

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
['MX']	USD	Male, Female	18	55	21	2 times every 7 days	REACH	[]	[]	Business as usual	30,000	92,887,876	37,702,786	37.7	40.30%	47.40%	2.5	0.8	\$ 0.32
['MX']	USD	Male, Female	18	55	28	2 times every 7 days	REACH	[]	[]	Business as usual	30,000	112,908,936	44,015,473	44	47.10%	55.40%	2.6	0.6	\$ 0.27
['MX']	USD	Male, Female	18	55	35	2 times every 7 days	REACH	[]	[]	Business as usual	30,000	125,551,949	44,697,166	44.7	47.80%	56.20%	2.8	0.6	\$ 0.24
['MX']	USD	Male, Female	18	55	21	3 times every 7 days	REACH	[]	[]	Business as usual	30,000	96,648,326	35,469,358	35.5	37.90%	44.60%	2.7	0.9	\$ 0.31
['MX']	USD	Male, Female	18	55	28	3 times every 7 days	REACH	[]	[]	Business as usual	30,000	119,993,504	42,389,071	42.4	45.30%	53.30%	2.8	0.7	\$ 0.25
['MX']	USD	Male, Female	18	55	35	3 times every 7 days	REACH	[]	[]	Business as usual	30,000	134,103,032	42,144,945	42.1	45.10%	53.00%	3.2	0.6	\$ 0.22
['MX']	USD	Male, Female	18	55	21	4 times every 7 days	REACH	[]	[]	Business as usual	30,000	98,073,117	34,577,571	34.6	37.00%	43.50%	2.8	0.9	\$ 0.31
['MX']	USD	Male, Female	18	55	28	4 times every 7 days	REACH	[]	[]	Business as usual	30,000	123,543,361	41,479,965	41.5	44.40%	52.20%	3.0	0.7	\$ 0.24
['MX']	USD	Male, Female	18	55	35	4 times every 7 days	REACH	[]	[]	Business as usual	30,000	138,111,432	41,159,909	41.2	44.00%	51.80%	3.4	0.7	\$ 0.22
['MX']	USD	Male, Female	18	55	21	5 times every 7 days	REACH	[]	[]	Business as usual	30,000	98,694,086	34,200,342	34.2	36.60%	43.00%	2.9	1.0	\$ 0.30
['MX']	USD	Male, Female	18	55	28	5 times every 7 days	REACH	[]	[]	Business as usual	30,000	125,102,399	40,948,412	40.9	43.80%	51.50%	3.1	0.8	\$ 0.24
['MX']	USD	Male, Female	18	55	35	5 times every 7 days	REACH	[]	[]	Business as usual	30,000	140,121,619	40,709,361	40.7	43.50%	51.20%	3.4	0.7	\$ 0.21
['MX']	USD	Male, Female	18	55	21	2 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	82,518,845	29,346,691	29.3	31.40%	36.90%	2.8	0.9	\$ 0.36
['MX']	USD	Male, Female	18	55	28	2 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	101,542,518	33,326,814	33.3	35.60%	41.90%	3.0	0.8	\$ 0.30
['MX']	USD	Male, Female	18	55	35	2 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	111,912,974	31,733,654	31.7	33.90%	39.90%	3.5	0.7	\$ 0.27
['MX']	USD	Male, Female	18	55	21	3 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	86,957,513	25,480,521	25.5	27.30%	32.10%	3.4	1.1	\$ 0.34
['MX']	USD	Male, Female	18	55	28	3 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	107,552,569	29,765,307	29.8	31.80%	37.40%	3.6	0.9	\$ 0.28
['MX']	USD	Male, Female	18	55	35	3 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	118,097,623	28,125,374	28.1	30.10%	35.40%	4.2	0.8	\$ 0.25
['MX']	USD	Male, Female	18	55	21	4 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	89,080,599	23,574,214	23.6	25.20%	29.70%	3.8	1.3	\$ 0.34
['MX']	USD	Male, Female	18	55	28	4 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	110,546,688	27,974,773	28	29.90%	35.20%	4.0	1.0	\$ 0.27
['MX']	USD	Male, Female	18	55	35	4 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	121,340,059	26,515,236	26.5	28.40%	33.40%	4.6	0.9	\$ 0.25
['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
['MX']	USD	Male, Female	18	55	28	5 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	112,079,300	27,117,019	27.1	29.00%	34.10%	4.1	1.0	\$ 0.27
['MX']	USD	Male, Female	18	55	35	5 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	30,000	123,028,347	25,666,300	25.7	27.50%	32.30%	4.8	1.0	\$ 0.24
['MX']	USD	Male, Female	18	55	21	2 times every 7 days	LINK_CLICKS	[]	[]	Business as usual	30,000	87,889,434	35,134,870	35.1	37.60%	44.20%	2.5	0.8	\$ 0.34
['MX']	USD	Male, Female	18	55	28	2 times every 7 days	LINK_CLICKS	[]	[]	Business as usual	30,000	106,292,134	39,390,222	39.4	42.10%	49.50%	2.7	0.7	\$ 0.28
['MX']	USD	Male, Female	18	55	35	2 times every 7 days	LINK_CLICKS	[]	[]	Business as usual	30,000	113,846,656	36,365,308	36.4	38.90%	45.70%	3.1	0.6	\$ 0.26
['MX']	USD	Male, Female	18	55	21	3 times every 7 days	LINK_CLICKS	[]	[]	Business as usual	30,000	89,879,698	30,251,105	30.3	32.40%	38.10%	3.0	1.0	\$ 0.33
['MX']	USD	Male, Female	18	55	28	3 times every 7 days	LINK_CLICKS	[]	[]	Business as usual	30,000	108,902,759	34,324,589	34.3	36.70%	43.20%	3.2	0.8	\$ 0.28
['MX']	USD	Male, Female	18	55	35	3 times every 7 days	LINK_CLICKS	[]	[]	Business as usual	30,000	116,130,857	31,033,758	31	33.20%	39.00%	3.7	0.7	\$ 0.26
['MX']	USD	Male, Female	18	55	21	4 times every 7 days	LINK_CLICKS	[]	[]	Business as usual	30,000	90,475,762	27,662,543	27.7	29.60%	34.80%	3.3	1.1	\$ 0.33
['MX']	USD	Male, Female	18	55	28	4 times every 7 days	LINK_CLICKS	[]	[]	Business as usual	30,000	109,637,810	31,577,990	31.6	33.80%	39.70%	3.5	0.9	\$ 0.27
['MX']	USD	Male, Female	18	55	35	4 times every 7 days	LINK_CLICKS	[]	[]	Business as usual	30,000	116,933,009	28,303,214	28.3	30.30%	35.60%	4.1	0.8	\$ 0.26
['MX']	USD	Male, Female	18	55	21	5 times every 7 days	LINK_CLICKS	[]	[]	Business as usual	30,000	90,672,760	26,209,419	26.2	28.00%	33.00%	3.5	1.2	\$ 0.33