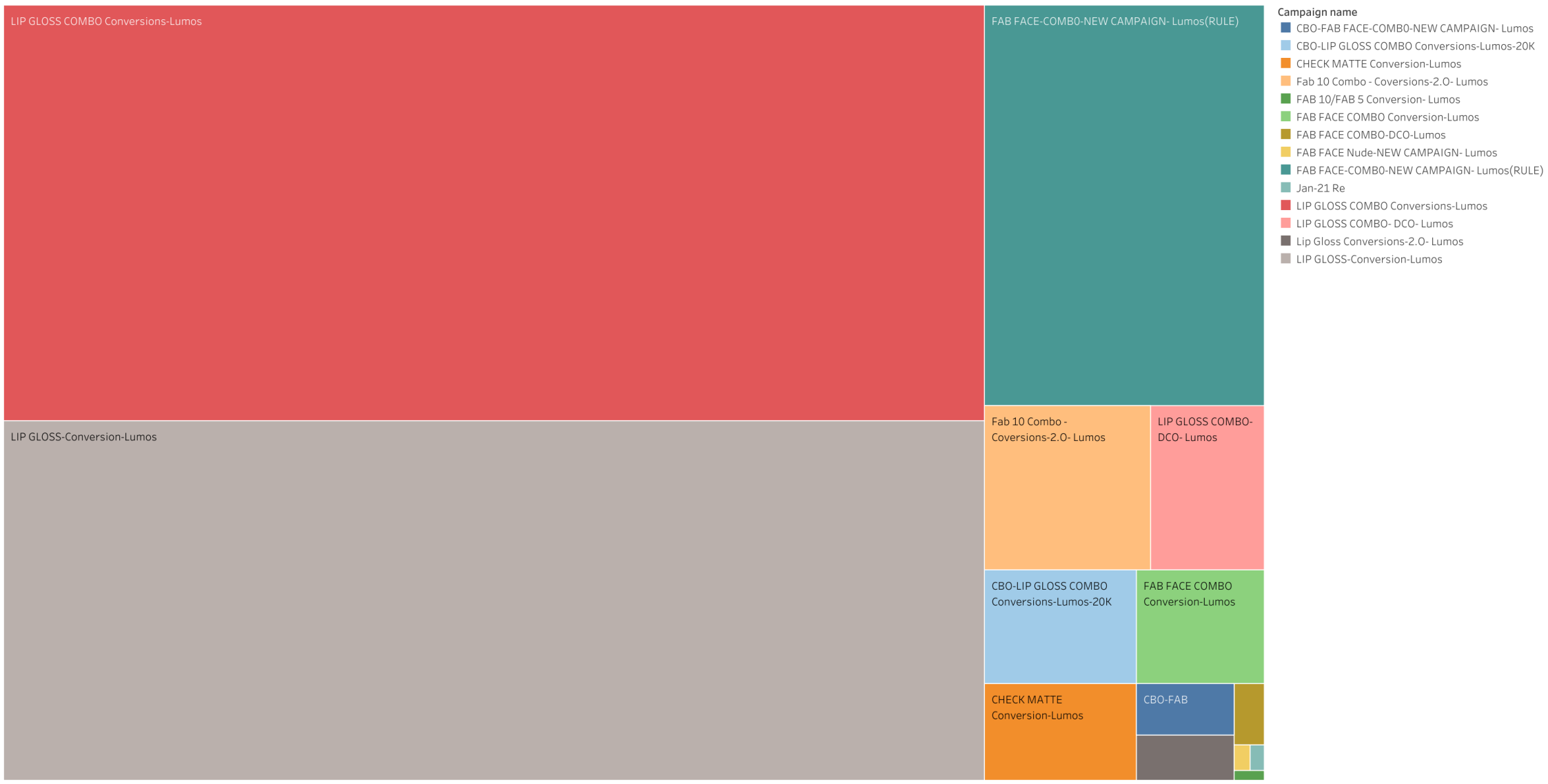
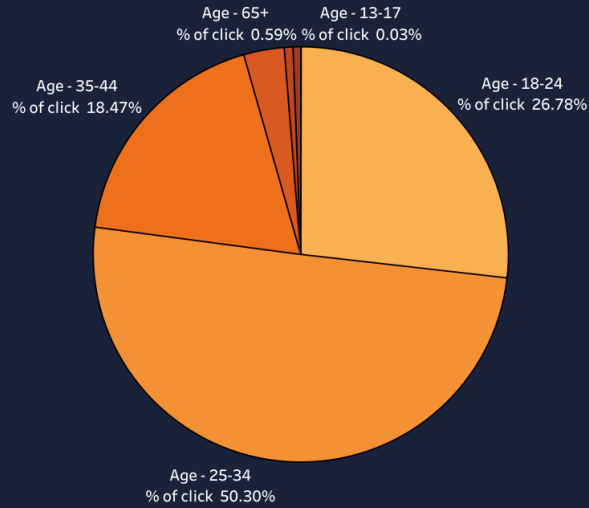


