

Total Spends

₹ 7,674,621

CPM

₹ 78

CPV

₹ 23

CPC

₹ 16

AOV

₹ 401

CPT

₹ 448

BOGO OFFER 13TH-19TH Jun

Day

☐ Tuesday, June 13, 2023

☐ Wednesday, June 14, 2023

☐ Thursday, June 15, 2023

☐ Friday, June 16, 2023

☐ Saturday, June 17, 2023

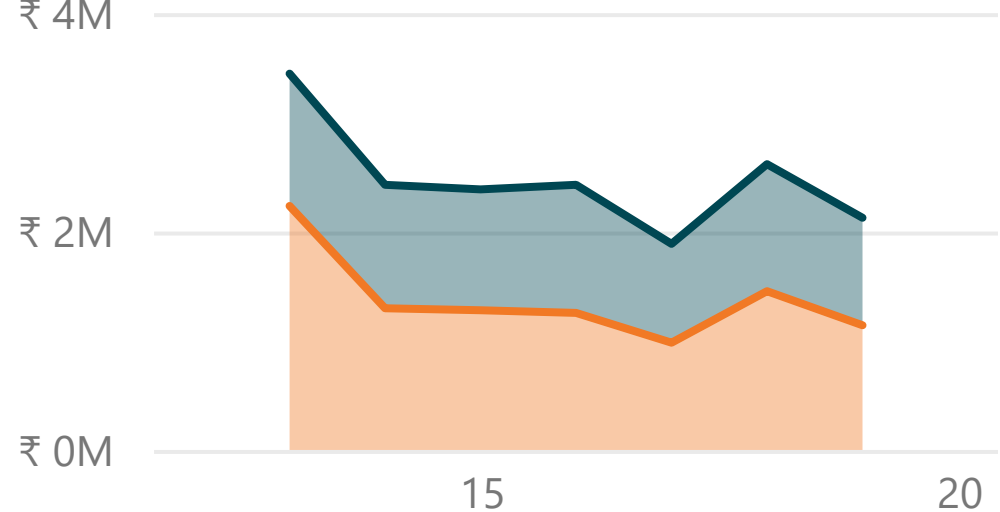
☐ Sunday, June 18, 2023

☐ Monday, June 19, 2023

Sum of \_Revenue and Sum of Spends by Day

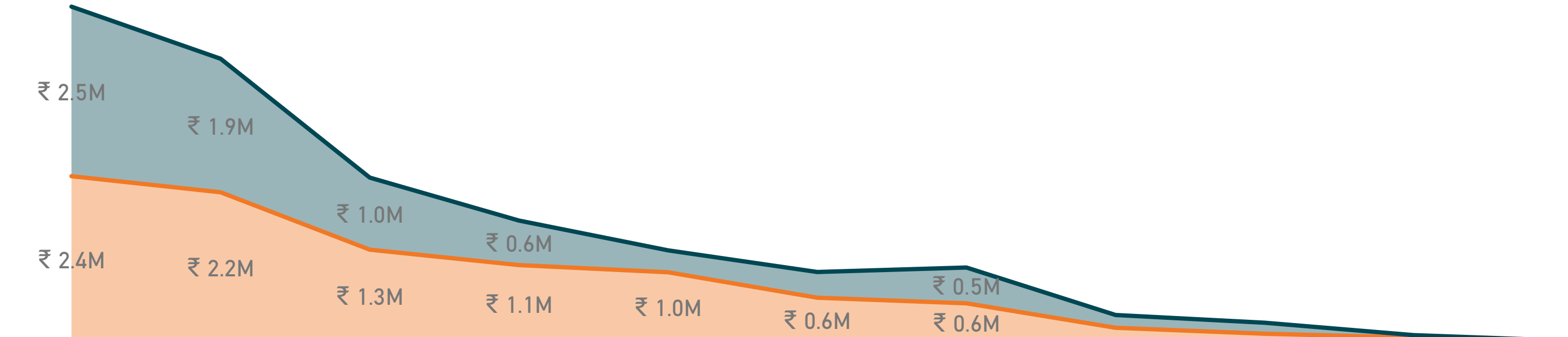
Sum of \_Revenue

Sum of Spends



Sum of \_Revenue

Sum of Spends



ROI

1.26

Revenue

₹ 9,644,255

Campaign name

☐ VM\_Conversion\_PastPurchsers\_Purchase\_Retargeting\_08062023

☐ VM\_Conversion\_Purchase\_Propecting\_13to18\_Interest\_26032023

☐ VM\_Conversion\_Purchase\_Propecting\_Interest\_SpecialOffer\_CostCap\_08052023

