23	0.29
5,792	114	4.34%	117134.2	0.28
20,179	469	24.41%	17624.52	0.34
28,146	554	3.60%	141045.8	0.37
28,784	1,002	3.62%	79348.8	0.35
53,681	953	27.48%	20501.47	0.44
4,876	152	4.11%	78141.45	0.30
22,306	791	3.09%	91172.44	0.35
9,049	104	41.33%	21054.81	0.42
5,920	123	4.96%	97008.94	0.29
228,554	7,133	28.64%	11185.98	0.48
25,013	495	3.14%	160933.7	0.36
30,826	592	28.82%	18065.2	0.42
17,485	391	4.61%	96972.63	0.34
89,822	3,592	22.11%	11308.74	0.53
17,642	660	4.32%	61878.64	0.35
17,386	976	25.87%	6885.041	0.66
12,955	237	4.10%	133426.2	0.35
17,892	707	4.72%	53643.71	0.33
109	9	1.62%	74911.11	#DIV/0!
30,086	1,616	24.69%	7540.47	0.57
35,408	1,302	23.36%	11641.01	0.58
8,387	333	3.69%	68254.95	0.36
29,205	1,241	30.04%	7833.36	0.72
96,804	3,470	3.71%	75147.9	0.40
11,761	189	37.26%	16698.94	0.38
10,872	211	4.24%	121524.6	0.33
32,894	1,058	36.85%	8436.2	0.41
13,381	338	28.46%	13908.88	0.43
97,157	1,902	3.71%	137682.1	0.39
9,169	233	3.68%	106976.4	0.38
134,928	3,003	32.52%	13814.75	0.51
402,299	13,870	29.51%	9829.647	0.57
10,162	403	4.30%	58603.23	0.32
1,779	31	2.20%	261200	0.43

2,125	66	18.36%	17531.82	<div></div> 0.74
1,704	66	2.20%	117553	<div></div> 0.41
1,963	64	2.47%	124279.7	<div></div> 0.42
3,617	96	19.82%	19006.25	<div></div> 0.55
12,453	230	21.50%	25183.48	<div></div> 1.10
2,080	51	2.36%	172764.7	<div></div> 0.41
6,655	145	19.61%	23399.31	<div></div> 0.75