How often add was played out and seen

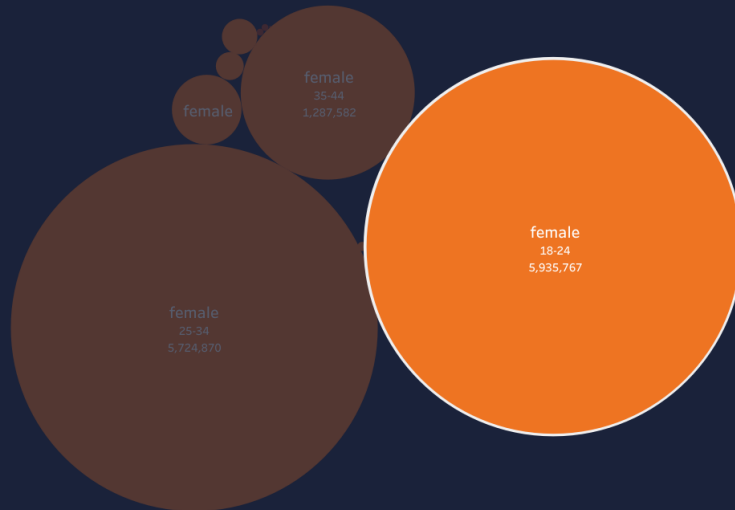


RENEE COSMETICS ADVERTISEMENT REACH ANALYSIS

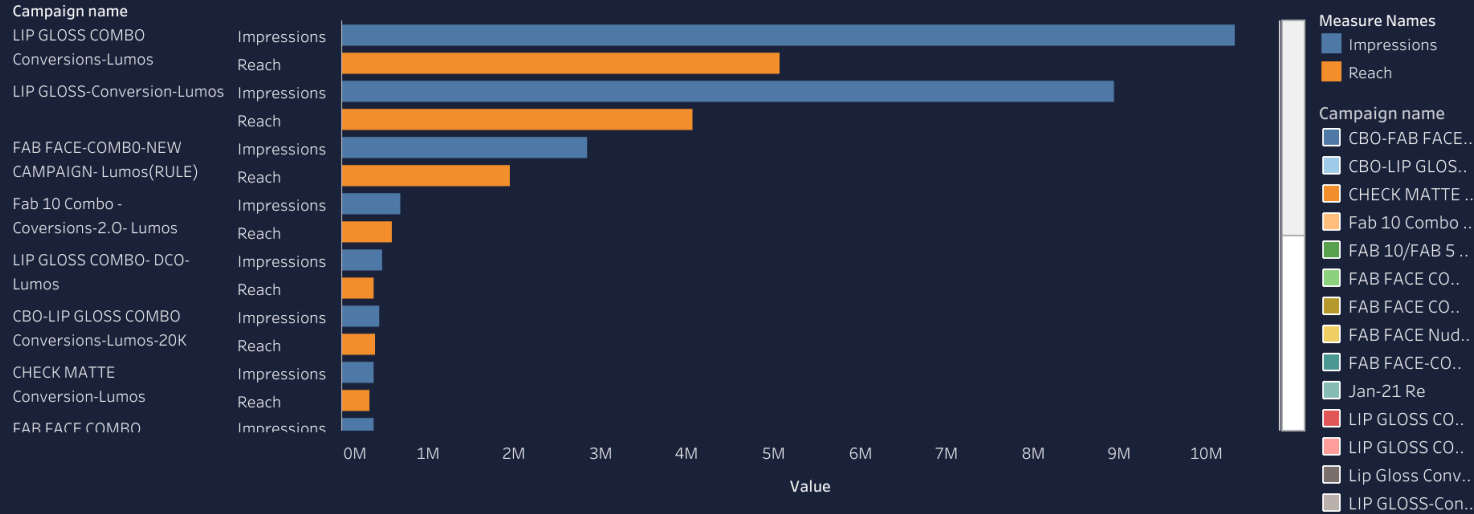
Age wise click



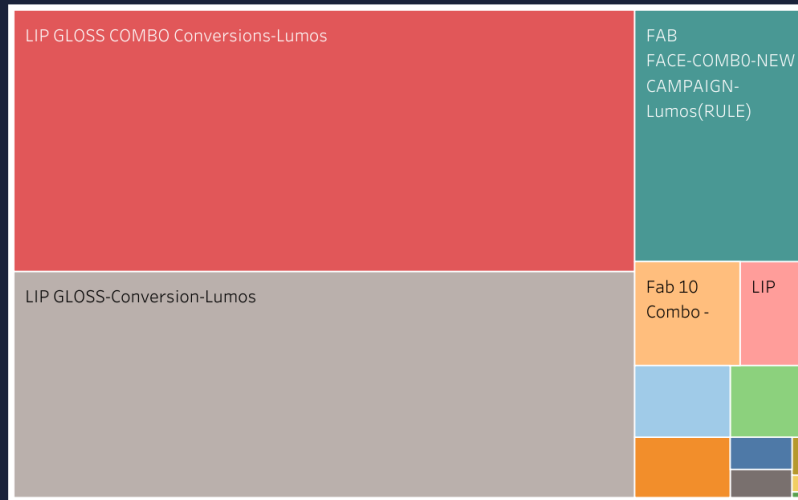
Age wise reach



