Jan Campaign Report

Campaign Reach

LIP GLOSS COMBO Conversions-Lumos	FAB FACE-COMB0-NEW CAMPAIGN- Lumos(RULE)	CHECK MATTE
		FAB FACE COMBO
	LIP GLOSS-Conversion-Lumos	
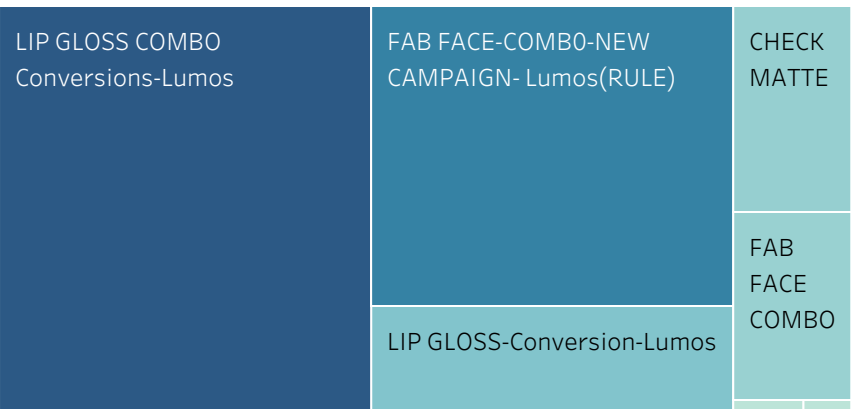
Amount Spent Per Campaign

Campaign name

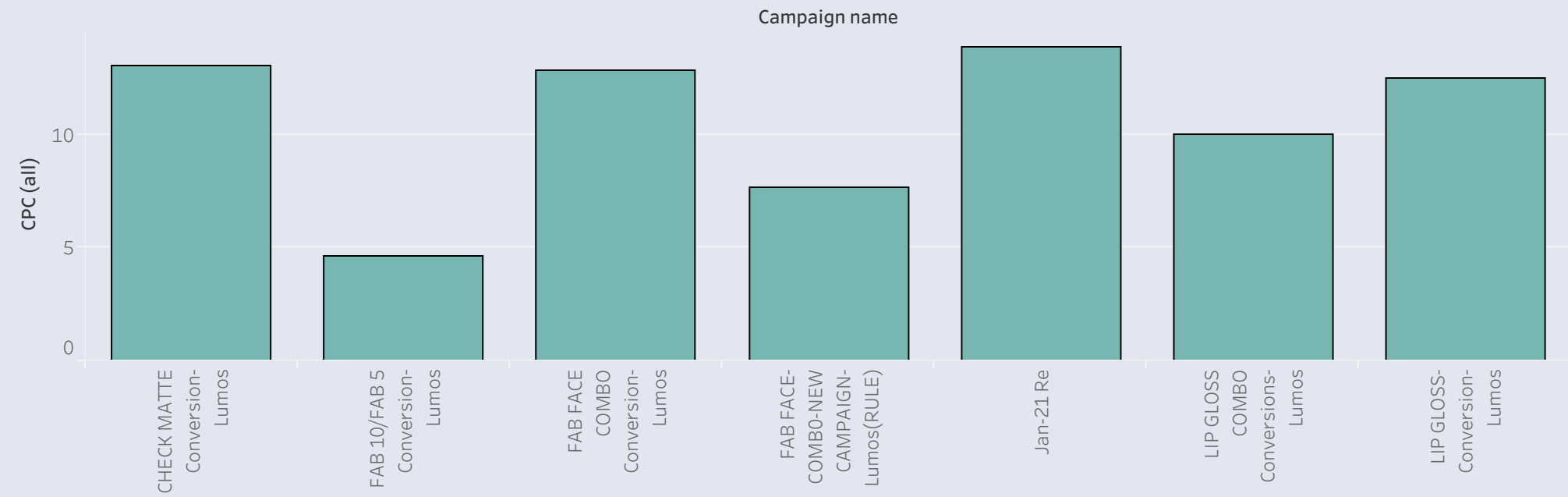| | Amount spent (INR) |
FAB 10/FAB 5 Conversion- ..	
Jan-21 Re	
CHECK MATTE Conversion..	
FAB FACE COMBO Convers..	
LIP GLOSS-Conversion-Lu..	
LIP GLOSS COMBO Conver..	
FAB FACE-COMB0-NEW C..	

