

Impressi ons for LINK_CLI CKS	Frequenc y forLINK_ CLICKS	Weekly Frequenc y for LINK_CLI CKS	CPM for LINK_CLI CKS	% Weight Reach for BRAND_ AWAREN ESS	% Weight Reach for LINK_CLI CKS	Total Budget	% Budget for BRAND_ AWAREN ESS	% Budget for LINK_CLI CKS	Sum of Reach (NOT deduplic ated)	Total Impressi ons	Weighte d Average Frequenc y	Weighte d Average Weekly Frequenc y	Total CPM	Country	Gender	Gender Label	Age min	Age max	Campaig n days	Campaig n weeks	Frequenc y Caps	Included interests	Excluded interests	Scenario
62388592	2.74938	0.687345	0.326983	0.372529	0.627471	30000	0.32	0.68	36163959	95755165	2.647794	0.661949	0.313299	MX	1 2	Female-M	18	65	28	4	2 times ev	[]	[]	Maximum Sum of Reach (NOT Deduplicated)
0	0	0	0	1	0	30000	1	0	27644257	87527104	3.166187	0.791547	0.342751	MX	1 2	Female-M	18	65	28	4	2 times ev	[]	[]	Maximum Weighted Average Weekly Frequency
50554661	2.703263	0.675816	0.320445	0.476409	0.523591	30000	0.46	0.54	35717421	96279785	2.695582	0.673895	0.311592	MX	1 2	Female-M	18	65	28	4	2 times ev	[]	[]	Minimum Total CPM