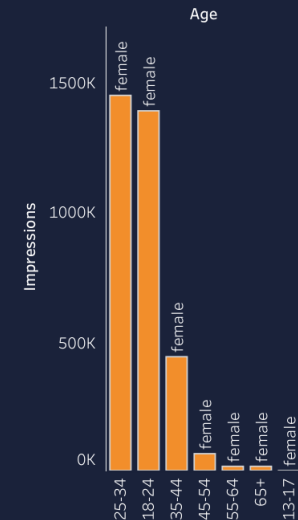
Campaign Wise Reach & Impression



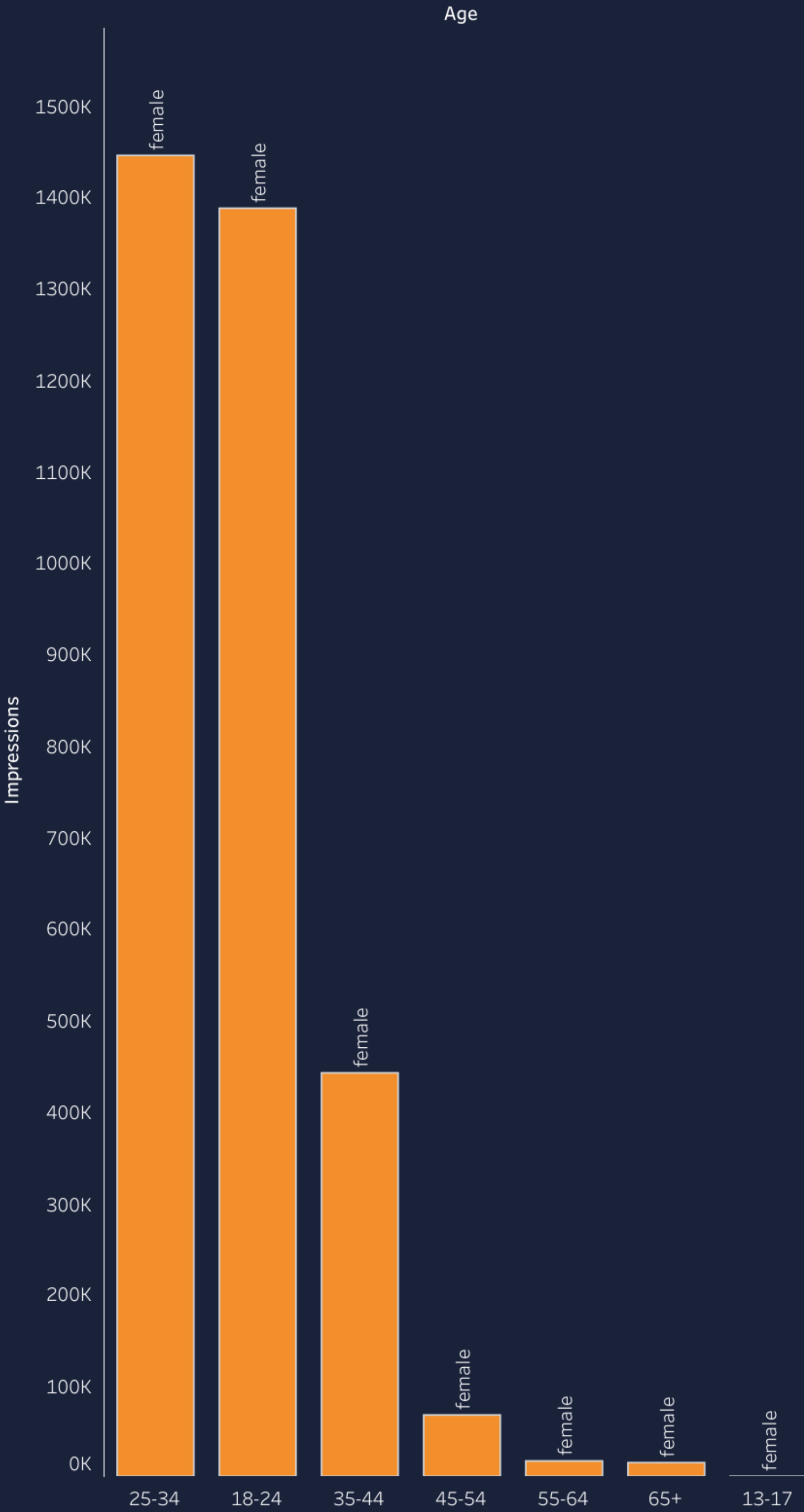
How often add was played out and seen



Age wise Impressions

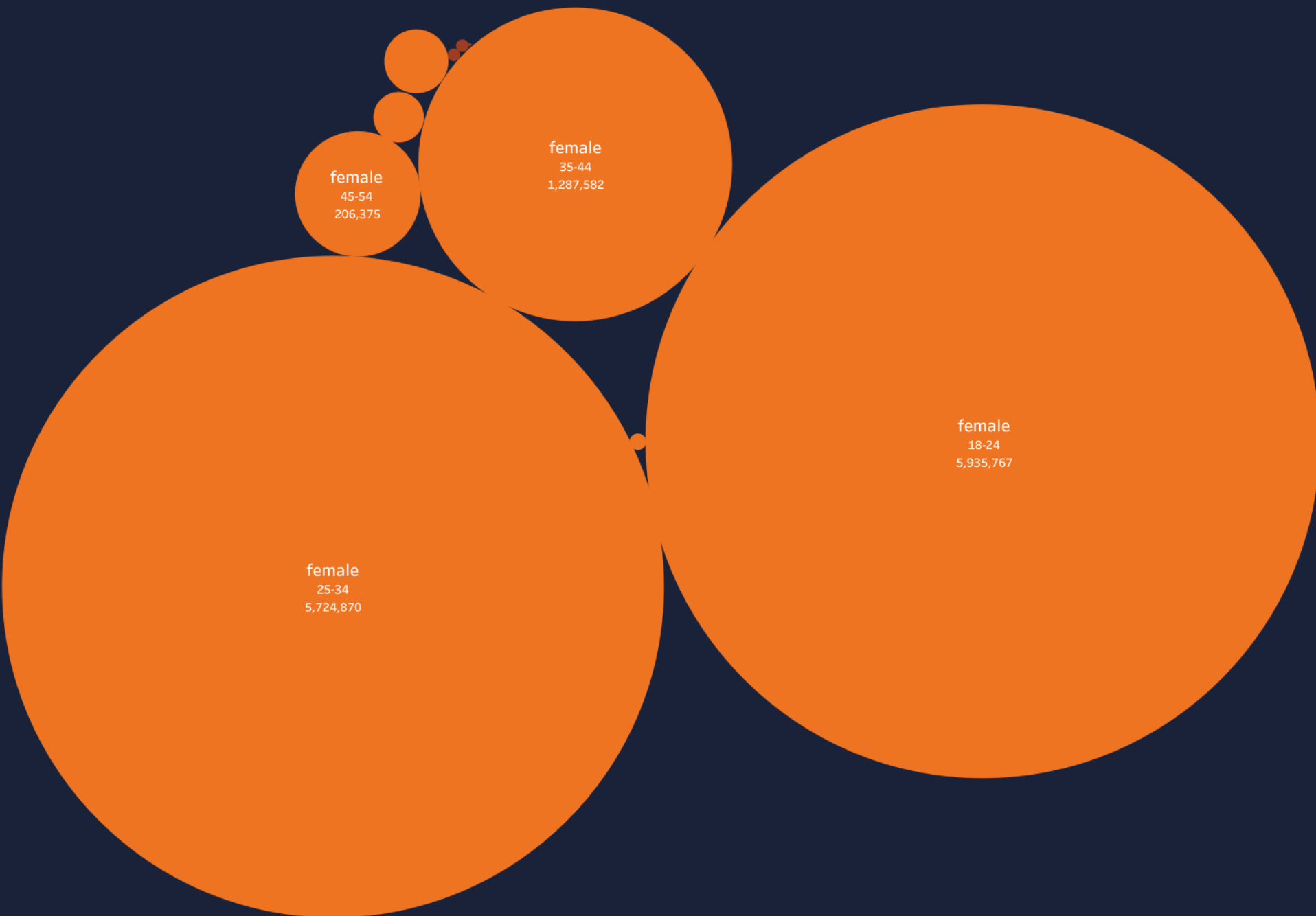


Age vise Impressions