0K   50K   100K   150K   200K
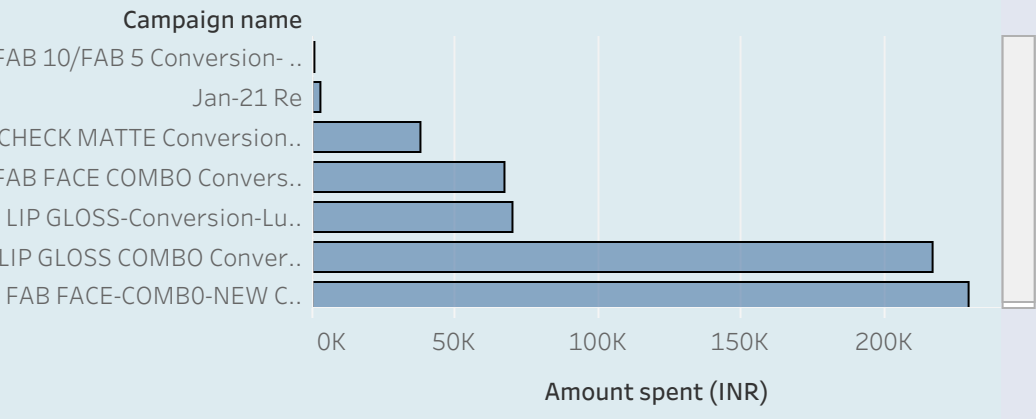
Amount spent (INR)

Impression, Reach & Clicks as per campaign

Campaign name

Value (0M, 1M, 2M, 3M)

CHECK MATTE Conversion-Lumos | FAB 10/FAB 5 Conversion- Lumos | FAB FACE COMBO Conversion-Lumos | FAB FACE-COMB0-NEW CAMPAIGN- Lumos(R.. | Jan-21 Re | LIP GLOSS COMBO Conversions-Lumos | LIP GLOSS-Conversion-Lumos

Clicks (all) | Impressions | Reach (repeated for each campaign)
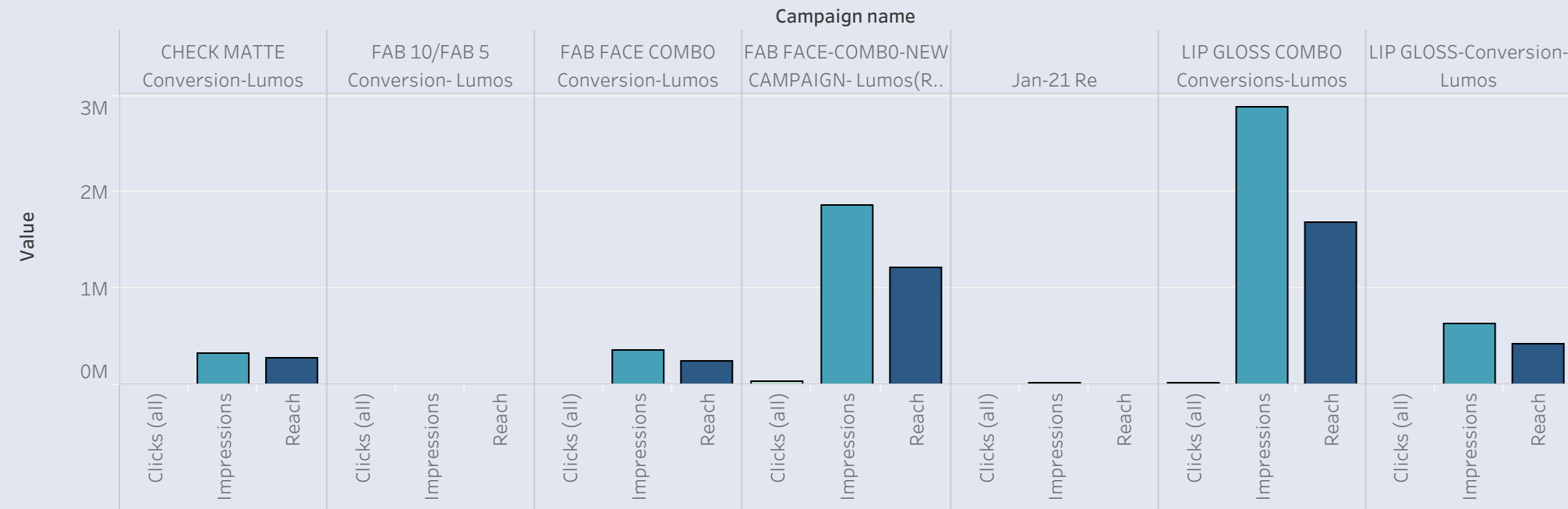
Campaign per CPC

Campaign name

CPC (all) (0, 5, 10)

CHECK MATTE Conversion-Lumos | FAB 10/FAB 5 Conversion-Lumos | FAB FACE COMBO Conversion-Lumos | FAB FACE-COMB0-NEW CAMPAIGN-Lumos(RULE) | Jan-21 Re | LIP GLOSS COMBO Conversions-Lumos | LIP GLOSS-Conversion-Lumos

Campaign Per CTR

Campaign name

CTR (all) (0.0, 0.5, 1.0, 1.5, 2.0)

CHECK MATTE Conversion-L.. | FAB 10/FAB 5 Conversion- .. | FAB FACE COMBO .. | FAB FACE-COMB0-NE.. | Jan-21 Re | LIP GLOSS COMBO .. | LIP GLOSS-Conversio..

Amount spent on Campaign as per Age group
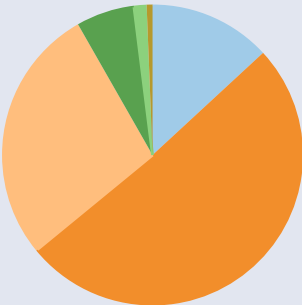
Campaign Cost Per 1000 people reach