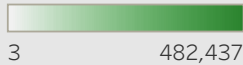


Assessment-Data Analyst-Renee Cosmetics Pvt. Ltd.

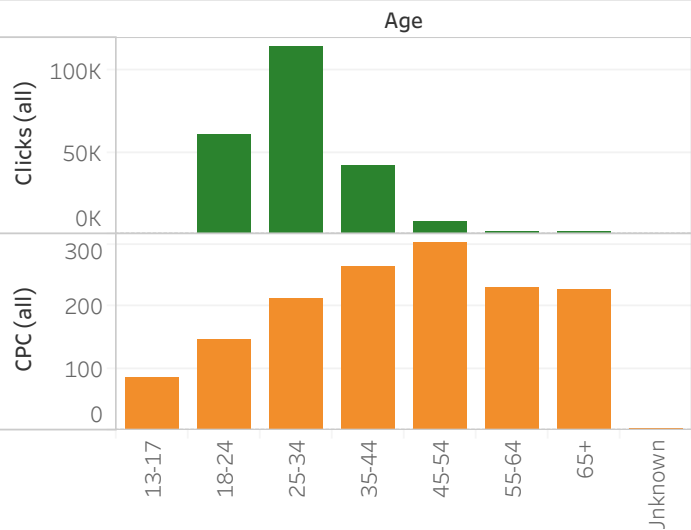
Spend list monthly base

Campaign name	Reporting ends		
	January	February	March
CBO-FAB FACE-COMBO-NEW CAMPAIGN- Lumos		33,288	
CBO-LIP GLOSS COMBO Conversions-Lumos-20K		43,127	
CHECK MATTE Conversion-Lumos	37,685		3,478
Fab 10 Combo - Coverions-2.O- Lumos			38,980
FAB 10/FAB 0 Conversion- Lumos	6		
FAB 10/FAB 3 Conversion- Lumos	85		
FAB 10/FAB 6 Conversion- Lumos	94		
FAB FACE COMBO Conversion-Lumos	66,886	1,634	
FAB FACE COMBO-DCO-Lumos		4,116	
FAB FACE Nude-NEW CAMPAIGN- Lumos			1,277
FAB FACE-COMBO-NEW CAMPAIGN- Lumos(RULE)	229,167	88,822	72,073
Jan-21 Re	2,480		
LIP GLOSS COMBO Conversions-Lumos	216,556	482,437	18,662
LIP GLOSS COMBO- DCO- Lumos		79,206	7,140
Lip Gloss Conversions-2.O- Lumos			4,985
Lip Gloss Conversions-3.O- Lumos			3
LIP GLOSS-Conversion-Lumos	70,068	432,194	98,285

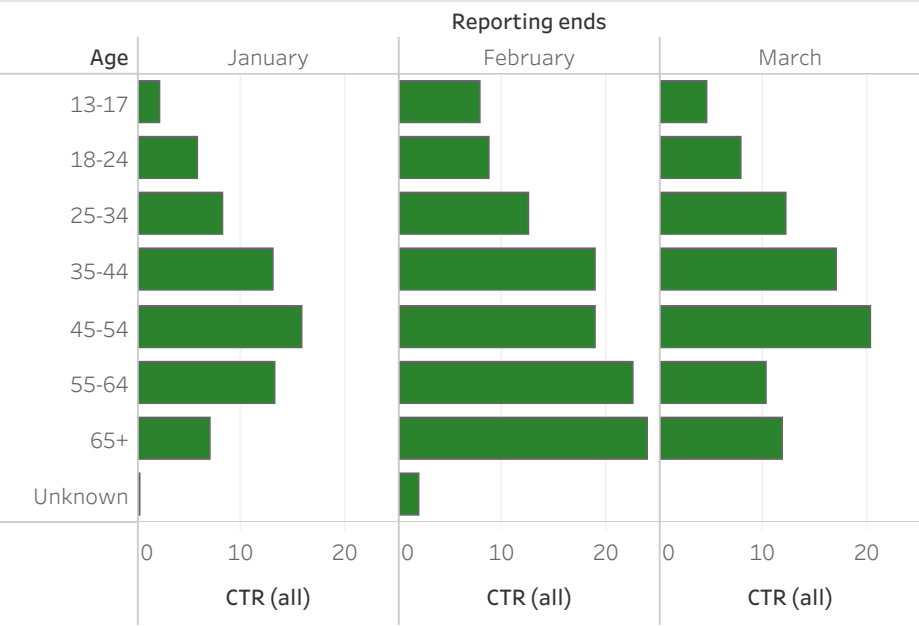
Amount spent (INR)



