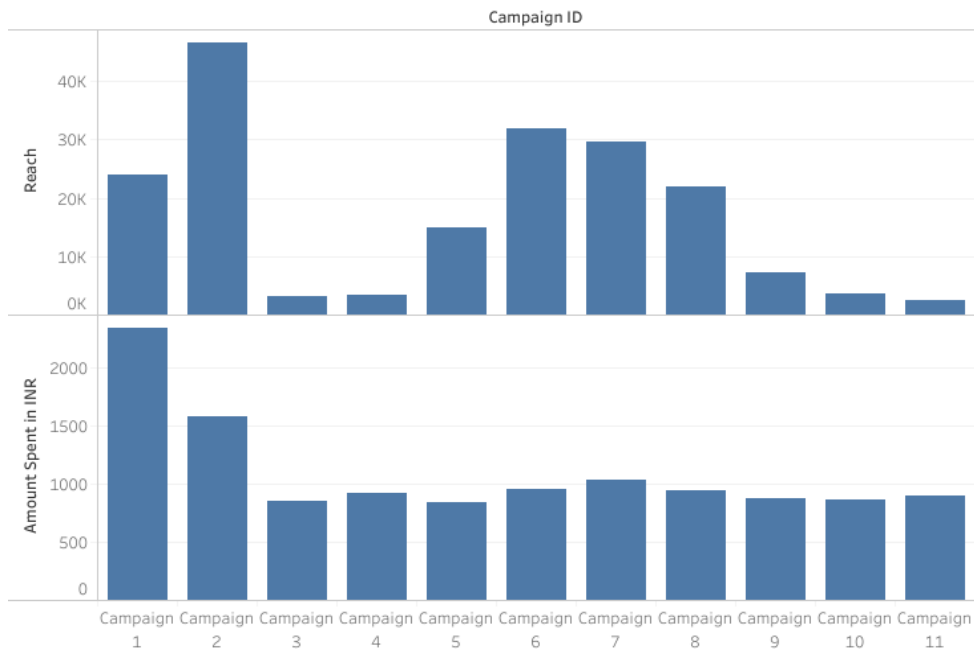


## ANALYSIS OF REACH AND IMPRESSIONS

### 1.Comparison of reach and Amount Spent:

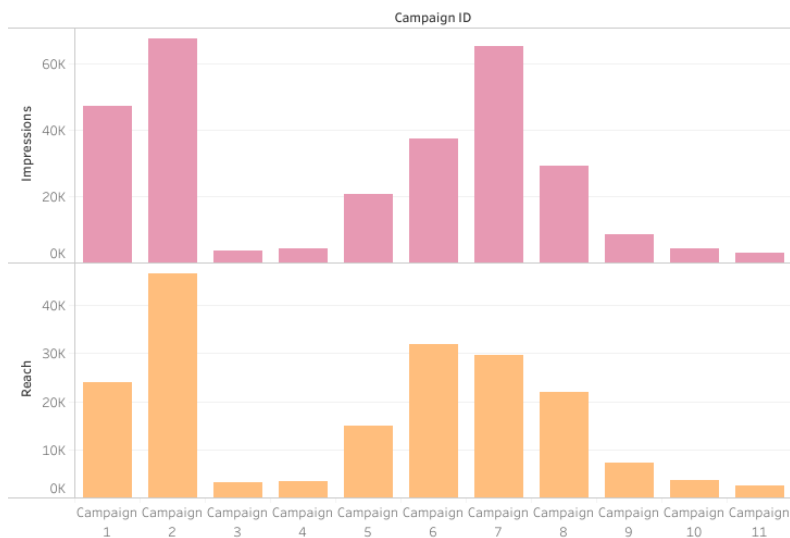
Sheet 1



Comparing Reach of each campaign with the total amount being spent for each campaign, it can be seen that campaigns 3,4,10 and 11 have less reach and almost similar amount spent as the campaigns with better reach such as 6 and 7. Campaigns 3 and 11 have the least reach overall and are the least cost effective.

