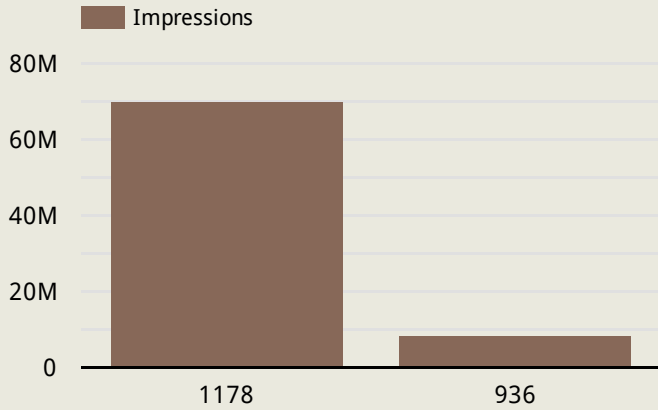
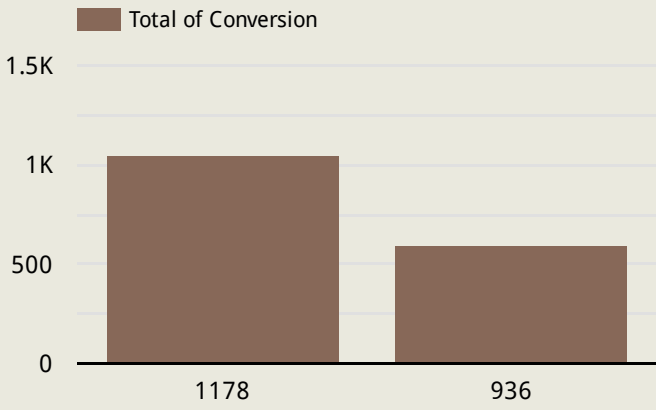
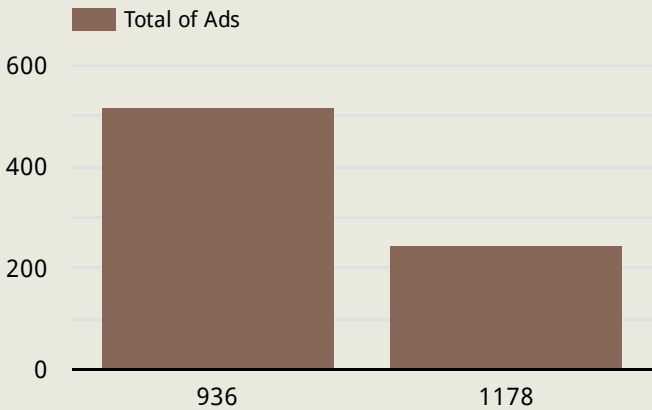
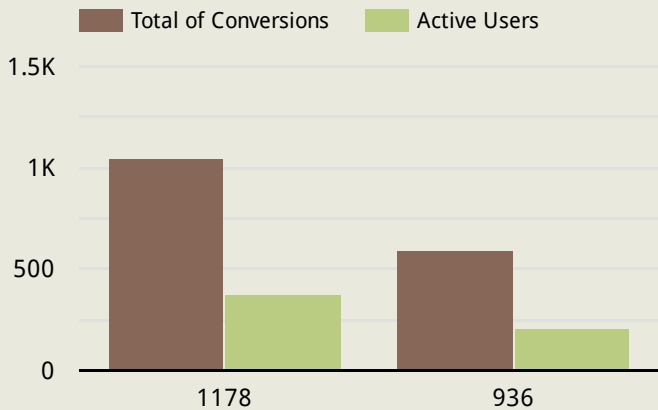
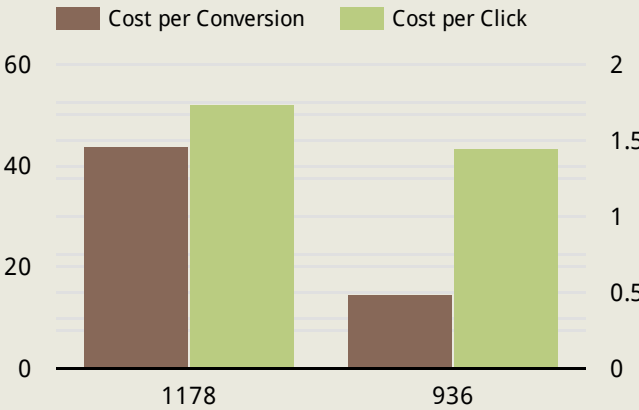


Campaign ID	Total of Ads	Impressions ▾	Total Clicks	Total Spent	Total Conversion	Active Customer
1178	243	69,902,476	9,577	16,577.16	1,050	378
936	518	8,611,112	2,097	3,043.08	595	207
Grand total	761	78,513,588	11,674	19,620.24	1,645	585

