

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	591K	8,274	100000	1,400,000	0.00591
2)	Traffic Campaign	14/01/2024	28/01/2024	25K	357,000	100000	1,400,000	0.255
3)	Graphics							
4)	SM Organic							
5)								
6)								
7)	Total						2,800,000	

