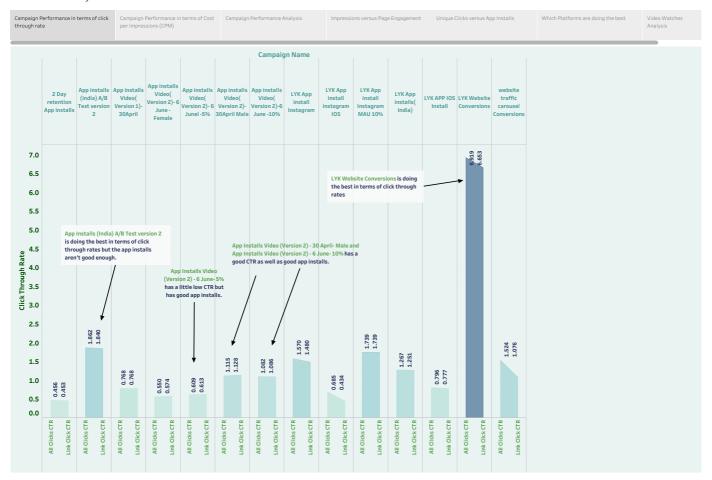
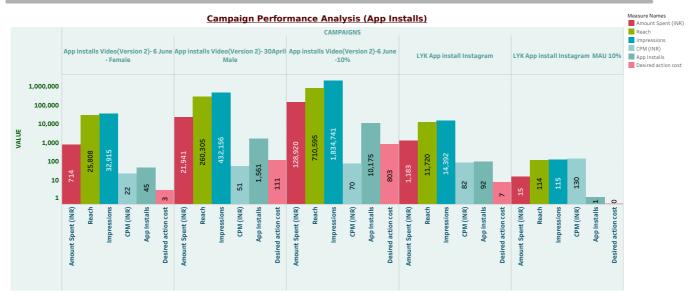
# India Data Story



# India Data Story

LY	K App IOS Install (1,150)		LYK Website Conversions (176)	LYK App install Instagram MAU 10% (130)			te traffic carousel conversions (122)	
		inst LYK App ir	LYK App install instagram IOS (107)	2 Day retention App installs (72)	App install video (Versi 2)-6 June 10% (70)	ersion une - %	sion LYK App	
			LYK App install Instagram (82)	Vers	(India) A/B Test sion 2 66)		App installs Video (Version 2)- 6 June- 5%	
			App installs Video (Version 1) - 30th April (74)	App installs Video (Version 2)- 30th			(34)  App installs Video (Version 2) - 6 June- Female (22)	







Campaign Performance in terms of click through rate

Campaign Performance in terms of Cost per Impressions (CPM)

# Impressions versus Page Enagagement



Campaign Campaign Performance in terms of Cost Performance in terms of Cost Performance in terms.

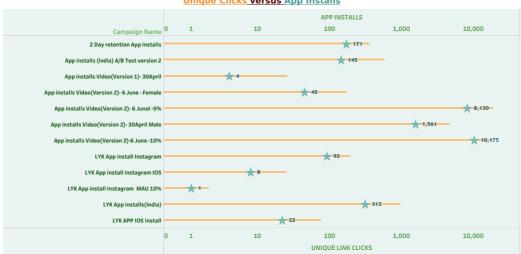
Campaign Performance in terms.

Campaign Performance in terms of Cost Performance in terms of Cost Performance in terms.

Unique Clicks versus App Installs

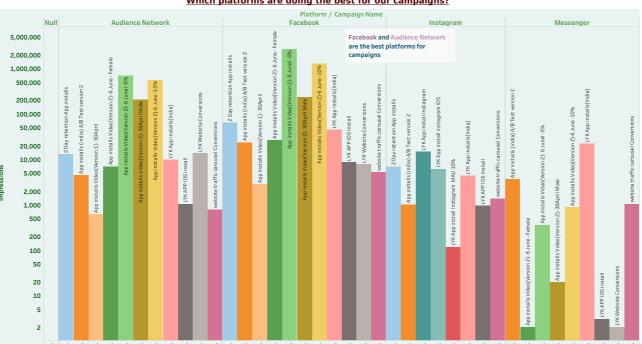
Which Platforms are doing the best Video Watches Analysis

# Unique Clicks versus App Installs



 $\begin{array}{ccc} {\sf Campaign} & {\sf Campaign \, Performance \, in \, terms \, of \, Cost} \\ {\sf Performance \, in \, terms.} & {\sf per \, lmpressions \, (CPM)} \end{array}$ 

### Which platforms are doing the best for our campaigns?



Campaign Campaign Performance in terms of Cost Performance in terms of Cost Performance Analysis Impressions versus Page Engagement Unique Clicks versus App Installs Which Platforms are doing the best Video Watches Analysis Performance in terms.

# Video Watches per Campaign

