



DIGITAL MARKETING PORTOFOLIO IVOSIGHTS

AJRUN AZHIM FAWWAS

Experienced in digital marketing, expert in strategy, creative content, and data-driven campaigns to increase brand awareness, engagement, and conversions.



Driving **Growth**, One Digital **Strategy** at a Time

Hello, Im Ajrun Azhim Fawwas

8th semester student at Budi Luhur University, Bachelor of Business Management Study Program. Master basic knowledge of Business Management. Have Digital Marketing skills like Social Media Marketing, Copywriting, Brand Strategy, Brand Analysis, Paid Advertising, Search Engine Optimization, Graphic Design, and have basic Office Software skills such as Microsoft Word, Microsoft Excel, and Microsoft Power Point. Have an interest in a career as a Marketing Specialist Staff or Digital Marketing Specialist



Ajrun Azhim Fawwas



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<https://ajrun-porto.vercel.app/>

COMPETENCE

PERFORMANCE MARKETING

Skilled in planning, executing, and optimizing digital marketing campaigns across multiple platforms to achieve conversion goals.

Skill Set

- Campaign Strategy & Optimization
- SEM & Social Media Ads Management
- CPR & CPA Monitoring and Optimization
- UTM Link Creation & Management

Tools



SEARCH ENGINE OPTIMIZATION (SEO)

Proficient in monitoring and enhancing search engine rankings through targeted strategies and analysis.

Skill Set

- SEO Keyword Ranking Monitoring
- On-Page & Off-Page Optimization
- Performance Reporting & Insights
- Strategic SEO Decision-Making

Tools



DATA ANALYTICS & REPORTING

Expert in translating performance metrics into actionable insights for informed strategic decisions.

Skill Set


- Monthly Campaign Summary Reporting
- Ad Performance Monitoring
- Data-Driven Strategy Development
- Visual Data Representation

Tools



EDUCATION

 **MySkill**
Bootcamp Full Stack Digital Marketing
September - November 2023

 **Budi Luhur University**
Bachelor of Business | GPA 3.68
2021 - 2025

CERTIFICATION

 **MySkill**
E-Learning Search Engine Optimization

 **MySkill**
Digital Marketing Full-Stack

 **MySkill**
Final Project Mentoring

 **MySkill**
E-Learning Tiktok Ads

WORK EXPERIENCED

PT TRINITY LAND
(August 2023 - September 2023)

MANAGEMENT INTERN

PT JAGAD TANI SELARAS
(March 2024 – May 2024)

MARKETING BUSINESS INTERN

PT IVONESIA SOLUSI DATA (IVOSIGHTS)
(September 2024 - Desember 2024)

DIGITAL MARKETING INTERN



01 IVOSIGHTS

September 2024 - Desember 2024

Ivosights is a technology-based company that is here to provide end to end solution services in managing and increasing customer satisfaction, as well as winning information competition through digital technology. This company helps clients in managing customer interactions automatically,

JOB DESCRIPTION

As a Digital Marketing Specialist at Ivosights, responsible for designing, implementing and optimizing digital campaigns for Sociomile, WABA, Ripple10 and BPO via SEM and Instagram, with a focus on conversion and budget efficiency. Duties include SEO monitoring analysis, CPR and CPA costs, managing daily tracking, compiling monthly reports, managing UTM links, as well as analyzing strategy development based on campaign and SEO performance.

TOOLS & SKILLS



ADS PLACEMENT

Platform: Facebook Ads

Periode: 9 September - 31 Desember 2024

Project Description: Manage Boost Post Sociomile Instagram

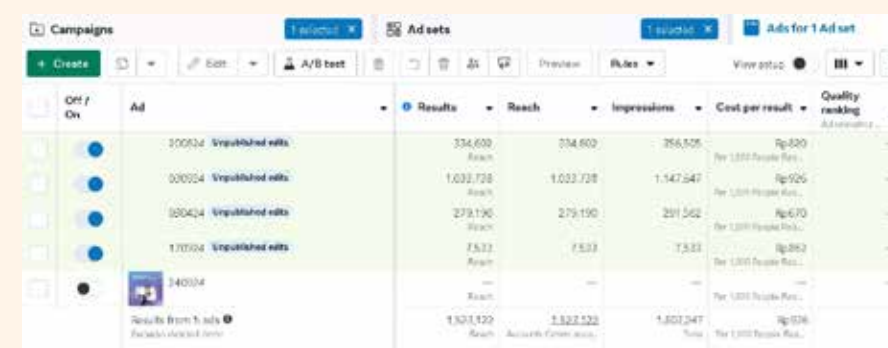
Objective: Increase Reach (reach) and Impressions (impressions) to increase brand awareness of Sociomile products.

Scope of Work:

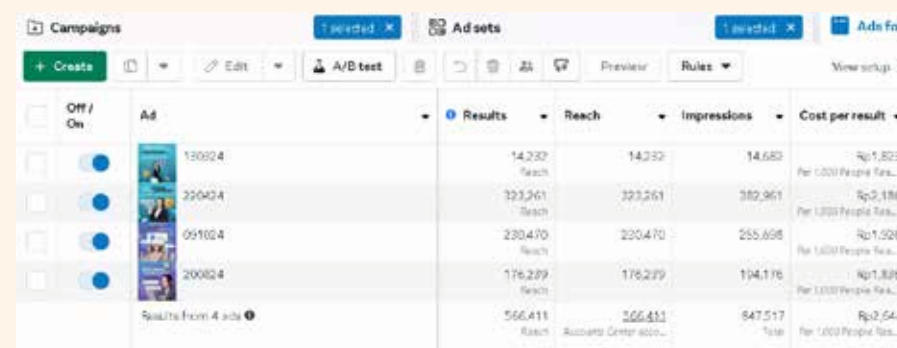
- Choose visual content (images or motion graphic) for Sociomile promotions.
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of boost posts during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (reach, impressions, and cost per result).

Results:

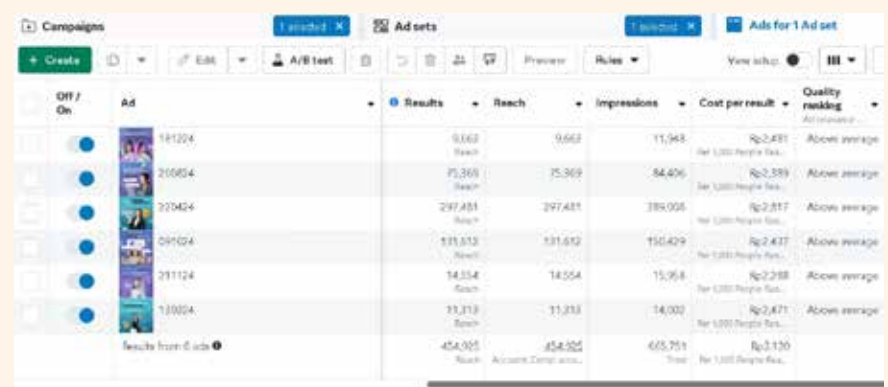
- Total Reach during the 4 month period (September 2024 - Desember 2024): around 4,549,925 people
- Total Impressions: 6,519,393 views.
- Average Cost per Result: Around Rp 2,648 per 1,000 people achieved.