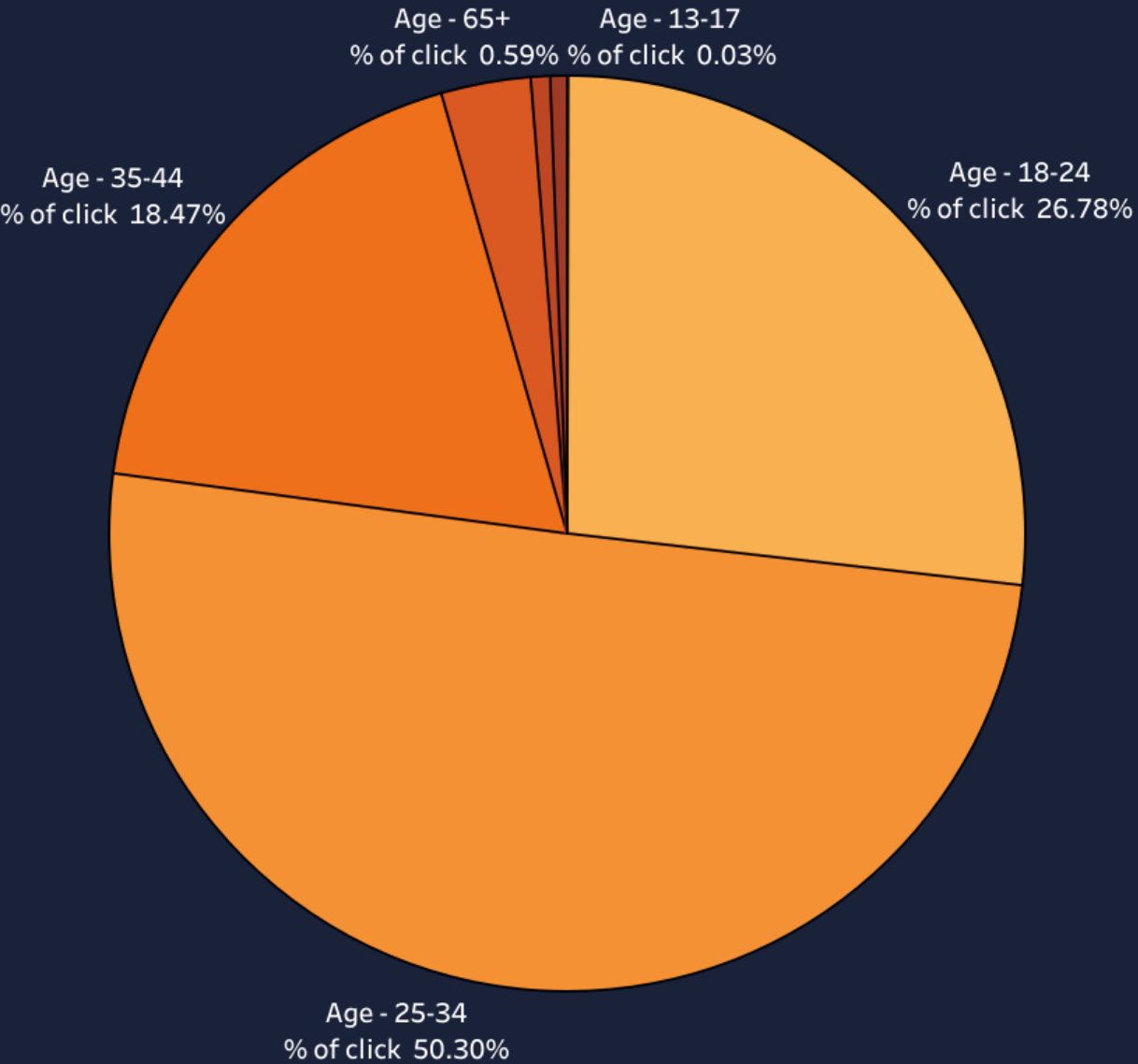


Age vise reach

Gender
female
male



Age wise click



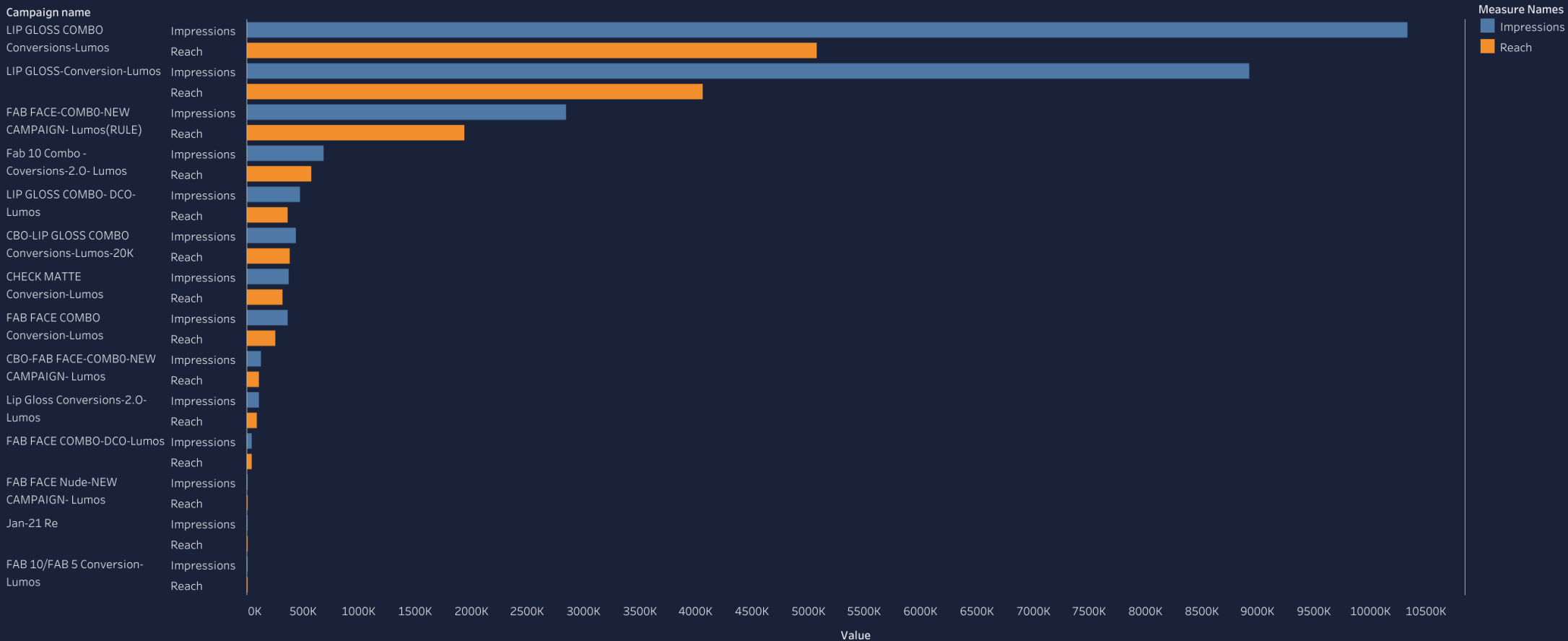
Clicks (all)

227,281

Age

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Campaign Wise Reach & Impression