### 2. Reach and Impressions for each campaign

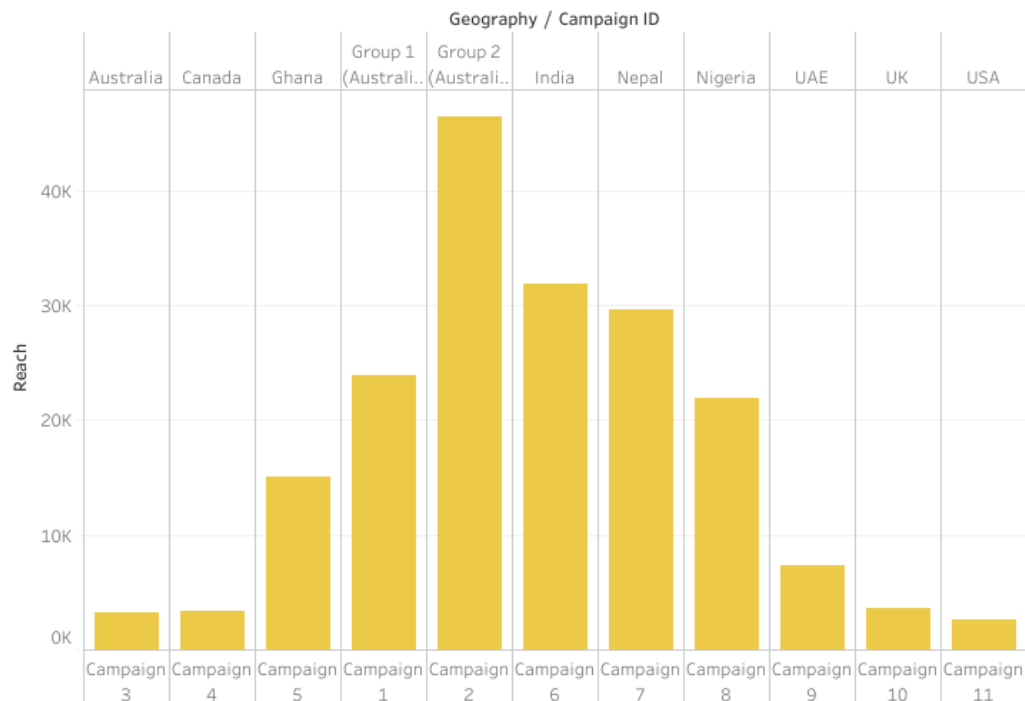
Sheet 2



From the graph it can be seen that Reach and Impressions are least 3 and 11. Reach and Impressions are correlated in most cases. (except campaign 6)

### 3.Comparing Reach with Geographical Area (target area for each campaign)

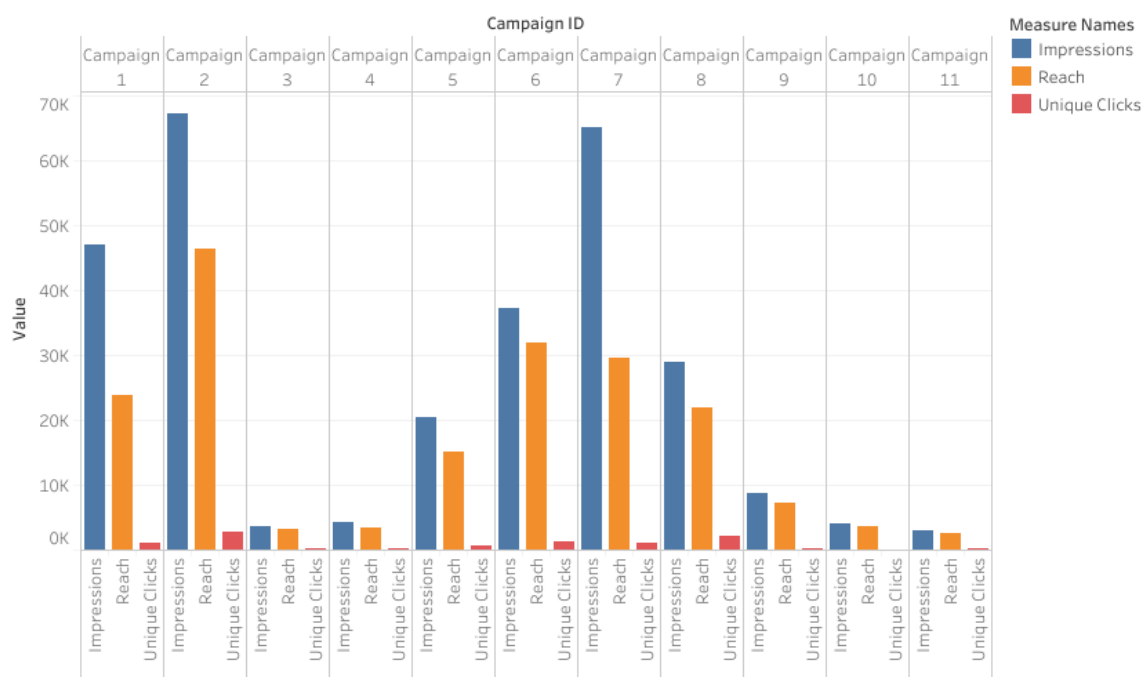
Sheet 3



Again ,3 and 11 have the least reach, with campaign 11 having the lowest reach in its target area. (USA)

