

| Budget for BRAND_AWARENESS | Reach for BRAND_AWARENESS | Impressions for BRAND_AWARENESS | Frequency for BRAND_AWARENESS | Weekly Frequency for BRAND_AWARENESS | CPM for BRAND_AWARENESS | Budget forLINK_CLICKS | Reach forLINK_CLICKS | Impressions forLINK_CLICKS | Frequency forLINK_CLICKS | Weekly Frequency forLINK_CLICKS | CPM forLINK_CLICKS | % Weight Reach for BRAND_AWARENESS | % Weight Reach for LINK_CLICKS | Total Budget | % Budget for BRAND_AWARENESS | % Budget for LINK_CLICKS | Sum of Reach (NOT deduplicated) | Total Impressions | Weighted Average Frequency | Weighted Average Weekly Frequency | Total CPM | Country | Gender | Gender Label | Age min | Age max | Campaign days | Campaign weeks |
|----------------------------|---------------------------|---------------------------------|-------------------------------|--------------------------------------|-------------------------|-----------------------|----------------------|----------------------------|--------------------------|---------------------------------|--------------------|------------------------------------|--------------------------------|--------------|------------------------------|--------------------------|---------------------------------|-------------------|----------------------------|-----------------------------------|-----------|---------|--------|--------------|---------|---------|---------------|----------------|
| 0 | 0 | 0 | 0 | 0 | 0 | 30000 | 30715626 | 88169654 | 2.870512 | 0.717628 | 0.340253 | 0 | 1 | 30000 | 0 | 1 | 30715626 | 88169654 | 2.870512 | 0.717628 | 0.340253 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 300 | 990814 | 1403842 | 1.415335 | 0.353834 | 0.213699 | 29700 | 30478845 | 87380033 | 2.866906 | 0.716727 | 0.339895 | 0.031485 | 0.968515 | 30000 | 0.01 | 0.99 | 31469659 | 88783875 | 2.821204 | 0.705301 | 0.337899 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 600 | 1660133 | 2635922 | 1.586685 | 0.396671 | 0.227624 | 29400 | 30242059 | 86590392 | 2.86324 | 0.71581 | 0.33953 | 0.052038 | 0.947962 | 30000 | 0.02 | 0.98 | 31902193 | 89226314 | 2.79681 | 0.699203 | 0.336224 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 900 | 2258074 | 3818141 | 1.690622 | 0.422656 | 0.235717 | 29100 | 30005281 | 85800777 | 2.859518 | 0.714879 | 0.339158 | 0.069989 | 0.930011 | 30000 | 0.03 | 0.97 | 32263355 | 89618918 | 2.777708 | 0.694427 | 0.334751 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 1200 | 2856015 | 5000360 | 1.750817 | 0.437704 | 0.239983 | 28800 | 29768496 | 85011142 | 2.855738 | 0.713935 | 0.338779 | 0.087542 | 0.912458 | 30000 | 0.04 | 0.96 | 32624511 | 90011502 | 2.759011 | 0.689753 | 0.333291 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 1500 | 3442799 | 6175990 | 1.793792 | 0.448448 | 0.242876 | 28500 | 29531715 | 84221520 | 2.851901 | 0.712975 | 0.338393 | 0.104408 | 0.895592 | 30000 | 0.05 | 0.95 | 32974515 | 90397510 | 2.741426 | 0.685356 | 0.331868 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 1800 | 3951034 | 7305447 | 1.84883 | 0.462208 | 0.246392 | 28200 | 29294929 | 83431878 | 2.847994 | 0.711998 | 0.338 | 0.118843 | 0.881157 | 30000 | 0.06 | 0.94 | 33245963 | 90737325 | 2.72925 | 0.682313 | 0.330625 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 2100 | 4459261 | 8434884 | 1.891397 | 0.472849 | 0.248966 | 27900 | 29058150 | 82642263 | 2.844025 | 0.711006 | 0.3376 | 0.133043 | 0.866957 | 30000 | 0.07 | 0.93 | 33517411 | 91077147 | 2.717284 | 0.679321 | 0.329391 