RENEE COSMETIC ADD CAMPAIGNS COST ANALYSIS

Measure Names

- CPM (cost per 1,000 i..
- Clicks (all)

Campaign name

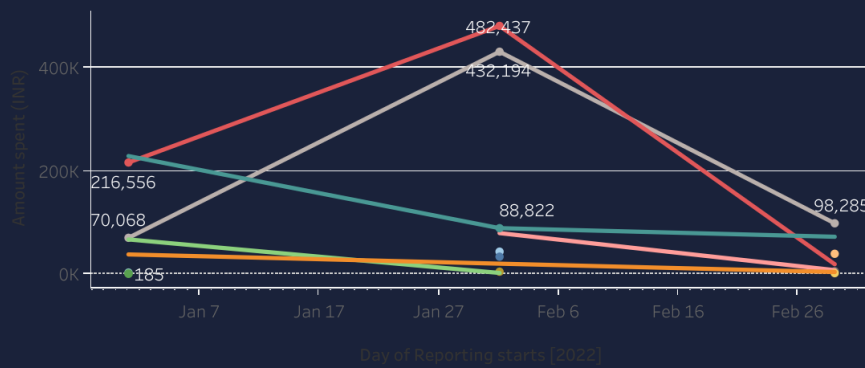
- CBO-FAB FACE-COMB..
- CBO-LIP GLOSS COMB..
- CHECK MATTE Conver..
- Fab 10 Combo - Cover..
- FAB 10/FAB 5 Conver..
- FAB FACE COMBO Co..
- FAB FACE COMBO-DC..
- FAB FACE Nude-NEW ..
- FAB FACE-COMBO-NE..
- Jan-21 Re
- LIP GLOSS COMBO Co..
- LIP GLOSS COMBO- D..
- Lip Gloss Conversions..
- LIP GLOSS-Conversio..

