

ZEAL GROUP(ZFX) MEDIA BUYING REPORT

month

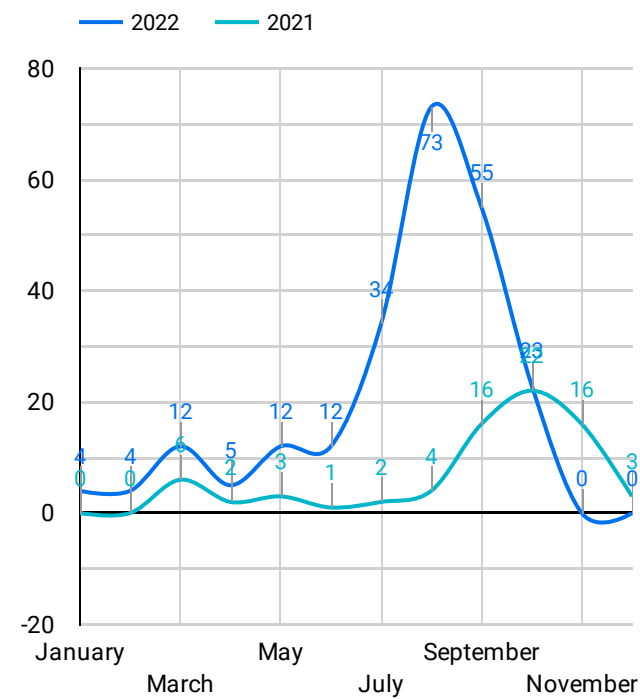
year

medium

source

campaign_name

MONTH ON MONTH REGISTRATION GROWTH FOR CAMPAIGNS



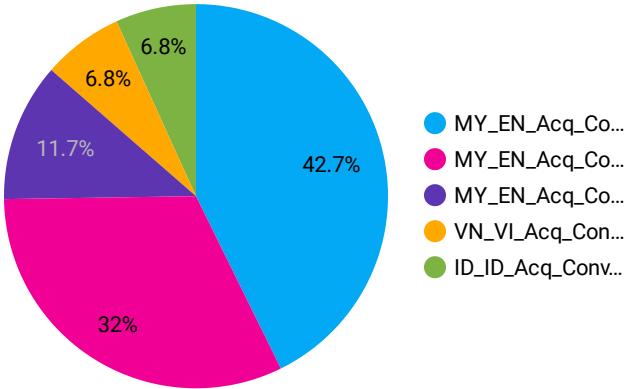
USER REGISTRATION BY TRAFFIC SOURCE

	Traffic Source	Medium	totals
1.	GOOGLE	SEM	71
2.	FACEBOOK	PAID-SOCIAL	16
3.	ZALO	ZALO	15
4.	BING	SEM	12
5.	FACEBOOK	SOCIAL	12
6.	FACEBOOK	PAID-RETARGETI...	5
7.	GOOGLE	DISPLAY	4
8.	ACADEMY_NONB...	ORGANIC	3
9.	MYZFX	PORTAL	2

1 - 18 / 18

Between August 2022 and October 2022 Google drove the highest registrations with a total of 75 followed by Facebook which had a total of 36

TOP 5 FACEBOOK CAMPAIGNS (AUG 2022 - OCT 2022)



LOWEST COST PER REGISTRATION BY FACEBOOK CAMPAIGN

	Campaign Name	Avg Cost/Registration
1.	VN_VI_Acq_Conv_interes...	2.5
2.	MY_EN_Acq_Conv_Intere...	15.06
3.	MY_EN_Acq_Conv_LAL_G...	16.19
4.	ID_ID_Acq_Conv_LAL_1.3...	18.02
5.	MY_EN_Acq_Conv_Broad...	20.97
6.	VN_VI_Acq_Conv_Interes...	23.17
7.	MY_EN_Acq_Conv_LAL_2...	55.79
8.	ID_ID_Acq_Conv_LAL_1.5...	59.45

1 - 8 / 8

RETURN ON INVESTMENT BY FACEBOOK CAMPAIGN

	Period	Campaign Name	ROI
1.	2022-08	MY_EN_Acq_Conv_Interest_Targeting_3.5million_Generic_220802_Android	99.2
2.	2022-09	MY_ML_Regional_Req_merdekabonanza_220812	0
3.	2022-08	MY_ML_Regional_Req_merdekabonanza_220812	-89.5
4.	2022-10	MY_EN_Acq_Conv_LAL_Generic_Android_221021_ABtest_newLP	-100
5.	2022-09	VN_VI_Acq_Conv_interest_targeting_220913_toptradercontest_Android	-100
6.	2022-09	MY_EN_Acq_Conv_LAL_2million_Android_220921_UGC_Dani_Mary	-100
7.	2022-09	ID_ID_Acq_Conv_LAL_1.5million_Generic_220910_Web_iOS	-100
8.	2022-10	MY_EN_Acq_Conv_LAL_2million_Android_220921_UGC_Dani_Mary	-100
9.	2022-09	ID ID Aca Conv LAL 1.3million Generic 220909 iOS	-100

1 - 11 / 11

ZEAL GROUP(ZFX) ATTRIBUTION REPORT

registration_date▼

department_effort▼

Registration Date / Number of Registrations									
department_effort	16 May 2022	17 May 2022	7 Jun 2022	31 May 2022	18 May 2022	30 May 2022	6 Jun 2022	15 Jun 2022	10 Jun 2022
Media Buying (100.00%)	36	29	10	14	9	10	6	8	
Regional Marketing (100.00%)	12	6	4	-	2	1	3	-	
IBs and Sales (50.00%) ,Media Buying (50.00%)	-	-	-	-	-	-	-	1	
Media Buying (50.00%) ,IBs and Sales (50.00%)	-	1	-	-	-	-	-	-	
Regional Marketing (50.00%) ,Media Buying (50.00%)	-	1	-	1	1	-	-	-	
Media Buying (50.00%) ,Regional Marketing (50.00%)	2	-	1	-	-	-	-	-	
IBs and Sales (50.00%) ,Regional Marketing (50.00%)	1	-	-	-	-	-	-	-	