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 2400 | 4966098 | 9563371 | 1.925685 | 0.481421 | 0.250958 | 27600 | 28821366 | 81852629 | 2.839994 | 0.709998 | 0.337191 | 0.14698 | 0.85302 | 30000 | 0.08 | 0.92 | 33787464 | 91415999 | 2.705608 | 0.676402 | 0.32817 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 2700 | 5416572 | 10653509 | 1.966686 | 0.491671 | 0.253438 | 27300 | 28581787 | 81059526 | 2.836054 | 0.709014 | 0.33679 | 0.159319 | 0.840681 | 30000 | 0.09 | 0.91 | 33998359 | 91713035 | 2.697548 | 0.674387 | 0.327107 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 3000 | 5857068 | 11736854 | 2.00379 | 0.500947 | 0.255605 | 27000 | 28337363 | 80260413 | 2.832314 | 0.708079 | 0.336405 | 0.171287 | 0.828713 | 30000 | 0.1 | 0.9 | 34194431 | 91997267 | 2.690399 | 0.6726 | 0.326097 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 3300 | 6297418 | 12820071 | 2.035739 | 0.508935 | 0.257409 | 26700 | 28092793 | 79461119 | 2.828518 | 0.70713 | 0.336013 | 0.183117 | 0.816883 | 30000 | 0.11 | 0.89 | 34390212 | 92281190 | 2.683347 | 0.670837 | 0.325093 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 3600 | 6709263 | 13878427 | 2.068465 | 0.517116 | 0.259395 | 26400 | 27848224 | 78661825 | 2.824659 | 0.706165 | 0.335614 | 0.194148 | 0.805852 | 30000 | 0.12 | 0.88 | 34557487 | 92540252 | 2.677845 | 0.669461 | 0.324183 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 3900 | 7104705 | 14922477 | 2.100282 | 0.525071 | 0.261351 | 26100 | 27603654 | 77862532 | 2.820732 | 0.705183 | 0.335206 | 0.204697 | 0.795303 | 30000 | 0.13 | 0.87 | 34708360 | 92785009 | 2.673258 | 0.668314 | 0.323328 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 4200 | 7500144 | 15966520 | 2.12875 | 0.532188 | 0.26305 | 25800 | 27359085 | 77063238 | 2.816728 | 0.704182 | 0.33479 | 0.215155 | 0.784845 | 30000 | 0.14 | 0.86 | 34859229 | 93029757 | 2.668706 | 0.667177 | 0.322477 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 4500 | 7886461 | 16997037 | 2.155139 | 0.538785 | 0.264752 | 25500 | 27114515 | 76263944 | 2.812656 | 0.703164 | 0.334365 | 0.225321 | 0.774679 | 30000 | 0.15 | 0.85 | 35000976 | 93260981 | 2.664503 | 0.666126 | 0.321678 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 4800 | 8259830 | 18008334 | 2.180165 | 0.545041 | 0.266543 | 25200 | 26869946 | 75464650 | 2.808513 | 0.702128 | 0.333931 | 0.235123 | 0.764877 | 30000 | 0.16 | 0.84 | 35129775 | 93472984 | 2.660773 | 0.665193 | 0.320948 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 5100 | 8633206 | 19019650 | 2.203026 | 0.550756 | 0.268144 | 24900 | 26625376 | 74665356 | 2.80429 | 0.701072 | 0.333488 | 0.244854 | 0.755146 | 30000 | 0.17 | 0.83 | 35258582 | 93685006 | 2.657068 | 0.664267 | 0.320222 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 5400 | 9000885 | 20024033 | 2.22462 | 0.556155 | 0.269676 | 24600 | 26380806 | 73866062 | 2.799986 | 0.699997 | 0.333035 | 0.254394 | 0.745606 | 30000 | 0.18 | 0.82 | 35381691 | 93890096 | 2.653617 | 0.663404 | 0.319523 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 5700 | 9343810 | 20998350 | 2.247284 | 0.561821 | 0.27145 | 24300 | 26132645 | 73062786 | 2.795839 | 0.69896 | 0.332591 | 0.263381 | 0.736619 | 30000 | 0.19 | 0.81 | 35476454 | 94061136 | 2.65136 | 0.66284 | 0.318942 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 6000 | 9686723 | 21972634 | 2.2683 | 0.567075 | 0.273067 | 24000 | 25879576 | 72254060 | 2.791933 | 0.697983 | 0.332161 | 0.272357 | 0.727643 | 30000 | 0.2 | 0.8 | 35566299 | 94226694 | 2.649318 | 0.662329 | 