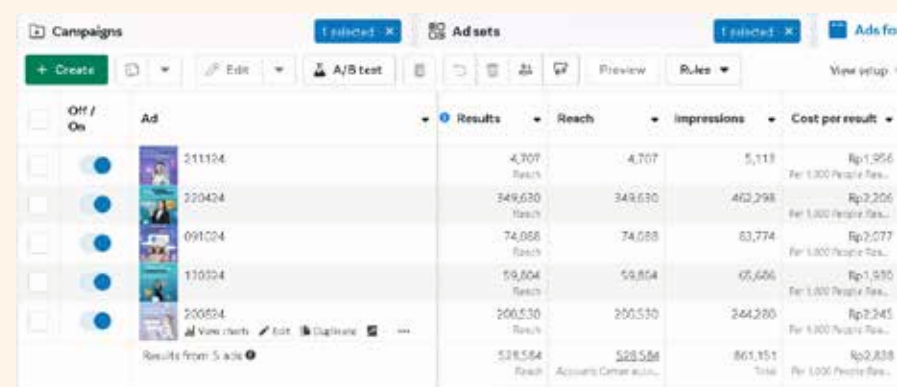
Ad	Results	Reach	Impressions	Cost per result	Quality ranking
000004 Unpublished edit		334,630	334,630	Rp200	
000004 Unpublished edit		1,023,728	1,023,728	1,147,347	Rp225
000424 Unpublished edit		279,190	279,190	291,542	Rp170
110004 Unpublished edit		7,533	7,533	7,533	
140004					
Results from 5 ads		1,635,070	1,635,070	1,602,247	



Ad	Results	Reach	Impressions	Cost per result
180004		14,207	14,207	14,653
200404		323,341	323,341	382,961
091004		230,470	230,470	255,608
200004		176,239	176,239	194,776
Results from 4 ads		544,057	544,057	647,517



Ad	Results	Reach	Impressions	Cost per result	Quality ranking
181004		6,662	6,662	11,945	Rp2,491
210004		75,363	75,363	64,406	Rp2,389
200404		297,454	297,454	289,955	Rp2,817
091004		131,632	131,632	115,429	Rp2,437
211004		14,354	14,354	15,958	Rp2,388
130004		11,313	11,313	14,302	Rp2,471
Results from 6 ads		454,925	454,925	405,751	



Ad	Results	Reach	Impressions	Cost per result
211104		4,707	4,707	5,113
200404		349,630	349,630	402,298
091004		74,058	74,058	83,774
110004		15,804	15,804	17,606
200004		200,530	200,530	244,285
Results from 5 ads		526,554	526,554	661,151

ADS PLACEMENT

Platform: Facebook Ads

Periode: 9 September - 31 Desember 2024

Project Description: Manage Boost Post Ivowaba Instagram

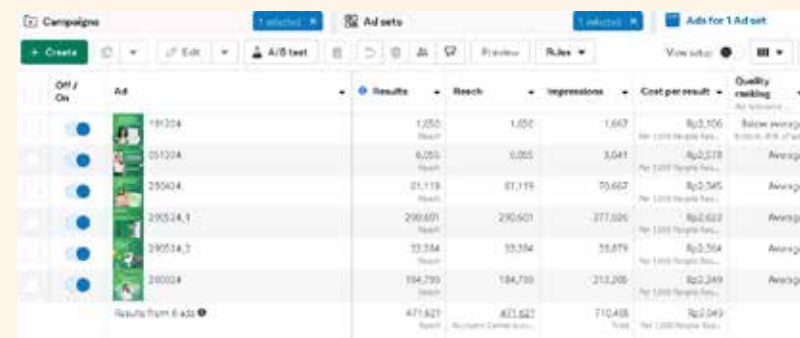
Objective: Increase Reach (reach) and Impressions (impressions) to increase brand awareness of Ivowaba products.

Scope of Work:

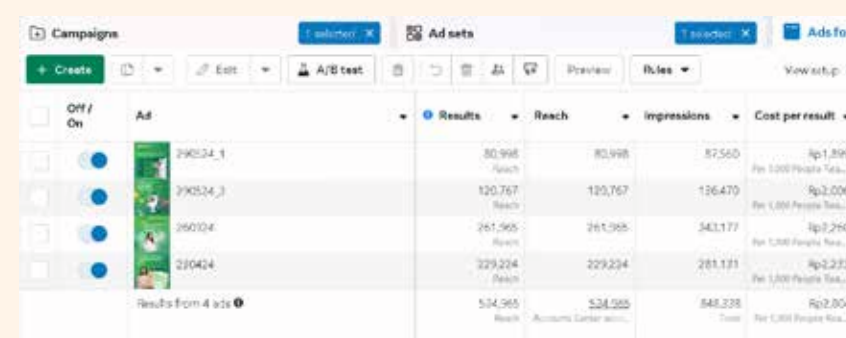
- Choose visual content (images or motion graphic) for Ivowaba promotions.
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of boost posts during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (reach, impressions, and cost per result).

Results:

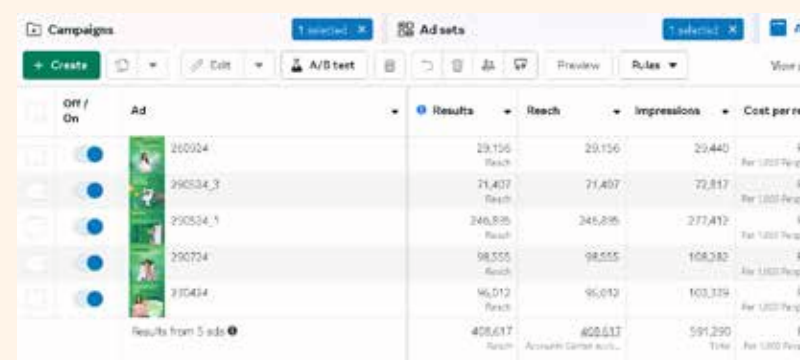
- Total Reach during the 4 month period (September 2024 - Desember 2024): around 2,268,072 people
- Total Impressions: 3,056,967 views.
- Average Cost per Result: Around Rp 2,576 per 1,000 people achieved.