### 4. Comparing Reach and Impressions with Unique Clicks

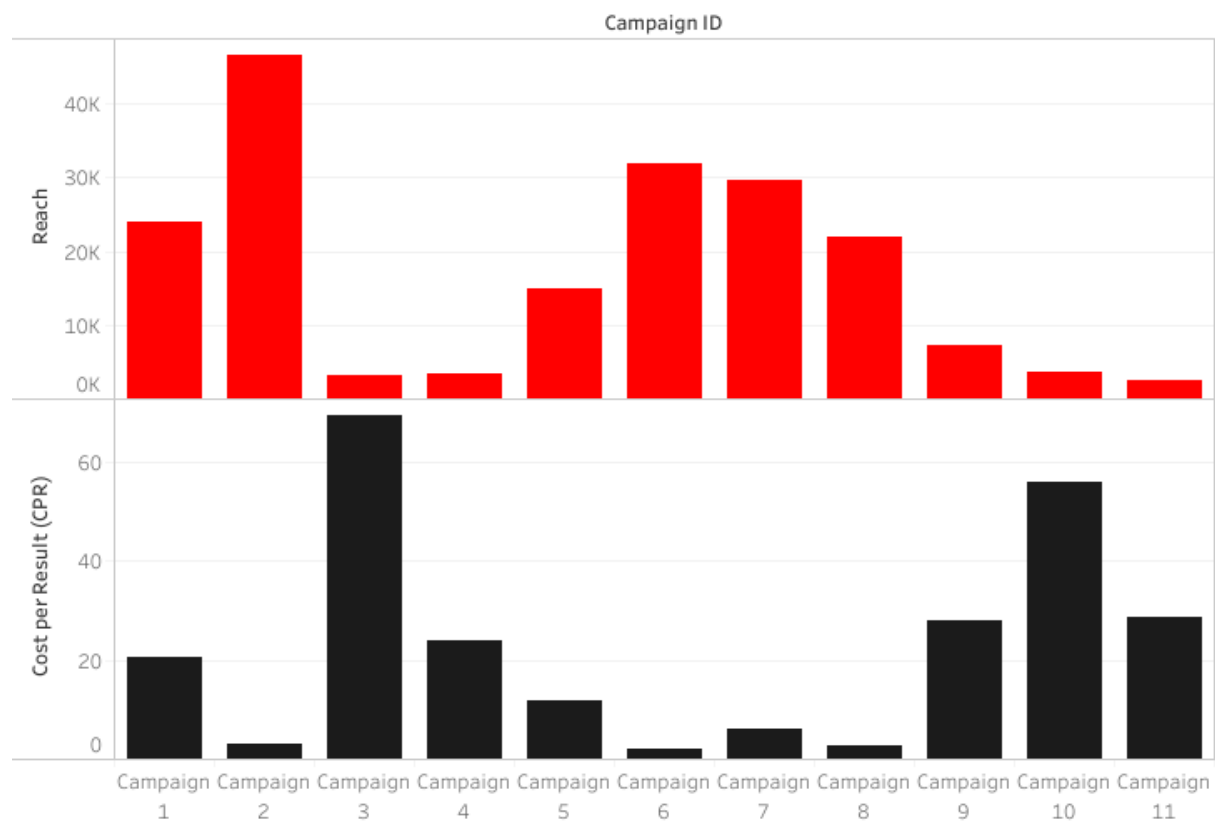
Sheet 4



3,4,10 and 11 have low reaches and impressions.3 and 11 have extremely low unique clicks while 10 has close to none.

5. Comparing Cost per Result and Reach.

## Sheet 6



Campaigns 3 and 10 are the least cost efficient .

***Comparing these results, it can be seen that campaign 3 and campaign 10 have lowest reaches and impressions and can be considered for removal due to their low result and cost efficiency. Campaigns 4 and 11 are not ideal as well.***