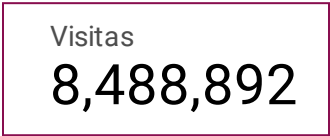


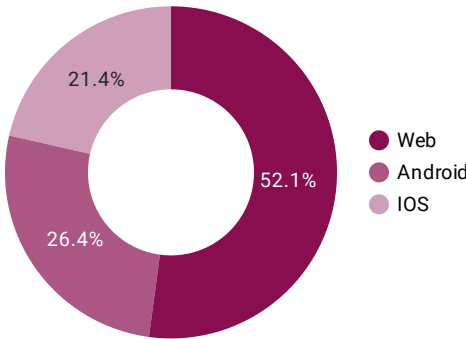
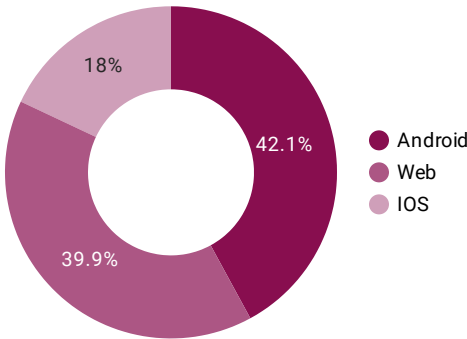
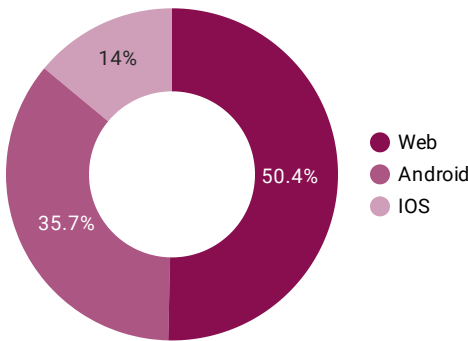
INFORME DE KPIs

Select date range

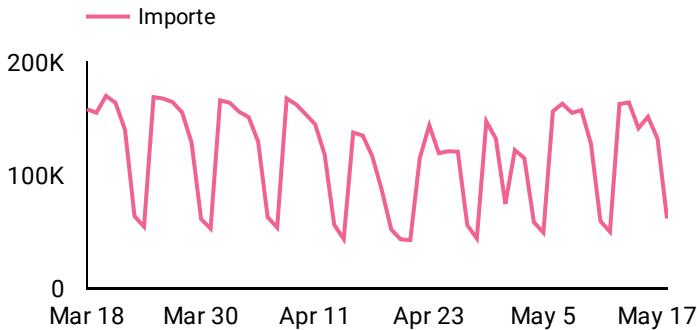
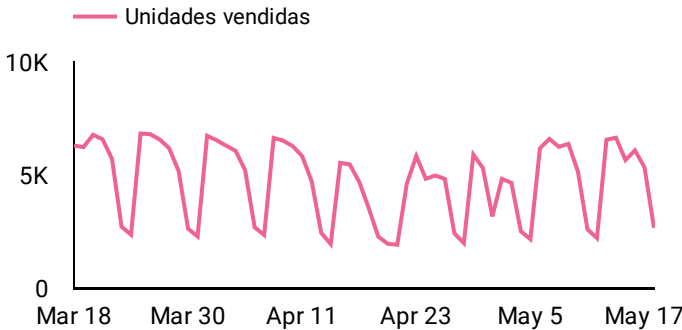
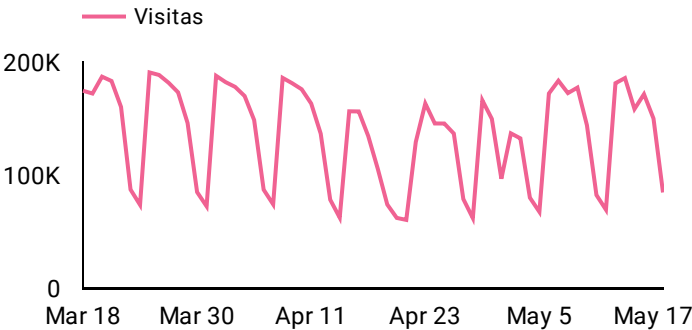
Totales