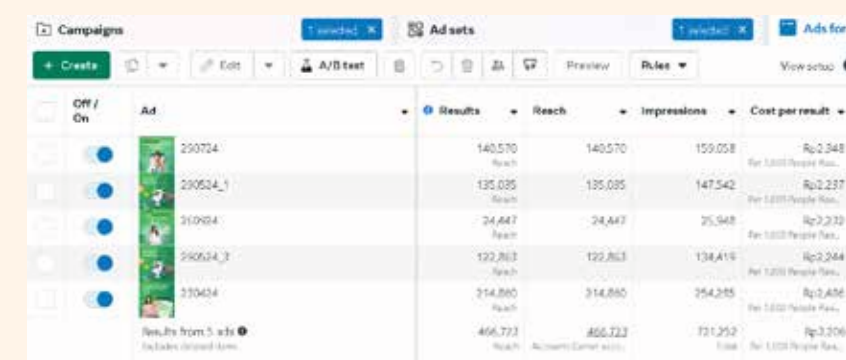
Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking
	290324	1,050	1,050	1,050	Rp2,100	Below average
	290324	6,055	6,055	3,041	Rp2,278	Average
	290324	21,118	21,118	29,627	Rp2,345	Average
	290324,1	290,629	290,629	277,086	Rp2,622	Average
	290324,3	13,534	13,534	15,879	Rp2,354	Average
	290324	194,799	194,799	213,205	Rp2,349	Average
	Results from 6 ads	471,621	471,621	510,488	Rp2,343	



Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking
	290324,1	30,948	30,948	37,560	Rp1,399	
	290324,3	120,767	120,767	126,470	Rp2,006	
	290324	261,965	261,965	343,177	Rp2,290	
	290324	229,224	229,224	281,131	Rp2,232	
	Results from 4 ads	534,905	534,905	688,238	Rp2,004	



Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking
	290324	23,156	23,156	21,440	Rp2,230	
	290324,3	71,407	71,407	77,817	Rp2,280	
	290324,1	246,806	246,806	277,470	Rp2,178	
	290324	98,555	98,555	108,382	Rp2,402	
	290324	95,012	95,012	103,379	Rp2,196	
	Results from 5 ads	405,037	405,037	591,290	Rp2,371	



Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking
	290324	140,570	140,570	155,058	Rp2,348	
	290324,1	135,035	135,035	147,542	Rp2,237	
	290324	24,447	24,447	25,948	Rp2,330	
	290324,3	122,813	122,813	134,419	Rp2,244	
	290324	314,880	314,880	354,385	Rp2,456	
	Results from 5 ads	456,723	456,723	591,252	Rp2,376	

ADS PLACEMENT

Platform: Facebook Ads
Periode: 9 September - 31 Desember 2024

Campaigns						Ad sets						Ads for 1 Ad set					
+ Create						+ Create						+ Create					
A/B test						A/B test						A/B test					
Preview						Preview						Preview					
Rules						Rules						Rules					
View setup						View setup						View setup					
Off / On	Ad	Results	Reach	Impressions	Cost per result	Off / On	Ad	Results	Reach	Impressions	Cost per result	Off / On	Ad	Results	Reach	Impressions	Cost per result
	04/12/24	5,150	5,150	5,150	Rp1,305		130998	54,227	54,227	45,325	Rp2,047		201024	543	543	854	Rp1,571
	28/10/24	2,553	2,553	3,111	Rp2,528		200904	71,944	71,944	77,993	Rp2,050		241024	7,466	1,496	1,478	Rp1,557
	08/10/24	25,043	25,043	31,407	Rp2,226		081024	147,519	147,519	164,389	Rp1,896		221024	2,558	2,356	2,375	Rp1,600
	24/10/24	8,441	8,441	9,507	Rp2,305		281024	52,418	52,418	57,637	Rp2,341		161024	7,248	7,248	7,540	Rp1,477
	18/09/24	5,389	5,389	5,941	Rp2,283		101024	15,951	15,951	15,779	Rp2,268		101024	4,955	4,955	5,079	Rp1,474
	10/10/24	1,747	1,747	1,934	Rp2,729		161024	226,201	226,201	277,797	Rp2,502		081024	5,422	5,422	5,759	Rp1,532
	10/09/24	45,048	45,048	52,765	Rp2,177		241024	59,483	59,483	55,918	Rp2,131		180924	13,620	13,620	14,284	Rp1,249
	16/10/24	227,158	227,032	424,891	Rp2,813		021024	69,998	69,998	66,889	Rp2,127		200924	7,679	7,679	7,882	Rp1,554
	Results from 9 ads	392,579	392,529	543,433	Rp2,782		Results from 5 ads	295,063	295,063	347,590	Rp2,285		Results from 8 ads	39,879	22,832	45,392	Rp1,578

Project Description: Manage Boost Post Ripple10 Instagram
Objective: Increase Reach (reach) and Impressions (impressions) to increase brand awareness of Ripple10 products.

Scope of Work:

- Choose visual content (images or motion graphic) for Ripple10 promotions.
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of boost posts during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (reach, impressions, and cost per result).

Result:

- Total Reach during the 4 month period (September 2024 - Desember 2024): around 1,222,609 people
- Total Impressions: 1,710,222 views.
- Average Cost per Result: Around Rp2.420 per 1,000 people achieved.