☐ VM\_Conversion\_Purchase\_Propecting\_Lookalike\_02062023

☐ VM\_Conversion\_Purchase\_Propecting\_TROAS\_08062023

☐ VM\_Conversion\_Purchase\_Remarketing\_DPA\_03/05/2021

☐ VM\_Conversion\_Purchase\_Remarketing\_SpecialOffers\_21022023

☐ VM\_Conversion\_Static\_Purchase\_Remarketing\_09022023

☐ VM\_Remarketing\_AbandonedCheckout\_Lifetime\_13062023

☐ VM\_Retargeting\_Linkclicks\_ActiveUsers\_16062023

Ad name

All

Ad set name

All

Spends and Revenue in Bogo Offer

CTR

0.62%

CS-DROP

29.94%

CR

4.01%

Day

- ☐ Tuesday, June 13, 2023
- ☐ Wednesday, June 14, 2023
- ☐ Thursday, June 15, 2023
- ☐ Friday, June 16, 2023
- ☐ Saturday, June 17, 2023
- ☐ Sunday, June 18, 2023
- ☐ Monday, June 19, 2023

Reach

165M

Total App Install

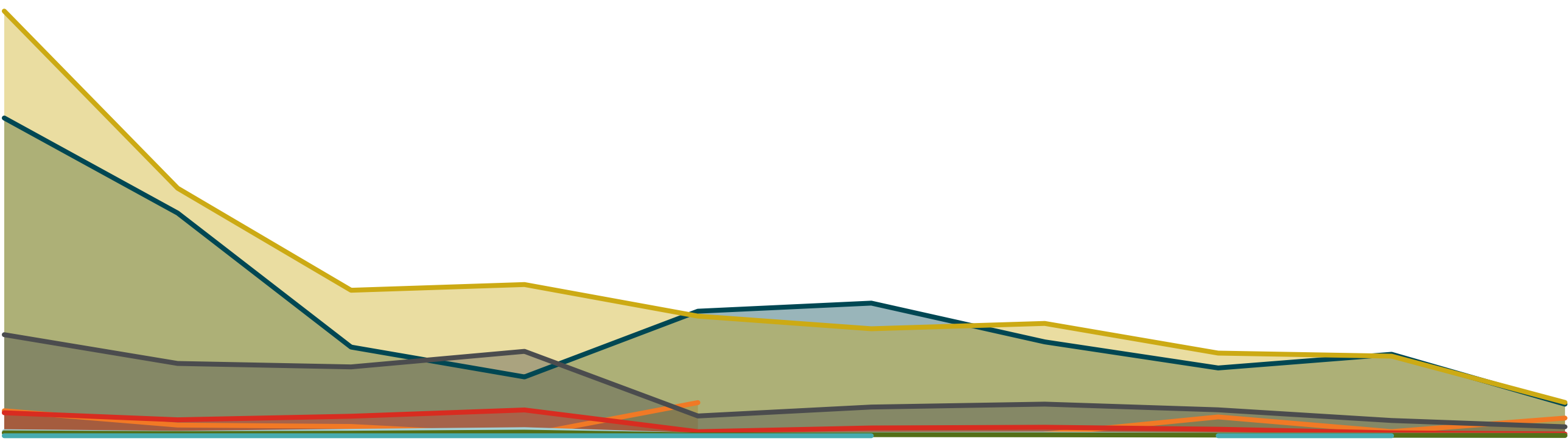
9370

Page Engagement

14M

# Top 10 Ad name by Age Group

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



Frequency

0.56

Post Engagement

14M

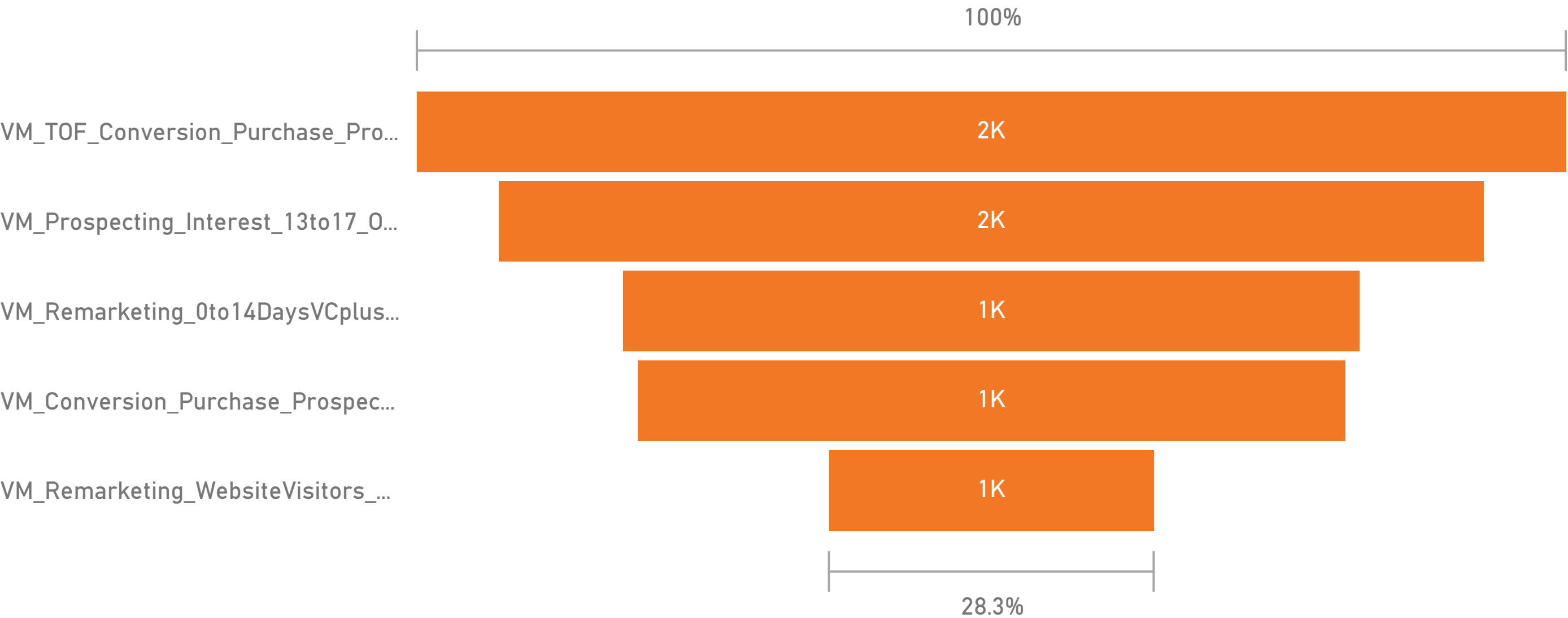
Post Reactions

9370

Link Clicks

937K

# Top 5 Ad set as per App Install



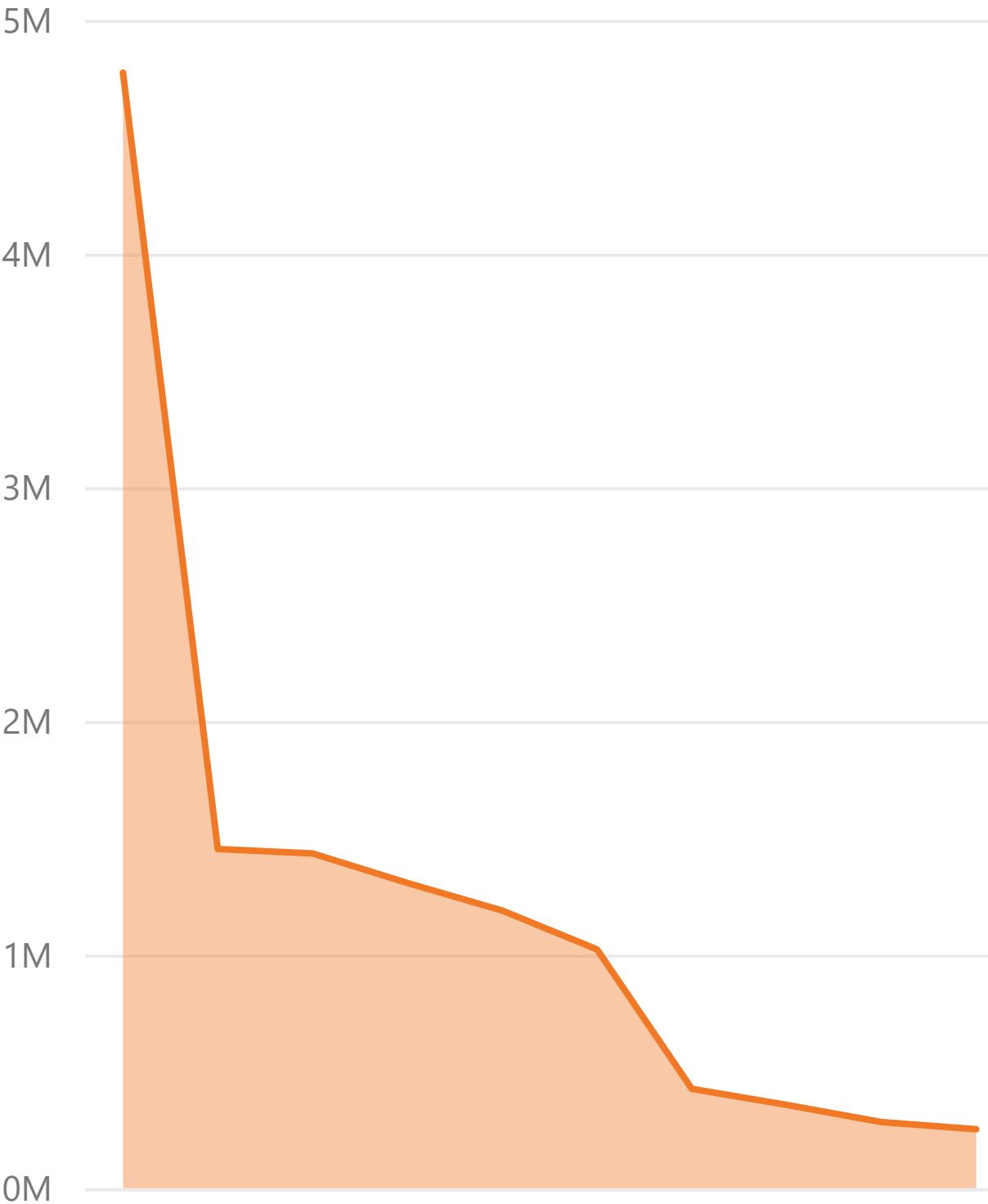
Ad set name

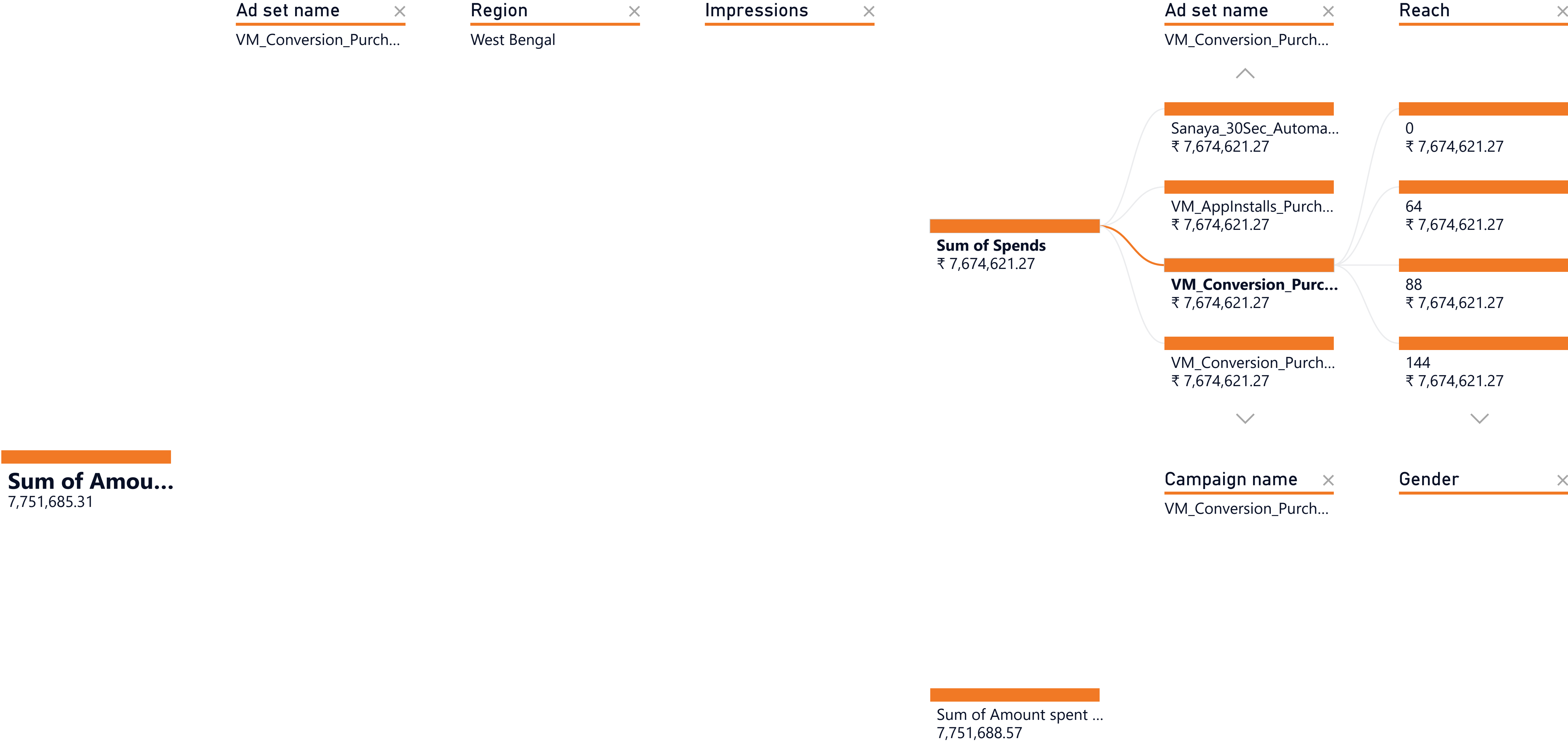
- ☐ Clevertap\_audience\_test\_Adset\_churned\_211+days
- ☐ Sanaya\_30Sec\_AutomaticPlacements-Audience1
- ☐ Sanaya\_30Sec\_AutomaticPlacements-Audience2
- ☐ VM\_AppInstalls\_Purchase\_Remarketing\_28042023
- ☐ VM\_Conversion\_Purchase\_Prospecting\_Lookalike...
- ☐ VM\_Conversion\_Purchase\_Prospecting\_Lookalike...
- ☐ VM\_Conversion\_Purchase\_Prospecting\_Lookalike...
- ☐ VM\_Conversion\_Purchase\_Prospecting\_Lookalike...
- ☐ VM\_Prospecting\_Interest\_13to17\_Open\_BOGO\_1...
- ☐ VM\_Prospecting\_Interest\_Beauty\_08062023
- ☐ VM Prospecting Interest Beautv Face 02062023