Distribución por dispositivo



Evolutivo diario



MEDIOS OFF

Select date range

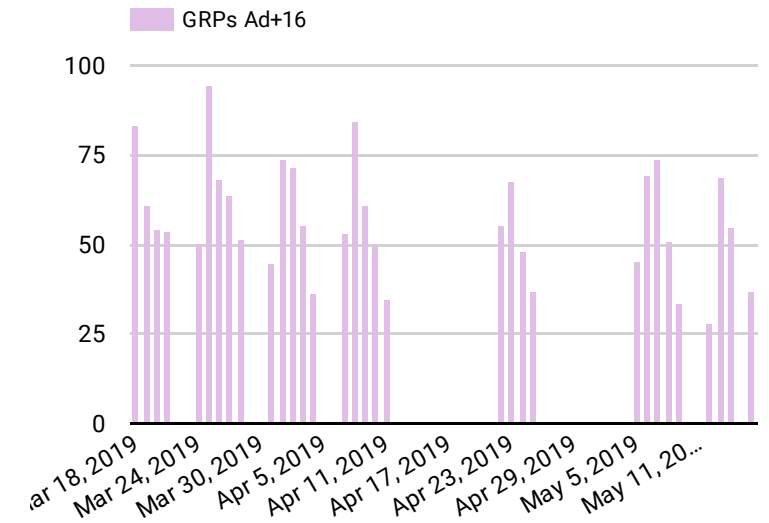
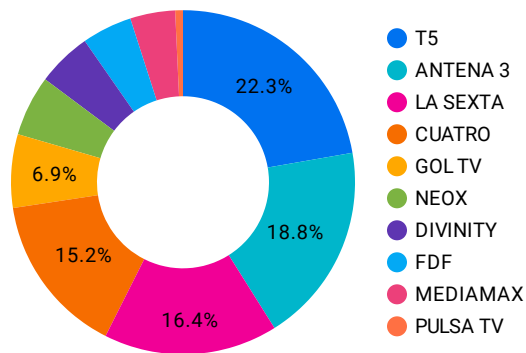
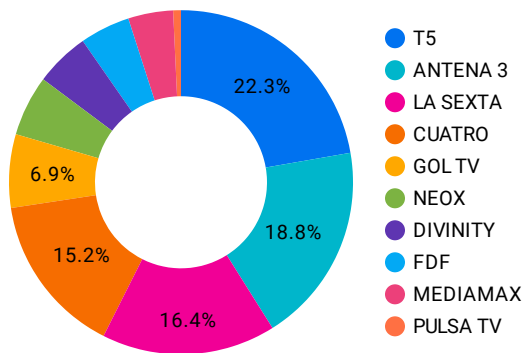
TV

GRPs Ad+16

1,813.42

Inversión

1,186,436 €



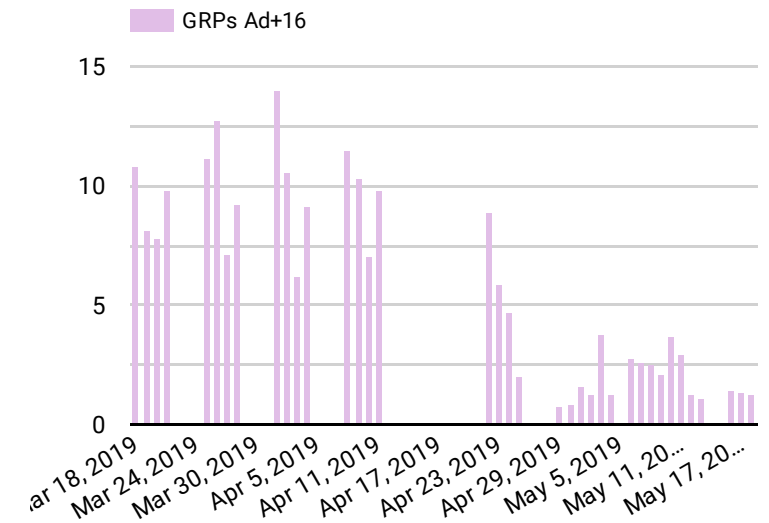
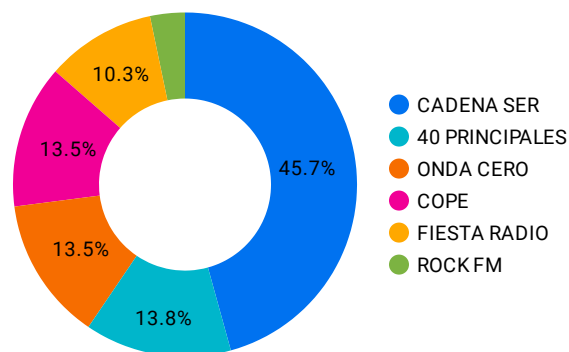
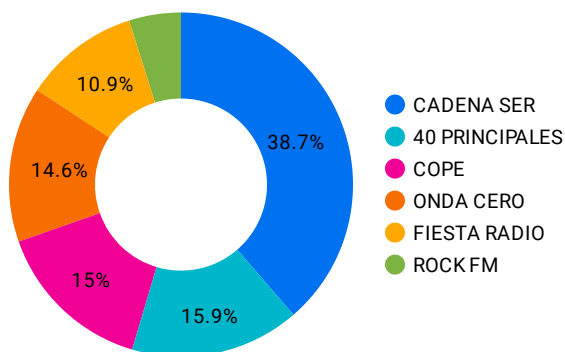
Radio