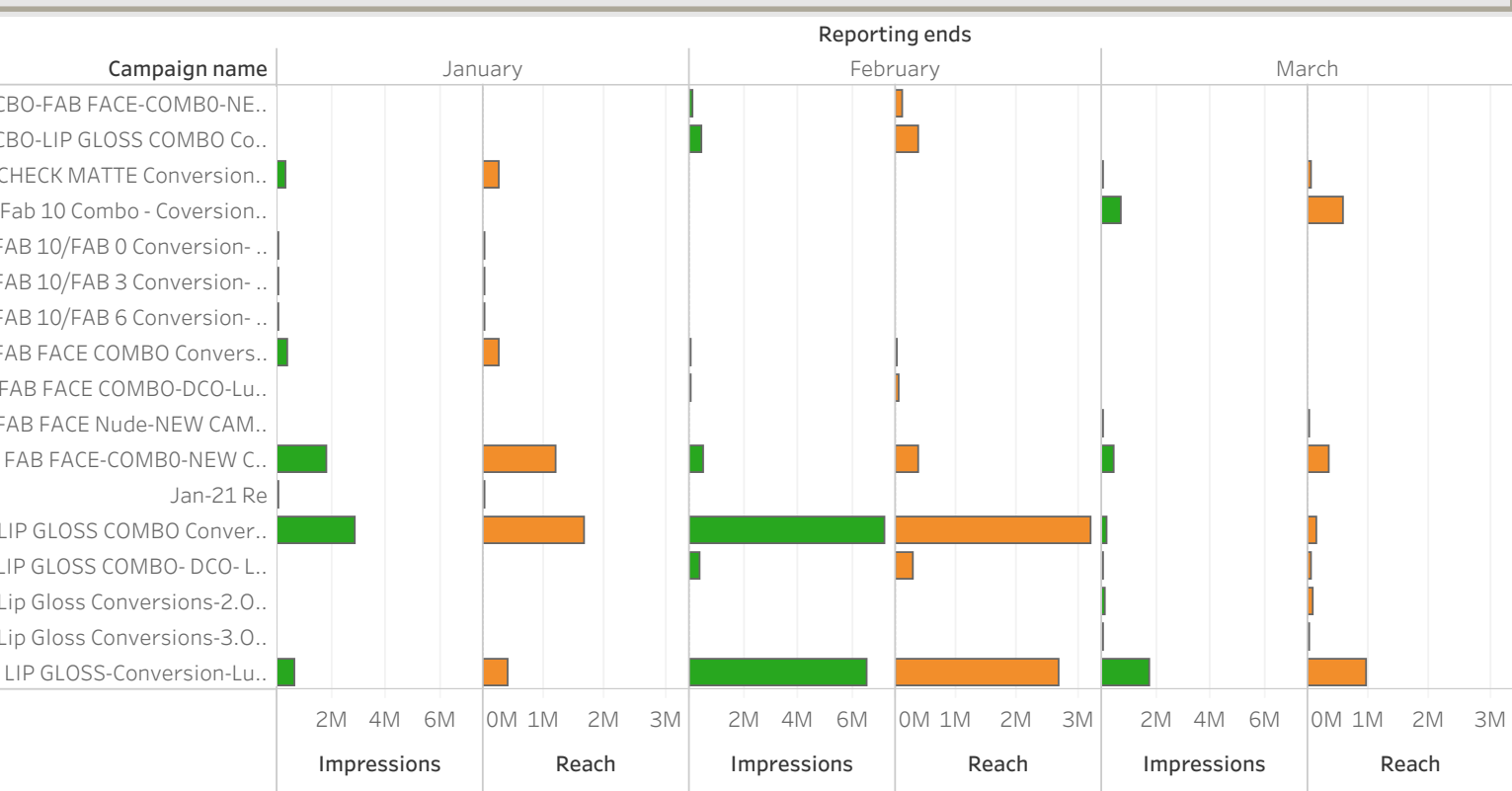
Age Vs clicks and average cost



Monthly CTR Vs age



Impression vs Reach



Monthly ad played and seen by age catogory