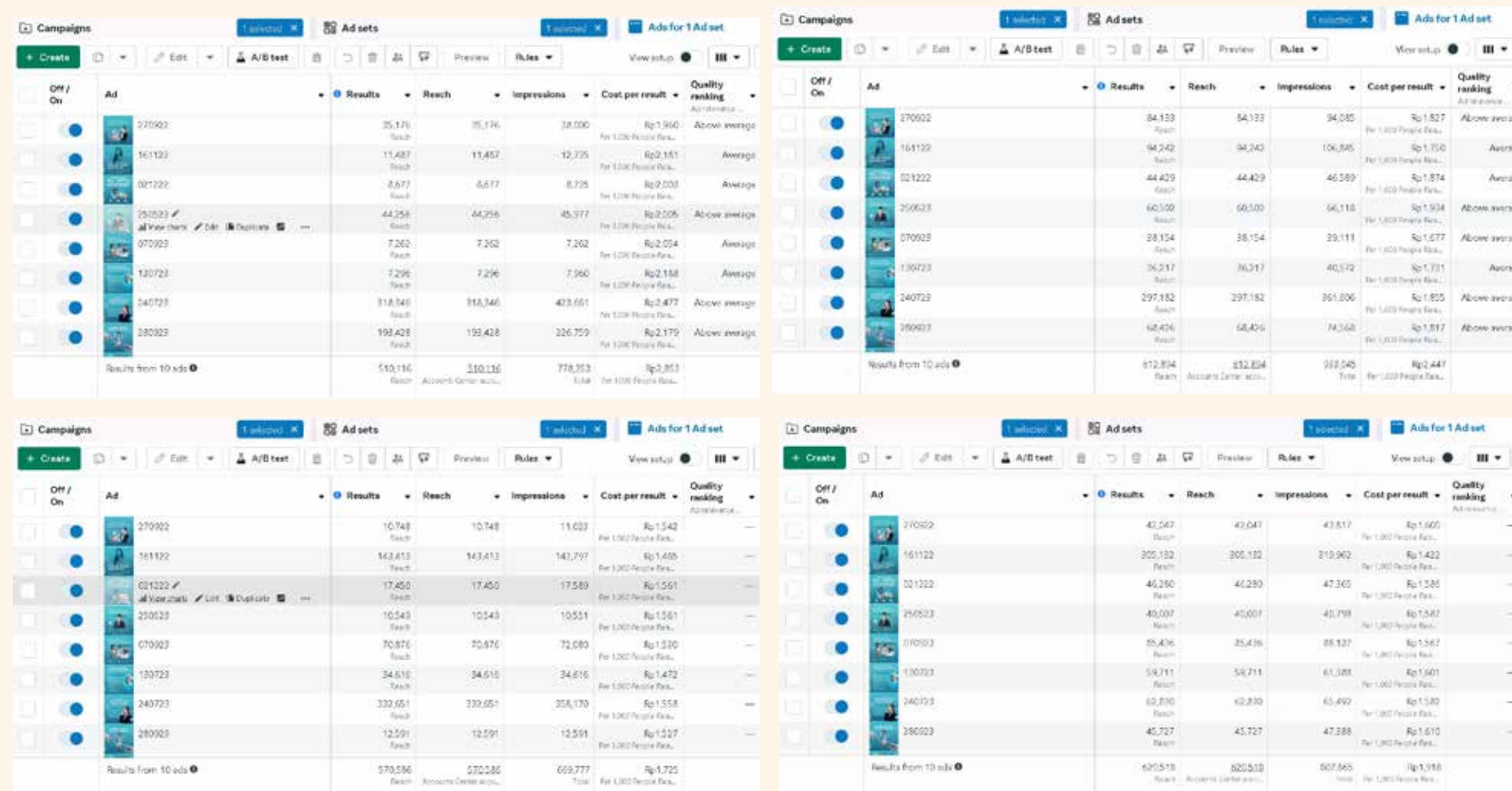
ADS PLACEMENT

Platform: Facebook Ads

Periode: 9 September - 31 Desember 2024

Project Description: Manage Boost Post BPO Instagram

Objective: Increase Reach (reach) and Impressions (impressions) to increase brand awareness of BPO products.



The image displays four screenshots of the Facebook Ads Manager interface, showing campaign performance data. Each screenshot shows a table with columns for Ad, Results, Reach, Impressions, Cost per result, and Quality ranking. The data is organized into rows for different ad sets, with a summary row at the bottom for each set. The screenshots show various metrics such as Reach, Impressions, and Cost per result, along with a 'Quality ranking' column. The data is presented in a clear, tabular format, allowing for easy comparison of performance across different ad sets and campaigns.

Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking
	270902	35,176	35,176	38,090	Rp 1,360	Above average
	161122	11,487	11,487	12,775	Rp2,161	Average
	021222	8,817	8,817	8,778	Rp2,200	Average
	051023	44,256	44,256	45,377	Rp2,006	Above average
	070923	7,262	7,262	7,262	Rp2,224	Average
	130723	7,296	7,296	7,960	Rp2,188	Average
	240723	118,346	118,346	403,661	Rp2,477	Above average
	280923	193,428	193,428	226,759	Rp2,179	Above average
	Results from 10 ads	513,116	513,116	778,353	Rp3,853	

Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking
	270902	84,133	84,133	94,085	Rp 1,527	Above average
	161122	94,242	94,242	106,385	Rp 1,750	Average
	021222	44,429	44,429	46,589	Rp 1,874	Average
	050923	60,000	60,000	64,118	Rp 1,934	Above average
	070923	28,154	28,154	29,111	Rp 1,677	Above average
	130723	36,217	36,217	40,572	Rp 1,771	Average
	240723	297,182	297,182	361,806	Rp 1,805	Above average
	280923	68,456	68,456	74,548	Rp 1,817	Above average
	Results from 10 ads	872,854	872,854	913,045	Rp2,447	

Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking
	270902	10,748	10,748	11,023	Rp 1,342	Above average
	161122	143,413	143,413	143,797	Rp 1,485	
	021222	17,400	17,400	17,589	Rp 1,551	
	050923	10,543	10,543	10,551	Rp 1,361	
	070923	70,876	70,876	72,080	Rp 1,330	
	130723	34,616	34,616	34,616	Rp 1,472	
	240723	332,051	332,051	358,170	Rp 1,558	
	280923	12,591	12,591	12,591	Rp 1,227	
	Results from 10 ads	570,586	570,586	609,777	Rp 1,722	

Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking
	270902	42,567	42,567	43,817	Rp 1,600	
	161122	302,132	302,132	319,962	Rp 1,422	
	021222	46,280	46,280	47,303	Rp 1,586	
	050923	40,007	40,007	40,798	Rp 1,567	
	070923	85,436	85,436	88,537	Rp 1,567	
	130723	58,741	58,741	61,388	Rp 1,601	
	240723	62,830	62,830	65,490	Rp 1,580	
	280923	45,727	45,727	47,888	Rp 1,615	
	Results from 10 ads	437,518	437,518	460,568	Rp 1,518	

Results:

- Total Reach during the 4 month period (September 2024 - Desember 2024): around 2,314,114 people
- Total Impressions: 3,213,040 views.
- Average Cost per Result: Around Rp2.236 per 1,000 people achieved.

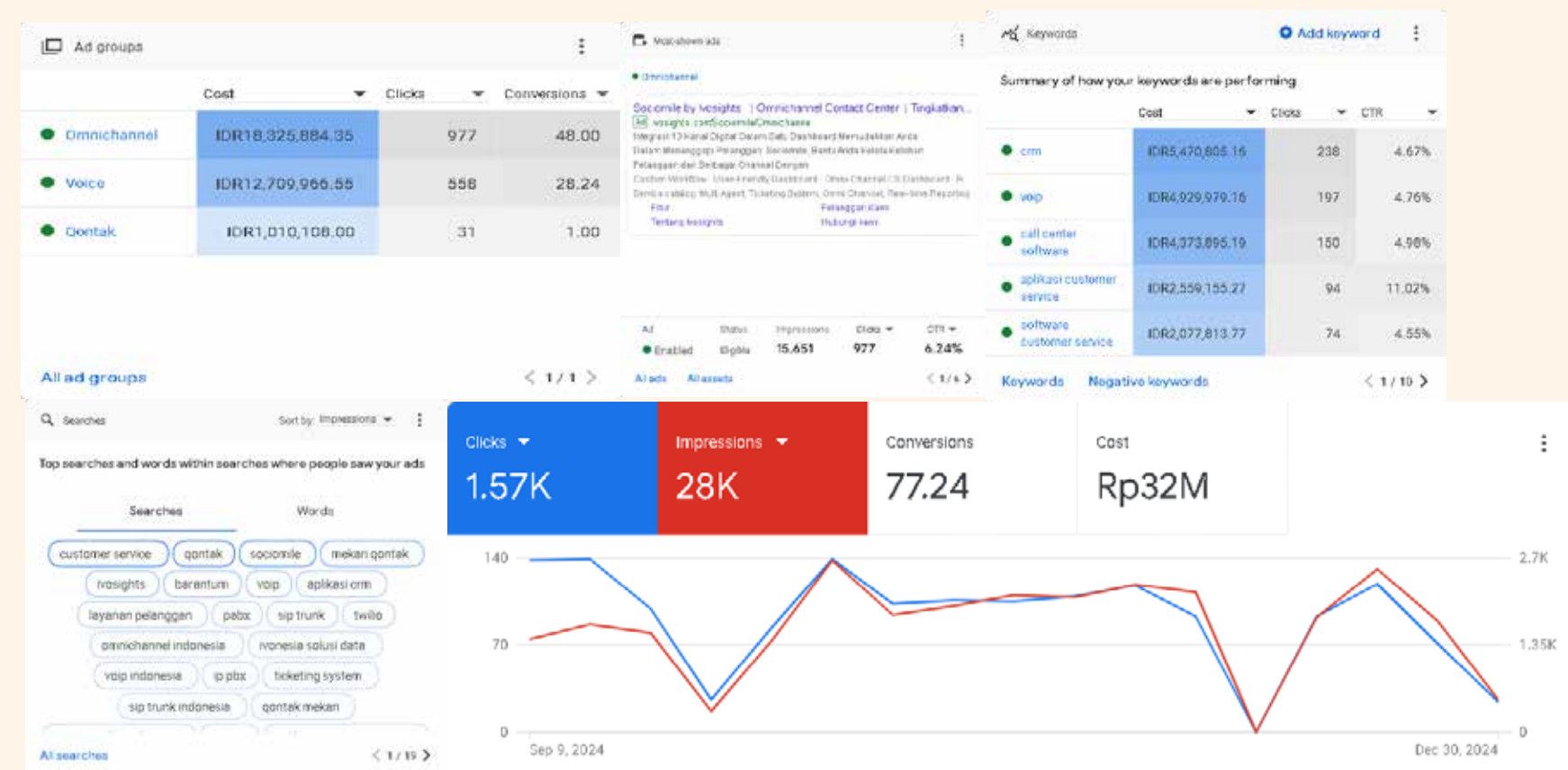
Scope of Work:

- Choose visual content (images or motion graphic) for BPO promotions.
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of boost posts during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (reach, impressions, and cost per result).

ADS PLACEMENT

Platform: Google ads

Periode: 9 September - 31 Desember 2024



Project Description: Manage SEM Sociomile Conversion

Objective: Increase Reach (conversions) and Impressions (impressions) to increase Sociomile product brand leads.

Scope of Work:

- Create google ads campaign structure
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of SEM Conversion during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (Conversion, impressions, and cost per result).

Results:

- Total Conversions during the 4month period (September 2024 – Desember 2024): around 74 Conversions
- Total Impressions: 21,800 views.
- Total Cost: Rp 32.000.000

ADS PLACEMENT

Platform: Google ads

Periode: 9 September - 31 Desember 2024

Project Description: Manage SEM Waba Conversion

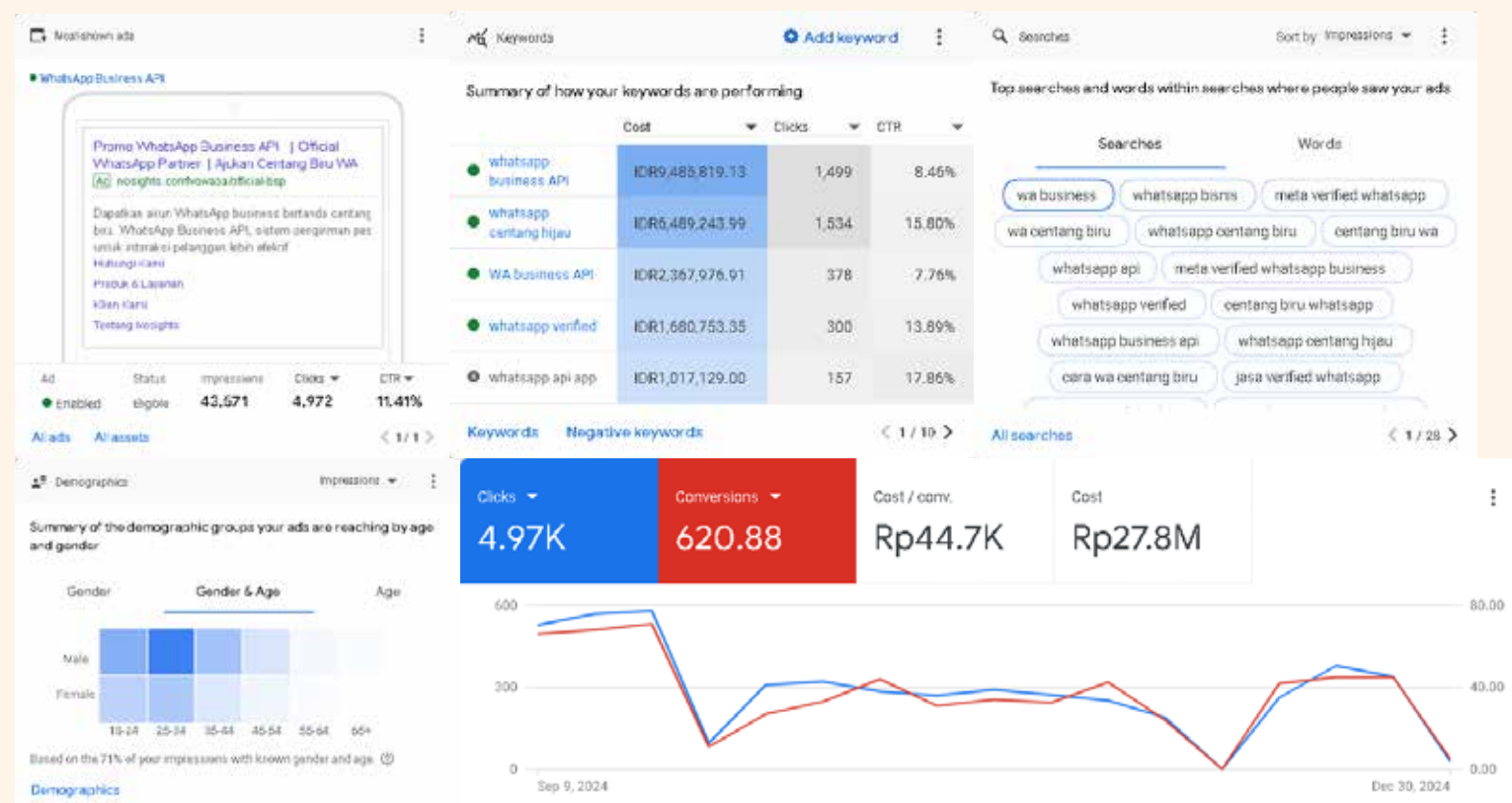
Objective: Increase Reach (conversions) and Impressions (impressions) to increase Waba product brand leads.

Scope of Work:

- Create google ads campaign structure
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of SEM Conversion during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (Conversion, impressions, and cost per result).