Ad name

All

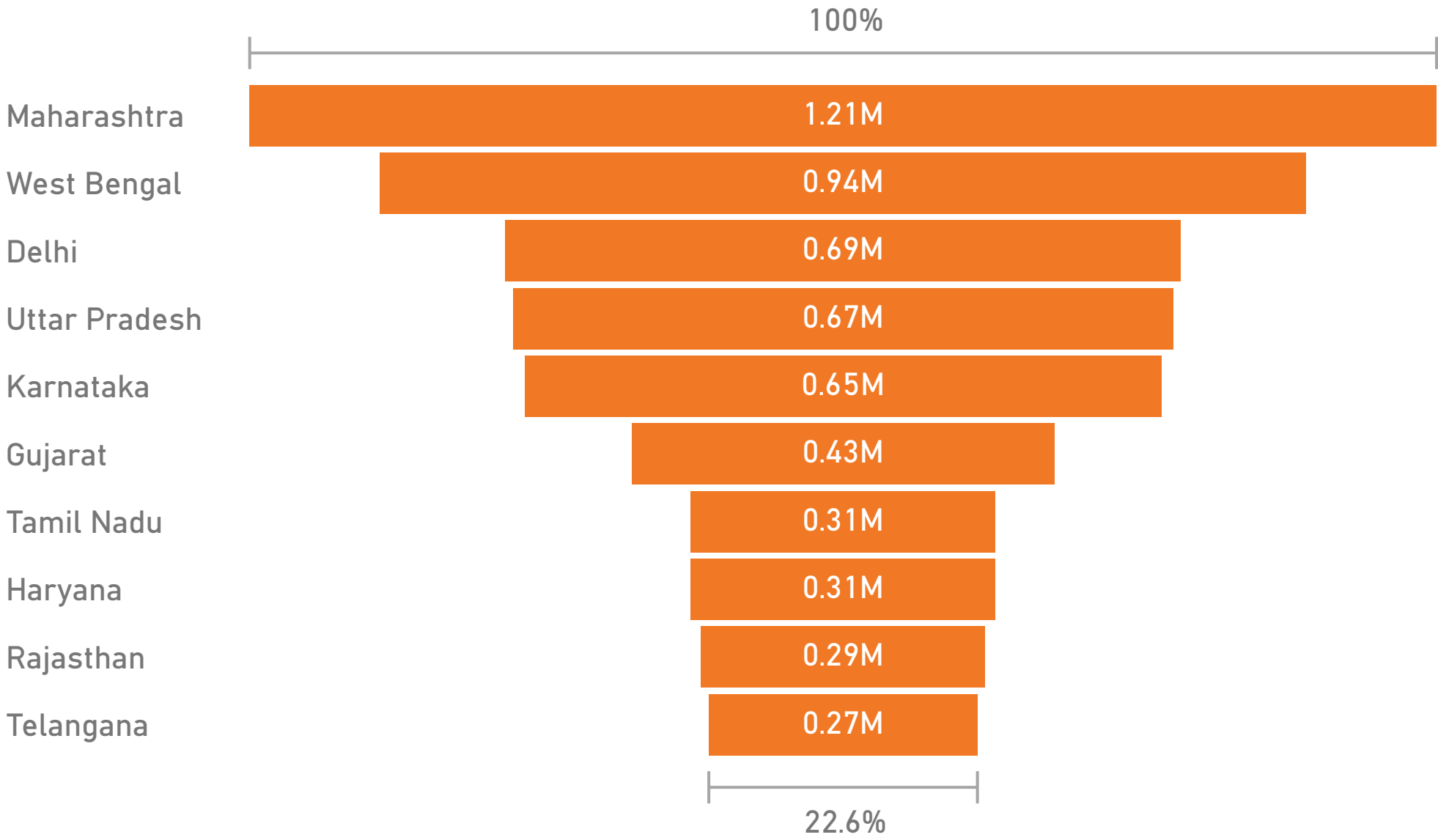
# TOP 10 Most Engaging ...