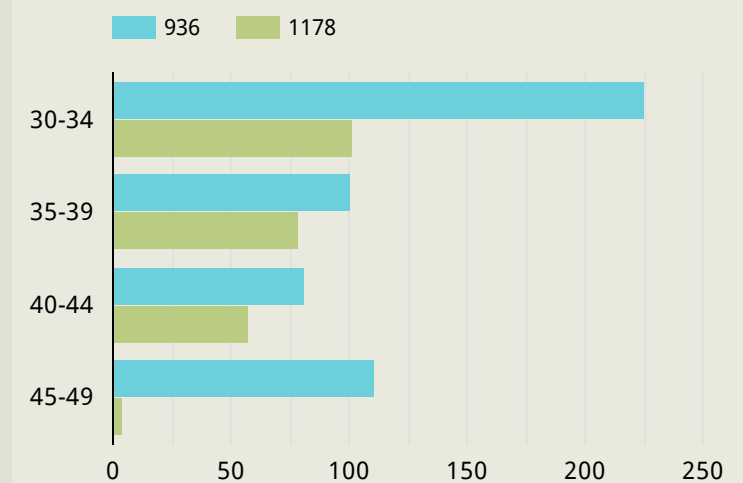
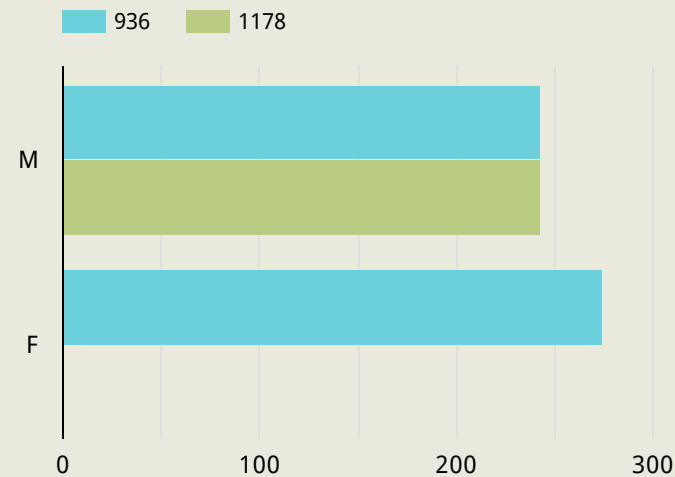
- Campaign 936 cost 18% of campaign 1178 , yet it reached 56% of the results performed by campaign 1178;

- Campaign 936 focused on distributing its resources in more individuals ads, resulting in twice as much ads than campaign 1178



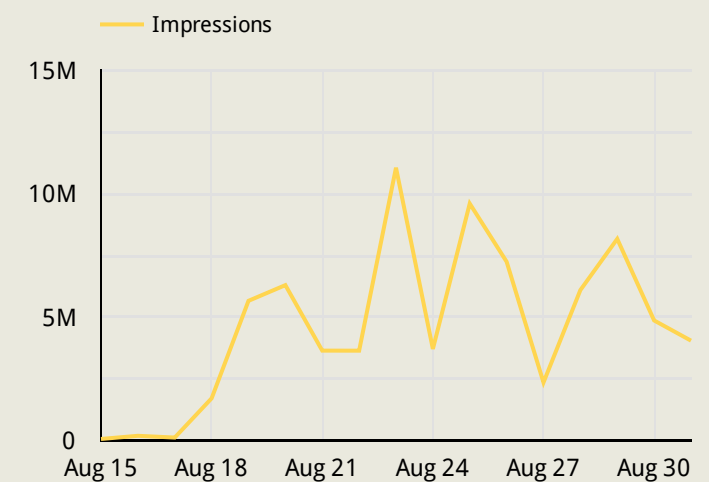
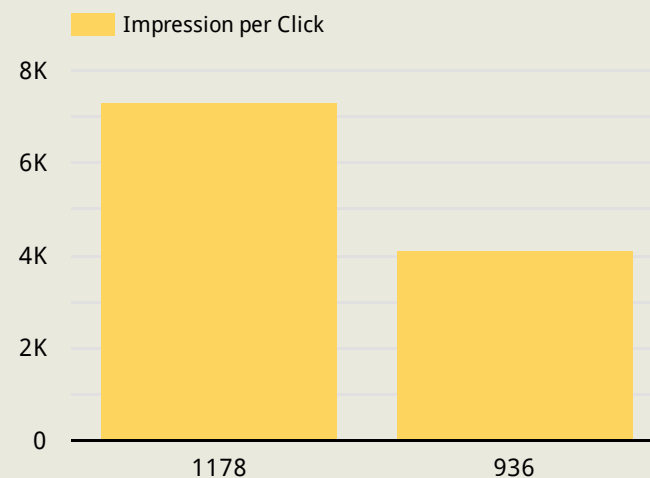
### Campaign Reach:

- Campaign 936 was design to reach males and females, while campaign 1178 was only designed to reach males
- Campaign 936 focused mostly on consumers between 30-34 years old but also bet on consumers above 45, while campaign 1178 had a more even reach, but left out most consumers above 44.



### Campaigns:

- Average 5.5k impressions per click
- Impressions peak was at Aug, 23rd.



In general, active users are:

- Mostly singles
- They are between 30-34
- With a high school level of education
- They are males