Results:

- Total Conversions during the 4month period (September 2024 – Desember 2024): around 628 Conversions
- Total Cost: Rp 27.800.000
- Total Cost per Result: Around Rp 44,700



ADS PLACEMENT

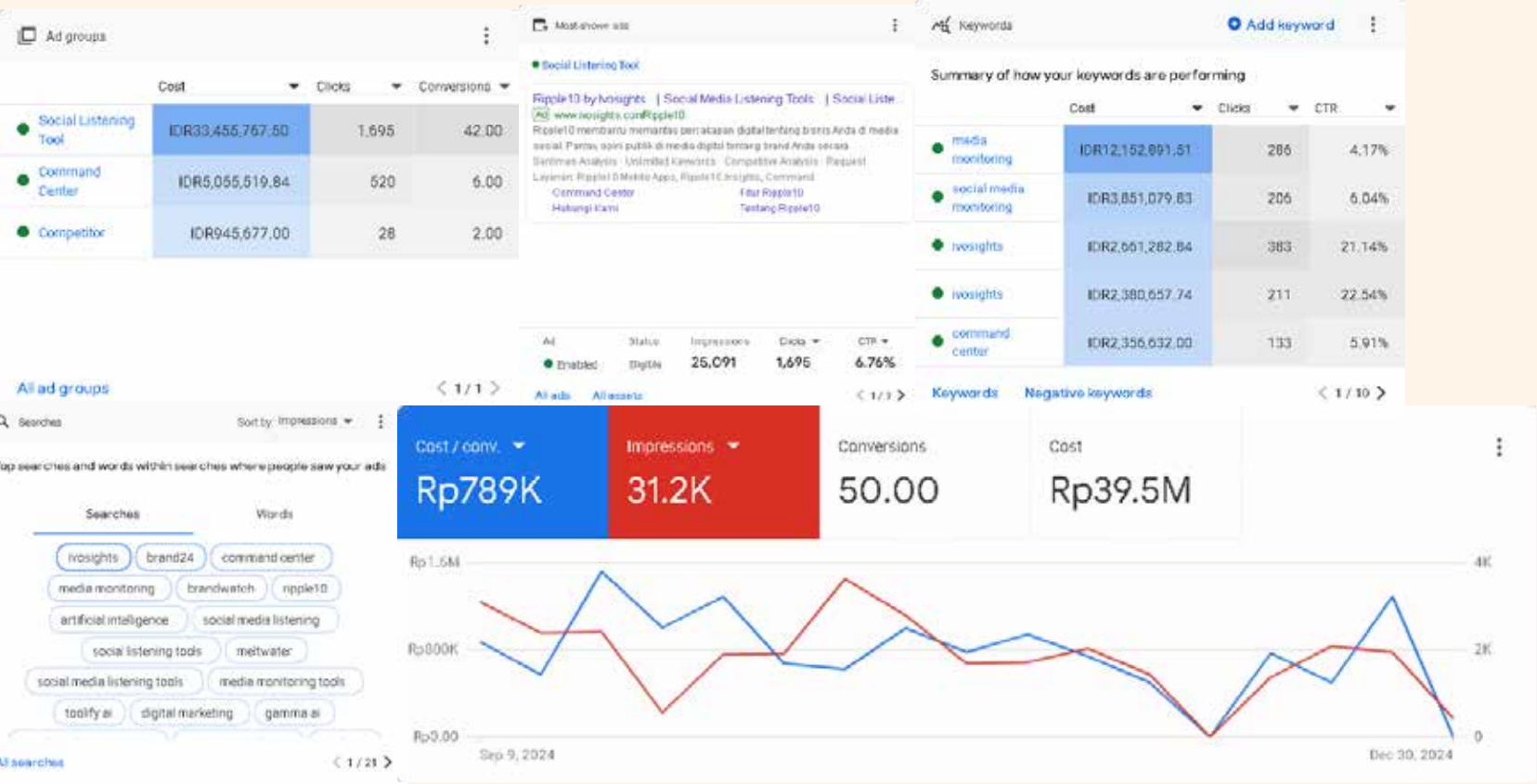
Platform: Google ads
Periode: 9 September - 31 Desember 2024

Project Description: Manage SEM Ripple10 Conversion

Objective: Increase Reach (conversions) and Impressions (impressions) to increase Ripple10 product brand leads.

Scope of Work:

- Create google ads campaign structure
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of SEM Conversion during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (Conversion, impressions, and cost per result).



Results:

- Total Conversions during the 4month period (September 2024 – Desember 2024): around 50 Conversions
- Total Impressions: 31,200 views.
- Total Cost per Result: Around Rp 789,000

ADS PLACEMENT

Platform: Google ads

Periode: 9 September - 31 Desember 2024

Project Description: Manage SEM BPO Conversion

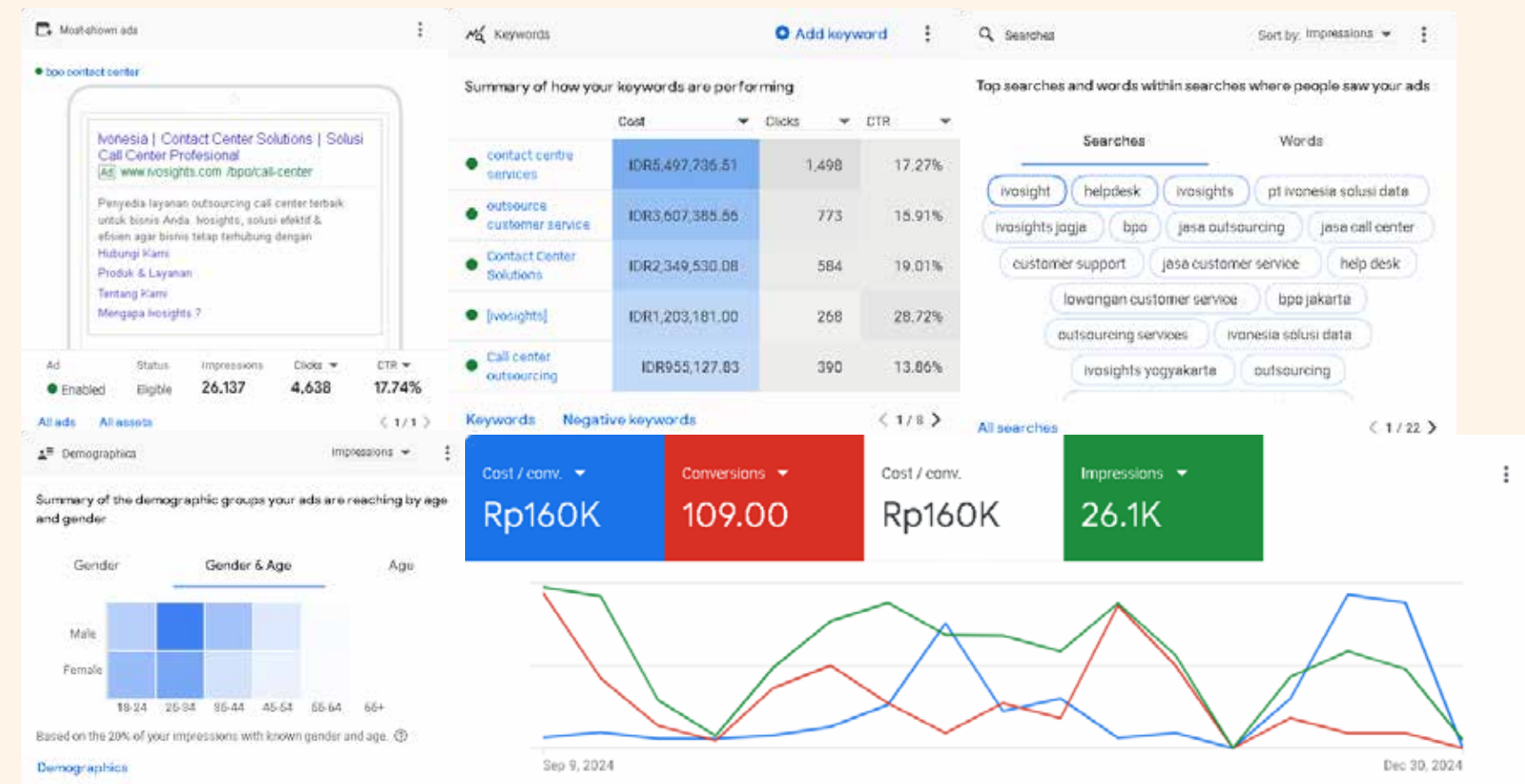
Objective: Increase Reach (conversions) and Impressions (impressions) to increase BPO product brand leads.

