

S.NO	Details	Start	End	Per Day	Total Result Estimated	Per Day Amount	Total Amount	CPR/CPC
1)	Awareness Campaign	14/01/2024	28/01/2024	624K	8,736	200,000	2,800,00	0.00312
2)	Engagement Campaign	14/01/2024	28/01/2024	14K	196,000	200,000	2,800,00	0.07
3)	Graphics							
4)	SM Organic							
5)								
6)								
7)	Total						5,600,00	