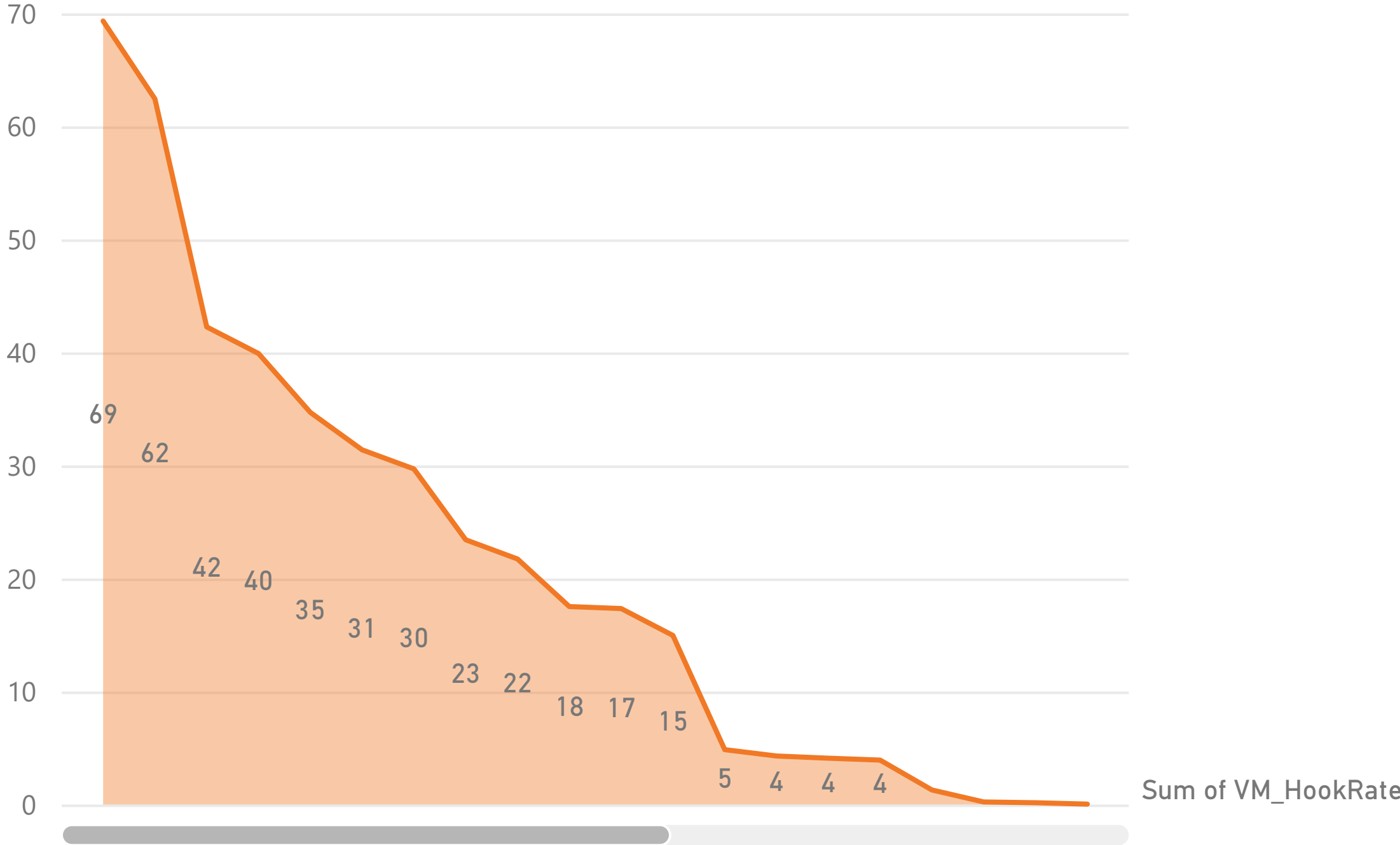


- Campaign name
- VM\_Conversion\_PastPur...
  - VM\_Conversion\_Purchas...
  - VM\_Conversion\_Purchas...
  - VM\_Conversion\_Purchas...
  - VM\_Conversion\_Purchas...
  - VM\_Conversion\_Purchas...
  - VM\_Conversion\_Purchas...
  - VM\_Conversion\_Static\_Pu...
  - VM\_Remarketing\_Aband...
  - VM\_Retargeting\_Linkclick...
  - VM\_TOF\_Conversion\_Pur...