Scope of Work:

- Create google ads campaign structure
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of SEM Conversion during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (Conversion, impressions, and cost per result).

Results:

- Total Conversions during the 4month period (September 2024 – Desember 2024): around 109 Conversions
- Total Impressions: 26,100 views.
- Total Cost per Result: Around Rp 160.000



PLAN DIGITAL MARKETING

Platform: Google Spreadsheet

Periode: 1 Desember - 31 Desember 2024

[illegible]

Project Description: Create a digital marketing plan

Objective: Carry out a digital marketing plan to get the final results in terms of performance, cost per result, and budgeting in accordance with the targeted plan.

Scope of Work: : Create a plan for run digital marketing, and make slight changes to the Ripple10 product for objective awareness targeting digital and PR agency throughout jabodetabek

Platform: Google Spreadsheet
Periode: 9 September - 31 Desember 2024

		Region																															
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
diamond	DIA	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W	Part X	Part Y	Part Z	Part AA	Part AB	Part AC	Part AD	Part AE
		Value	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
		Weight	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g
gold	GOLD	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W	Part X	Part Y	Part Z	Part AA	Part AB	Part AC	Part AD	Part AE
		Value	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
		Weight	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g
silver	SILVER	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W	Part X	Part Y	Part Z	Part AA	Part AB	Part AC	Part AD	Part AE
		Value	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
		Weight	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g
copper	COPPER	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W	Part X	Part Y	Part Z	Part AA	Part AB	Part AC	Part AD	Part AE
		Value	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
		Weight	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g
brass	BRASS	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W	Part X	Part Y	Part Z	Part AA	Part AB	Part AC	Part AD	Part AE
		Value	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
		Weight	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g
aluminum	ALUMINUM	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W	Part X	Part Y	Part Z	Part AA	Part AB	Part AC	Part AD	Part AE
		Value	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
		Weight	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g
steel	STEEL	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W	Part X	Part Y	Part Z	Part AA	Part AB	Part AC	Part AD	Part AE
		Value	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
		Weight	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g
titanium	TITANIUM	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W	Part X	Part Y	Part Z	Part AA	Part AB	Part AC	Part AD	Part AE
		Value	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
		Weight	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g
invar	INVAR	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W	Part X	Part Y	Part Z	Part AA	Part AB	Part AC	Part AD	Part AE
		Value	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
		Weight	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g
monel	MONEL	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W	Part X	Part Y	Part Z	Part AA	Part AB	Part AC	Part AD	Part AE
		Value	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
		Weight	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g	1.00g
constantan	CONSTANTAN	Material	FR-1	FR-2	FR-3	FR-4	FR-5	FR-6	FR-7	FR-8	FR-9	FR-10	FR-11	FR-12	FR-13	FR-14	FR-15	FR-16	FR-17	FR-18	FR-19	FR-20	FR-21	FR-22	FR-23	FR-24	FR-25	FR-26	FR-27	FR-28	FR-29	FR-30	FR-31
		Part	Part A	Part B	Part C	Part D	Part E	Part F	Part G	Part H	Part I	Part J	Part K	Part L	Part M	Part N	Part O	Part P	Part Q	Part R	Part S	Part T	Part U	Part V	Part W								

Objective: to monitor the advertisements being run so that they run well and in accordance with the plans that have been made.

Scope of Work: : Manage and monitor advertising for target awareness and SEM on all Ivosights products

Category	Metric	Region A										Region B										Region C										Region D									
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
Category X	Value 1	10.5	11.2	12.0	13.5	14.0	15.0	16.0	17.0	18.0	19.0	20.0	21.0	22.0	23.0	24.0	25.0	26.0	27.0	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0	36.0	37.0	38.0	39.0	40.0	41.0	42.0	43.0	44.0	45.0	46.0	47.0	48.0	
	Value 2	11.0	11.8	12.5	14.0	14.5	15.5	16.5	17.5	18.5	19.5	20.5	21.5	22.5	23.5	24.5	25.5	26.5	27.5	28.5	29.5	30.5	31.5	32.5	33.5	34.5	35.5	36.5	37.5	38.5	39.5	40.5	41.5	42.5	43.5	44.5	45.5	46.5	47.5	48.5	
	Value 3	12.0	12.5	13.0	14.0	14.5	15.0	15.5	16.0	16.5	17.0	17.5	18.0	18.5	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0		
	Value 4	13.0	13.5	14.0	14.5	15.0	15.5	16.0	16.5	17.0	17.5	18.0	18.5	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0			
	Value 5	14.0	14.5	15.0	15.5	16.0	16.5	17.0	17.5	18.0	18.5	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0			
Category Y	Value 1	15.0	15.5	16.0	16.5	17.0	17.5	18.0	18.5	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0			
	Value 2	16.0	16.5	17.0	17.5	18.0	18.5	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0			
	Value 3	17.0	17.5	18.0	18.5	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0			
	Value 4	18.0	18.5	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0			
	Value 5	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0			
Category Z	Value 1	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0			
	Value 2	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0			
	Value 3	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0			
	Value 4	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0			
	Value 5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0			
Category AA	Value 1	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0			
	Value 2	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0			
	Value 3	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0			
	Value 4	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0			
	Value 5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0			
Category BB	Value 1	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0			
	Value 2	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0			
	Value 3	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0			
	Value 4	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0			
	Value 5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0			
Category CC	Value 1	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0	52.5	53.0			
	Value 2	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0	52.5	53.0	53.5	54.0			
	Value 3	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0	52.5	53.0	53.5	54.0	54.5	55.0			
	Value 4	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0	52.5	53.0	53.5	54.0	54.5	55.0	55.5	56.0			
	Value 5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0	52.5	53.0	53.5	54.0	54.5	55.0	55.5	56.0	56.5	57.0			
Category DD	Value 1	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0	52.5	53.0	53.5	54.0	54.5	55.0	55.5	56.0	56.5	57.0	57.5	58.0			
	Value 2	41.0	41.5	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0	52.5	53.0	53.5	54.0	54.5	55.0	55.5	56.0	56.5	57.0	57.5	58.0	58.5	59.0			
	Value 3	42.0	42.5	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0	52.5	53.0	53.5	54.0	54.5	55.0	55.5	56.0	56.5	57.0	57.5	58.0	58.5	59.0	59.5	60.0			
	Value 4	43.0	43.5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0	52.5	53.0	53.5	54.0	54.5	55.0	55.5	56.0	56.5	57.0	57.5	58.0	58.5	59.0	59.5	60.0	60.5	61.0			
	Value 5	44.0	44.5	45.0	45.5	46.0	46.5	47.0	47.5	48.0	48.5	49.0	49.5	50.0	50.5	51.0	51.5	52.0	52.5	53.0																					