Campaign name

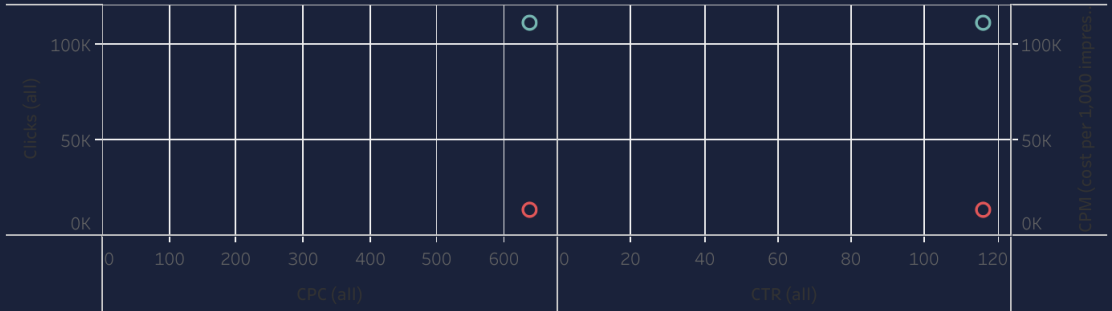
- CBO-FAB FACE-COMBO-NEW
CAMPAIGN- Lumos
- FAB FACE COMBO
Conversion-Lumos
- LIP GLOSS COMBO- DCO-
Lumos
- FAB FACE-COMBO-NEW
CAMPAIGN- Lumos(RULE)
- CBO-LIP GLOSS COMBO
Conversions-Lumos-20K
- FAB FACE
COMBO-DCO-Lumos
- LIP GLOSS COMBO
Conversions-Lumos
- LIP
GLOSS-Conversion-Lumos

CPM(Cost Per 1000 Impression)