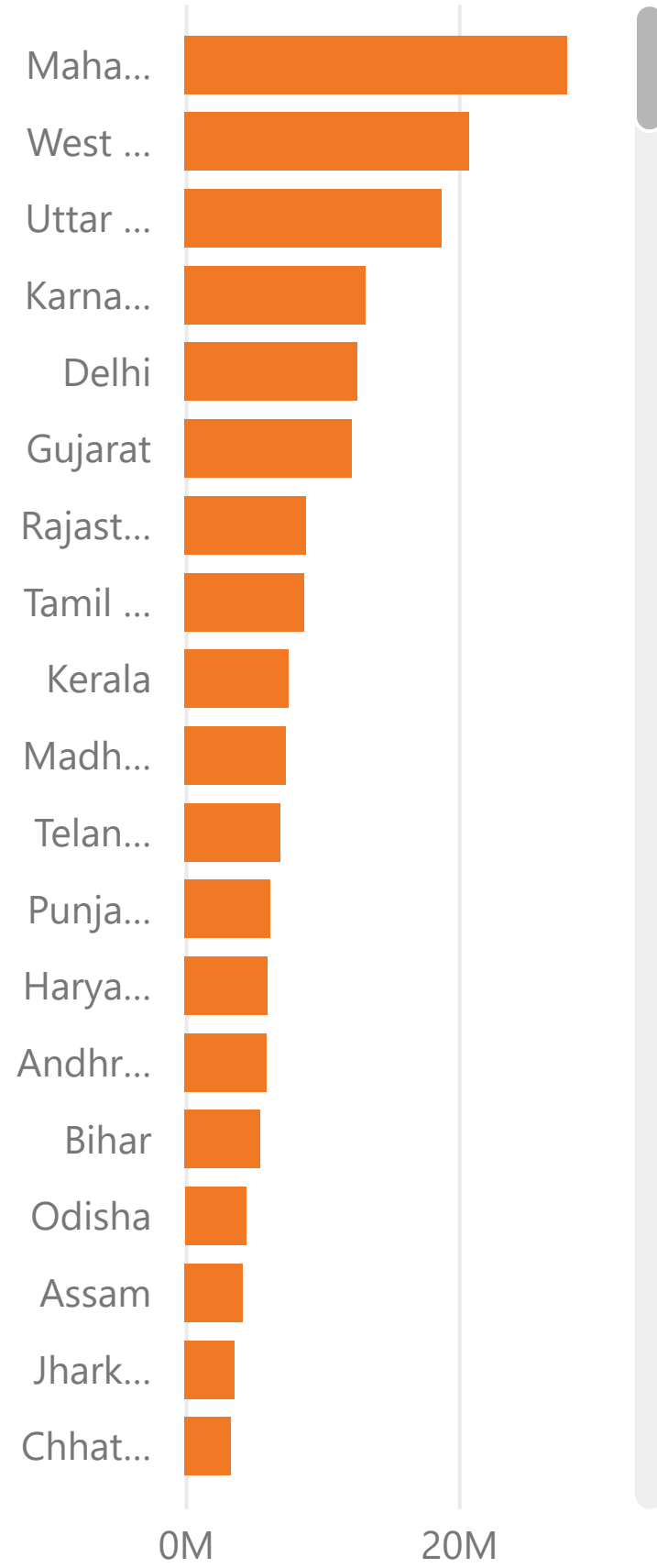
States with most Amount Spends



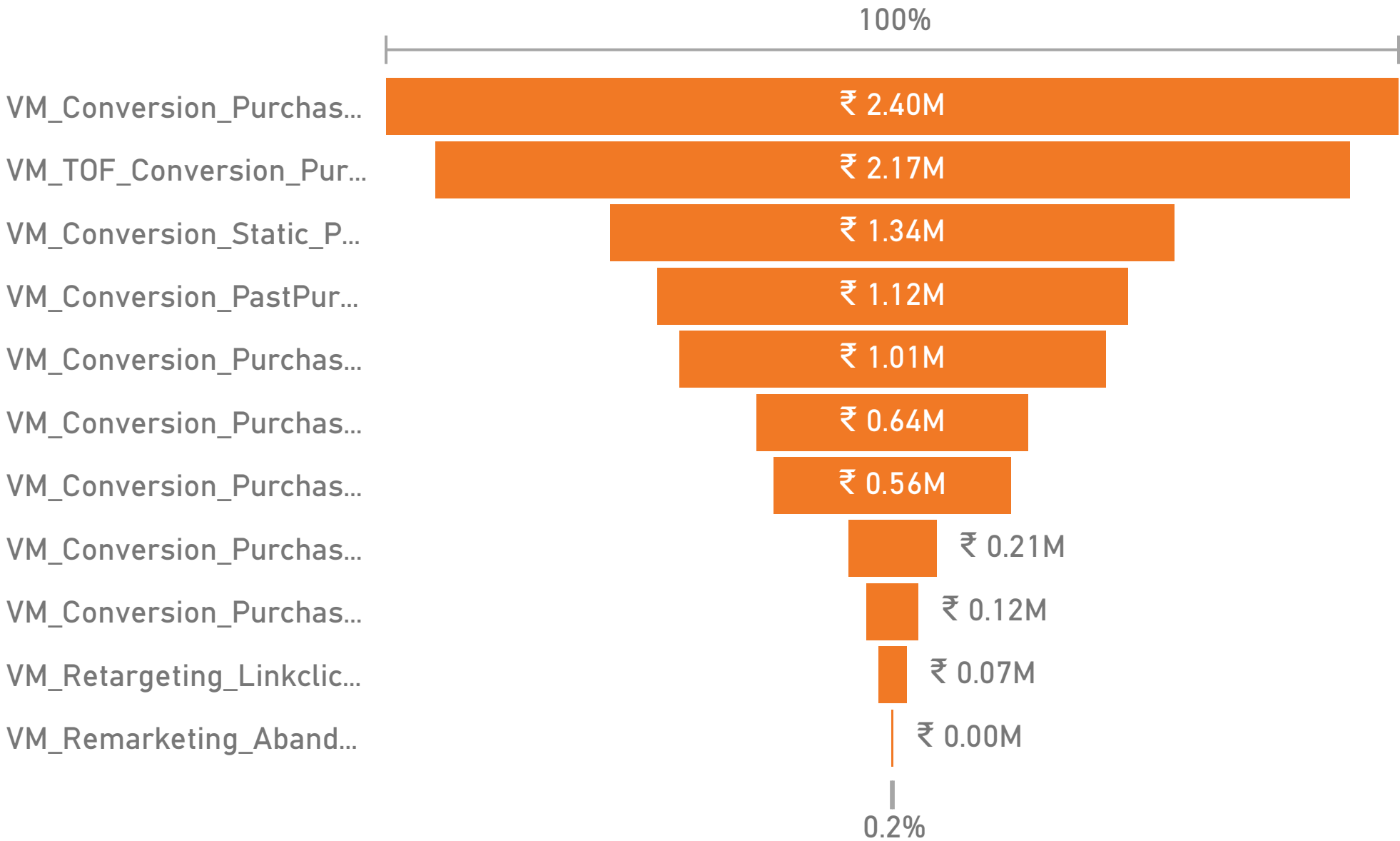
Top 15 Ad name by HookRate



State with most Impressi...



Top 5 Campaign by Most Revenue



Top 5 Ad name by Unique clicks

