

Country	Account currency	Gender	Age min	Age max	Campaign days	Frequency cap	Campaign objective	Included interests/ behaviors	Excluded interests/ behaviors	Scenario budget	Budget	Impressions	Reach	Reach (millions)	Lower Reach Percentage	Upper Reach Percentage	Frequency	Weekly frequency	CPM	Scenario
['MX']	USD	Male, Female	18	65	35	2 times every 7 days	REACH	[]	[]	Business as usual	\$ 30,000	127,793,420	46,608,497	46.6	49.80%	58.60%	2.7	0.5	\$ 0.23	Maximum reach
['MX']	USD	Male, Female	18	55	21	5 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	\$ 30,000	90,177,744	22,594,442	22.6	24.20%	28.40%	4.0	1.3	\$ 0.33	Maximum weekly frequency
['MX']	USD	Male, Female	18	65	35	5 times every 7 days	REACH	[]	[]	Business as usual	\$ 30,000	141,150,608	42,358,276	42.4	45.30%	53.30%	3.3	0.7	\$ 0.21	Minimum CPM