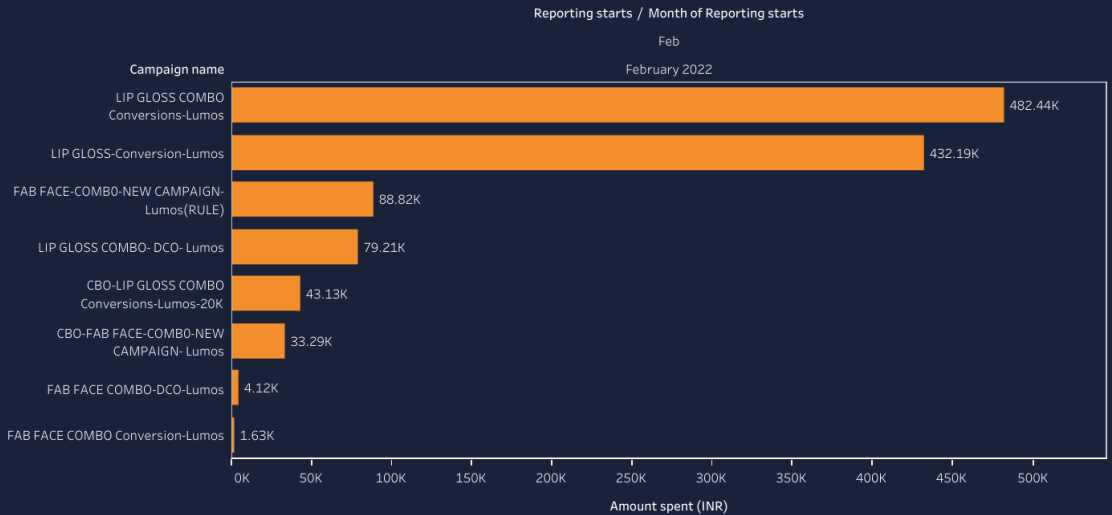
Amount spent day wise Campaign Name



CTR & CPC



Cost for Funding Campaign

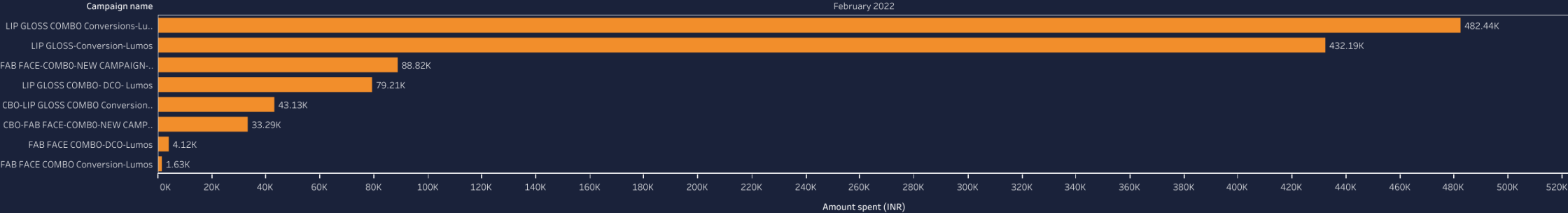


Cost for Funding Campaign

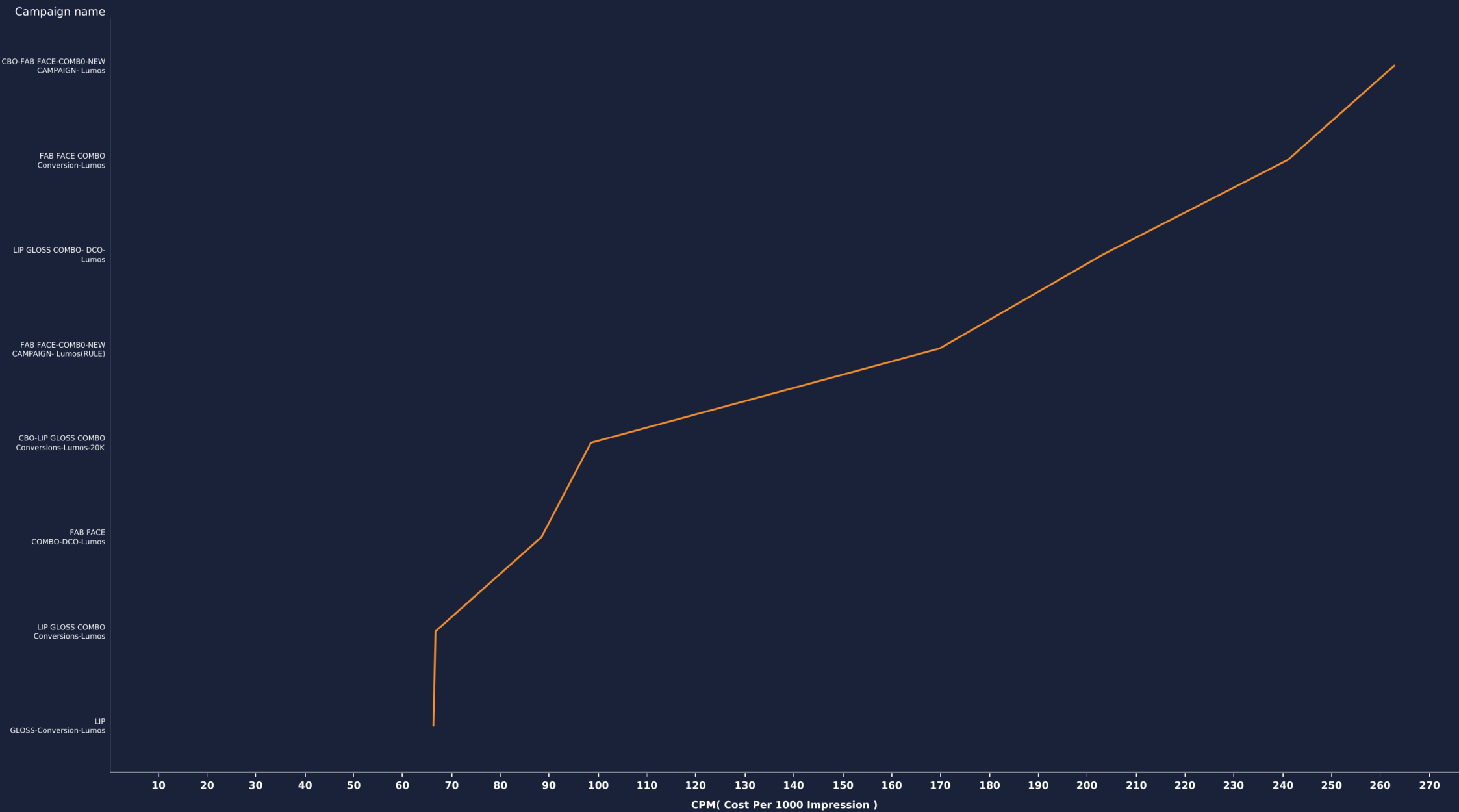
Reporting starts / Month of Reporting starts

Feb

February 2022



Cost of 1000 impression per campaign



CTR & CPC

