

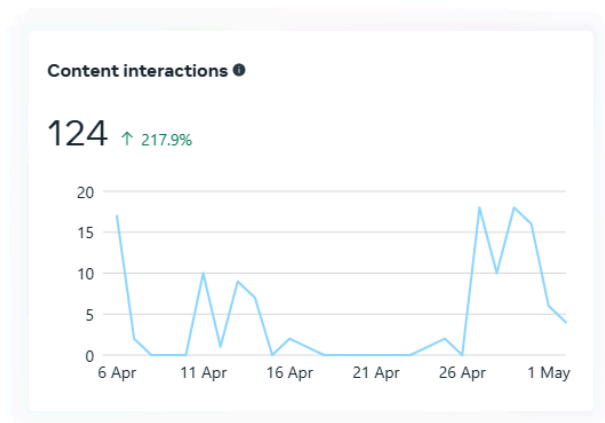
## **Introduction:**

This report reflects the performance of Karam Malaka social activity before and after the paid campaign. The pre-campaign phase (6 April to 2 May) using organic content only, while the campaign phase (3 May to 7 May) included paid ads.

## **Before paid campaigns**

**organic content : duration from 6 april to 2 may**





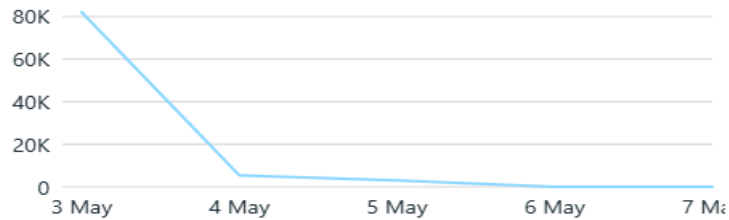
Since the first post was on 6 April , views & reach were low while the number of followers increased slowly to reach **59** followers , this gradual growth through organic effort only.

### **During paid campaigns from 3/ 5 to 7/5**



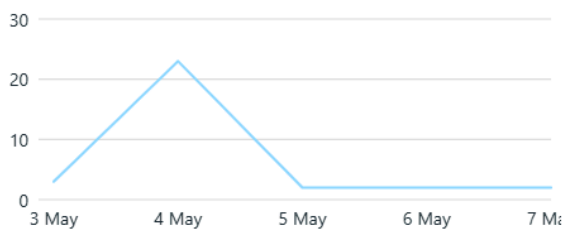
#### Reach ⓘ

89.4K ↑ 3.5K%



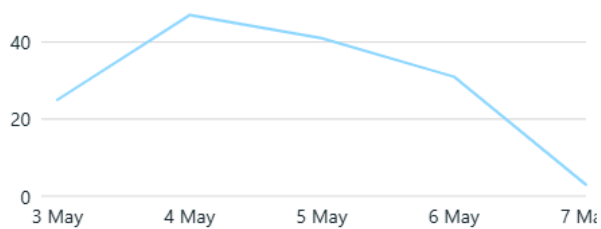
#### Follows ⓘ

32 ↑ 77.8%



#### Content interactions ⓘ

147 ↑ 172.2%



**During campaign we noticed that :**

- **Views** Increased from **11,759** to **106,689**.
- **Reach** increased from **3,612** to **89,442**
- **Interaction** increased from **124** to **147** increased by (18.5% )
- **Followers** increased from **59** to **91**