GRPs Ad+16

208.95

Inversión

106,537 €

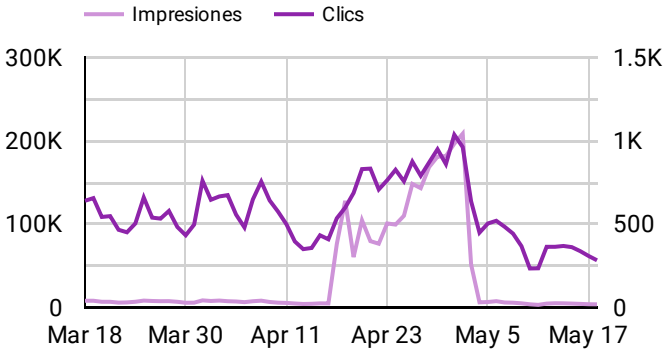


MEDIOS DIGITALES

Select date range

Paid search

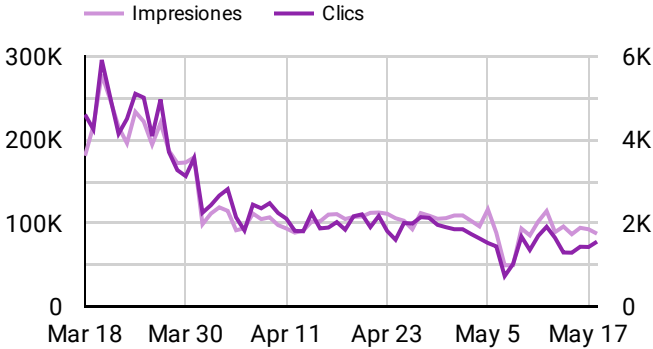
| Impresiones ▾ | Clics | Coste |
|---------------|--------|-------------|
| 2,378,611 | 35,460 | 83,308.16 € |



| Campaña | Impresiones ▾ | Clics | Coste |
|---|---------------|-------|-------------|
| NB-GOOGLE-SEAR-Tienda-TiendasAuricular-Broad | 2,018,882 | 5,389 | 3,386.72 € |
| NB-GOOGLE-SEAR-Tienda-TiendasTeclado-Broad | 79,846 | 5,638 | 24,339.59 € |
| NB-GOOGLE-SEAR-Software-TratamientoTeclado-Broad | 37,951 | 1,867 | 5,473.87 € |
| NB-GOOGLE-SEAR-Componente-ComponenteTeclado-Exact | 34,038 | 3,027 | 9,426 € |
| PT_Search_Non-Brand_Prevenção_BMM | 28,944 | 1,742 | 2,416.84 € |
| PT_Search_Non-Brand_Concorrência_BMM | 27,230 | 370 | 494.29 € |
| BR-GOOGLE-SEAR-MarcaPura-MarcaPura-Exact | 11,480 | 3,795 | 3,084.35 € |

Social

| Impresiones ▾ | Clics | Inversión |
|---------------|---------|-------------|
| 7,723,800 | 151,736 | 85,613.32 € |



| Campaña | Impresiones ▾ | Clics | Leads | Inversión |
|-----------------------------------|---------------|--------|-------|-----------|
| Sistemas_LeadAds_Abril19 | 1,813,933 | 39,454 | 552 | 18,005.23 |
| Sistemas_LeadAds_Marzo19 | 1,377,449 | 41,561 | 465 | 15,284.76 |
| Tratamiento_LeadAds_Marzo19 | 1,369,817 | 15,202 | 293 | 15,240 |
| Tratamiento_LeadAds_Abril19 | 1,327,980 | 23,843 | 437 | 17,011.82 |
| Sistemas_LeadAds_Mayo19 | 892,556 | 17,033 | 210 | 10,010.47 |
| Tratamiento_LeadAds_Mayo19 | 772,402 | 10,093 | 182 | 9,549.31 |
| AO_Tratamientos_Views_Marzo19_... | 69,695 | 1,448 | 0 | 200.17 |