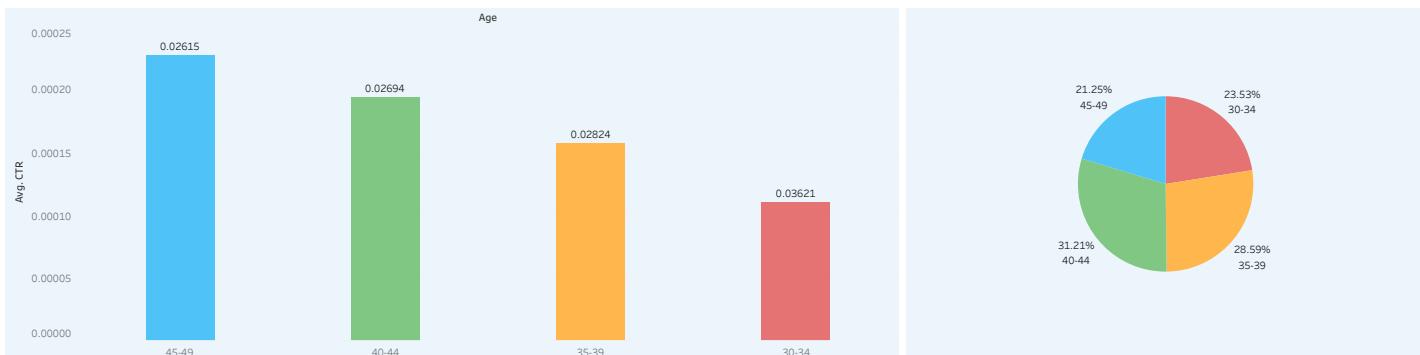


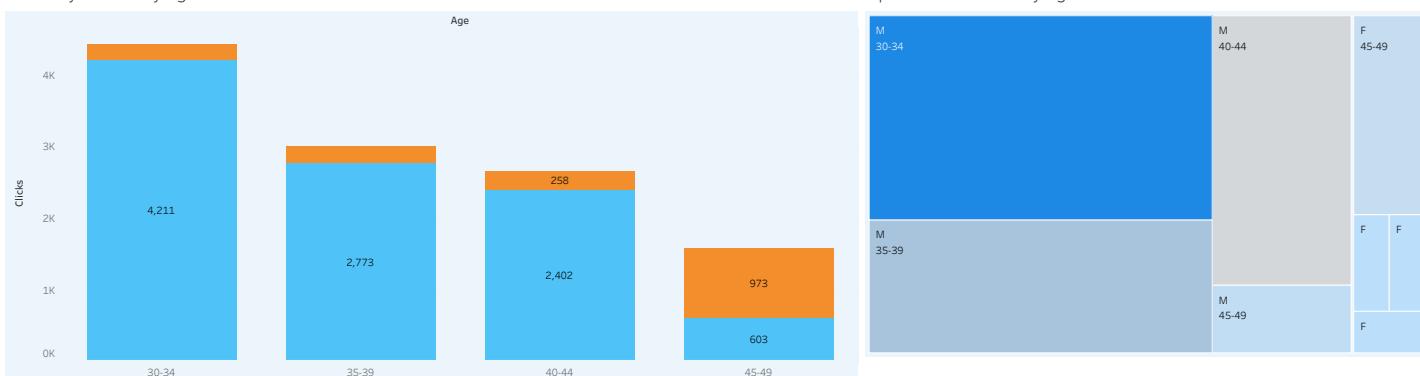
SOCIAL MEDIA CAMPAIGN PERFORMANCE DASHBOARD

KPI- Impression	KPI-Clicks	KPI- CTR	KPI - Spent	KPI - CPM	KPI - CPC	KPI - Conversion Rate
□Total Impressions: 78,513,588	□Total Clicks: 11,674	□ Average CTR: 0.0154%	□Total Spent: 19,620	□Average CPM: 0.2231	□Avergae CPC: 1.103	□Average Conversion Rate: 0.3045

CTR by Age Group (Average)

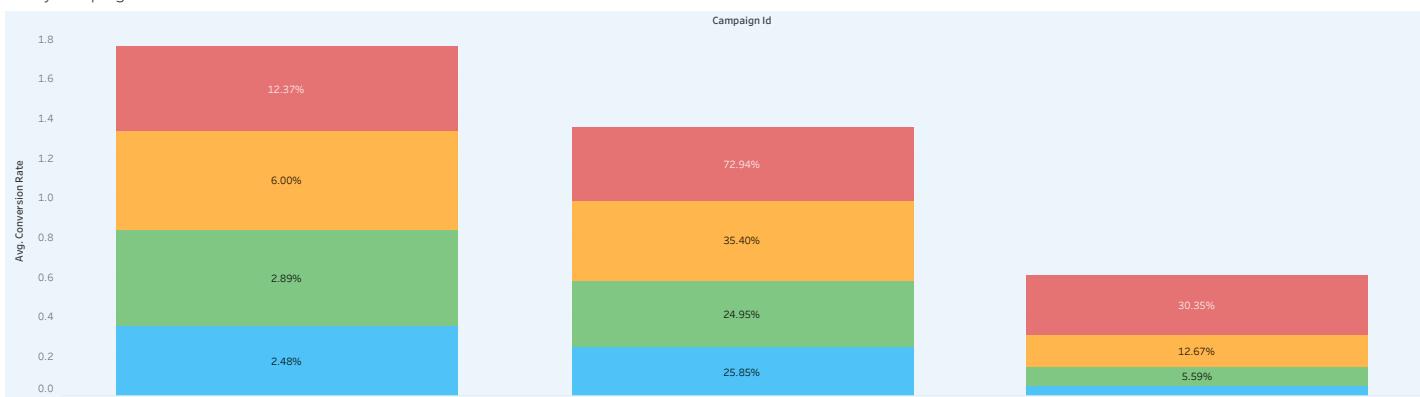


Clicks by Gender by Age



Spend Share by Age

Spend Distribution by Age and Gender



CR by Campaign

Spend Over Time