0.318381 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 6300 | 10029637 | 22946917 | 2.287867 | 0.571967 | 0.274547 | 23700 | 25625980 | 71444762 | 2.787976 | 0.696994 | 0.331725 | 0.281292 | 0.718708 | 30000 | 0.21 | 0.79 | 35655617 | 94391679 | 2.6473 | 0.661825 | 0.317825 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 6600 | 10372550 | 23921201 | 2.306158 | 0.576539 | 0.275906 | 23400 | 25372382 | 70635457 | 2.783946 | 0.695986 | 0.331278 | 0.290182 | 0.709818 | 30000 | 0.22 | 0.78 | 35744932 | 94556658 | 2.6453 | 0.661325 | 0.31727 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 6900 | 10715464 | 24895485 | 2.323291 | 0.580823 | 0.277159 | 23100 | 25117047 | 69824353 | 2.779958 | 0.69499 | 0.33083 | 0.299043 | 0.700957 | 30000 | 0.23 | 0.77 | 35832510 | 94719838 | 2.643395 | 0.660849 | 0.316724 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 7200 | 11058389 | 25869802 | 2.339372 | 0.584843 | 0.278317 | 22800 | 24852811 | 69003968 | 2.776501 | 0.694125 | 0.330416 | 0.307937 | 0.692063 | 30000 | 0.24 | 0.76 | 35911200 | 94873770 | 2.641893 | 0.660473 | 0.31621 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 7500 | 11394587 | 26838041 | 2.355312 | 0.588828 | 0.279454 | 22500 | 24588584 | 68183610 | 2.772975 | 0.693244 | 0.329991 | 0.316664 | 0.683336 | 30000 | 0.25 | 0.75 | 35983172 | 95021651 | 2.640716 | 0.660179 | 0.315718 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 7800 | 11694395 | 27773481 | 2.37489 | 0.593723 | 0.280843 | 22200 | 24324356 | 67363248 | 2.769372 | 0.692343 | 0.329557 | 0.324675 | 0.675325 | 30000 | 0.26 | 0.74 | 36018751 | 95136728 | 2.641293 | 0.660323 | 0.315336 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 8100 | 11991349 | 28706371 | 2.39392 | 0.59848 | 0.282167 | 21900 | 24058675 | 66541267 | 2.765786 | 0.691447 | 0.329119 | 0.332631 | 0.667369 | 30000 | 0.27 | 0.73 | 36050024 | 95247639 | 2.642092 | 0.660523 | 0.314968 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 8400 | 12288303 | 29639263 | 2.411946 | 0.602987 | 0.283408 | 21600 | 23787560 | 65713320 | 2.762507 | 0.690627 | 0.3287 | 0.340624 | 0.659376 | 30000 | 0.28 | 0.72 | 36075863 | 95352583 | 2.643098 | 0.660774 | 0.314622 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 8700 | 12585247 | 30572123 | 2.429189 | 0.607297 | 0.284573 | 21300 | 23514902 | 64883670 | 2.759253 | 0.689813 | 0.32828 | 0.34862 | 0.65138 | 30000 | 0.29 | 0.71 | 36100149 | 95455793 | 2.644186 | 0.661046 | 0.314282 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 9000 | 12882201 | 31505014 | 2.445589 | 0.611397 | 0.285669 | 21000 | 23242242 | 64054013 | 2.755928 | 0.688982 | 0.327848 | 0.356606 | 0.643394 | 30000 | 0.3 | 0.7 | 36124443 | 95559028 | 2.645259 | 0.661315 | 0.313942 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 9300 | 13179155 | 32437906 | 2.46128 | 0.61532 | 0.286702 | 20700 | 22969084 | 63223753 | 2.752555 | 0.688139 | 0.327409 | 0.364586 | 0.635414 | 30000 | 0.31 | 0.69 | 36148239 | 95661659 | 2.64636 | 0.66159 | 0.313605 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |
| 9600 | 13472117 | 33366573 | 2.476687 | 0.619172 | 0.287713 | 20400 | 22691843 | 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 | 12 | Female-M | 18 | 65 | 28 | 4 |
| 9900 | 13739584 | 34268319 | 2.494107 | 0.623527 | 0.288897 | 20100 | 22412959 | 61551460 | 2.746242 | 0.686561 | 0.326556 | 0.380045 | 0.619955 | 30000 | 0.33 | 0.67 | 36152542 | 95819779 | 2.65042 | 0.662605 | 0.313088 | MX | 12 | Female-M | 18 | 65 | 28 | 4 |