GENERAL DAILY TRACKING

Platform: Google Spreadsheet
Periode: 9 September - 31 Desember 2024

Desember 2024																																	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
		Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	
Performance	Impr/Reach	0	0	0	0	0	0	0	0	0	241.888	266.424	243.082	240.164	238.420	263.322	251.266	259.180	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.003.746
	Click																															0	
	Conversion	0	0	0	0	0	0	0	0	1	8	7	13	13	11	10	1	18	9	0	0	0	0	0	0	0	0	0	0	0	0	0	91
	Lead	2	2	0	1	2	3	2	0	4	11	6	13	14	5	8	15	15	13	0	0	0	0	0	0	0	0	0	0	0	0	0	116
	Relevant Lead	2	0	0	1	1	2	2	0	4	11	5	11	11	4	6	14	9	11	0	0	0	0	0	0	0	0	0	0	0	0	0	94
Cost	CPM/CPR	0	0	0	0	0	0	0	0	0	17.700	21.127	24.283	24.398	22.564	21.996	24.152	23.308	0	0	0	0	0	0	0	0	0	0	0	0	0	0	Rp 5.984
	CPC																																
	CPA	0	0	0	0	0	0	0	0	77.916	361.309	1.512.887	1.009.982	1.222.390	745.444	591.290	315.657	816.791	1.412.710	0	0	0	0	0	0	0	0	0	0	0	0	0	Rp 268.879
	CPL	Rp 0	Rp 0	0	Rp 0	Rp 0	Rp 0	Rp 0	0	Rp 15.216	Rp 81.364	Rp 353.374	Rp 151.099	Rp 116.730	Rp 239.752	Rp 183.096	Rp 59.963	Rp 134.468	Rp 102.829	0	0	0	0	0	0	0	0	0	0	0	0	0	Rp 89.868
	CAC	Rp 0	0	0	Rp 0	Rp 0	Rp 0	Rp 0	0	Rp 15.216	Rp 81.364	Rp 424.049	Rp 178.572	Rp 148.566	Rp 299.690	Rp 244.128	Rp 64.246	Rp 224.114	Rp 121.525	0	0	0	0	0	0	0	0	0	0	0	0	0	Rp 120.098
	Total Cost	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 60.863	Rp 894.999	Rp 2.120.243	Rp 1.964.288	Rp 1.634.221	Rp 1.198.761	Rp 1.464.767	Rp 899.443	Rp 2.017.022	Rp 1.336.776	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 13.591.383
SEO	Traffic/User	386	734	837	908	841	808	455	474	883	893	879	882	735	465	437	775	779	674														12.845
	Session	452	852	993	1.054	972	956	519	529	1.060	1.066	1.024	1	846	535	493	922	923	802														13.999
	Conversion	4	3	6	2	3	5	2	2	6	1	2	6	8	1	3	4	2	6														66
Link Google Looker Studio (Visualisasi Performa dari Google Analytics) https://lookerstudio.google.com/u/0/reporting/25d8d87b-c078-472f-a0e2-efce53f43788/page/xJ95C/edit																																	

Project Description: Create and manage general daily tracking on every month

Objective: Increase the effectiveness and efficiency of digital advertising campaigns and Generate relevant traffic to increase conversion opportunities.

Scope of Work: Create daily advertising performance reporting templates (impressions, clicks, leads, conversions), Track advertising costs (CPC, CPL, CPA) and their effectiveness, Present daily data via dashboard (Google Looker Studio) to provide regular SEO performance reports.

ADS SUMMARY

Platform: Google Spreadsheet
Periode: 1 Desember - 31 Desember 2024

Product	Desember						
	Conversion	Reach	Click	CPA	CPR	CPC	Cost
Sociomile	13	1.756.846		Rp 576.662	Rp 2.845,37		Rp 13.641.479
WABA	167	554.472		Rp 83.060	Rp 2.209		Rp 13.499.897
Ripple 10	11	1.670.399		Rp 711.270	Rp 2.092		Rp 11.305.411
BPO	8	1.125.459		Rp 600.108	Rp 2.219		Rp 7.278.021
	199	5.107.176	0	492.775	Rp 2.341	0	45.724.808

SEM	Desember				
	Conversion	Click	CPA	CPC	Cost
Sociomile	13		Rp 576.662		Rp 7.496.600
WABA	126		Rp 64.284		Rp 8.099.725
Ripple 10	11		Rp 711.270		Rp 7.823.973
BPO	8		Rp 600.108		Rp 4.800.867
	158		Rp 488.081		Rp 28.221.165

Meta	Desember				
	Conversion	Reach	CPA	CPR	Cost
Sociomile (Omni & Voice)		406.187		Rp 3.012	Rp 1.223.323
SIP Trunk		394.428		Rp 3.102	Rp 1.223.467
Premium Number		411.324		Rp 2.974	Rp 1.223.366
Sociomile Boost Post		544.907		Rp 2.294	Rp 1.249.834
WABA		554.472		Rp 2.209	Rp 1.224.889
	41		Rp 101.836		Rp 4.175.283
WABA Boost Post		554.472			Rp 1.224.889
Command Center		626.285		Rp 1.961	Rp 1.228.146
Digital & PR Agency		591.047		Rp 2.157	Rp 1.275.092
Ripple10 Boostpost		453.067		Rp 2.159	Rp 978.200
BPO Boost Post		615.080		Rp 2.029	Rp 1.247.879
Unit Layanan Terpadu		510.379		Rp 2.409	Rp 1.229.275
	41	5.661.648	Rp 101.836	Rp 2.431	Rp 17.503.643

MED Bm					
Budget	Rp 58.500.000	CPR	Rp 2.341		
Cost	Rp 44.499.919	CPC			
% Usage	68,12%	CWA	Rp 492.775		
Reach	5.137.176	CPL	Rp 149.933		
Click	0	CAC	Rp 191.455		
Conversion	199				
Lead	178				
Relevant Lead	154				
CR	77,39%				
Cost for Reach Campaign	Rp 11.128.360	26,56%	Rp 50.196.803		
Cost for Click Campaign	-				
Cost for Conversion Campaign	Rp 25.446.354	62,95%	Rp 35.504.803		
Total	Rp 42.774.414				

Project Description: December digital marketing campaign to increase reach, leads, and conversions through Meta, SEM, and products like Sociomile, WABA, Ripple10, and BPO.

Objective: Maximize budget utilization..

Scope of Work: Reporting campaign performance.

Results:

- Budget: Rp 50,500,000; utilization 88.12%.
- Reach: 5,107,176; Conversions: 199; CR: 77.39%.
- CPA: Rp 492,775; CPL: Rp 149,933; CPR: Rp 2,341.
- Best performance: WABA with 167 conversions, CPA Rp 83,060.

IVOSIGHTS MARKETING REPORT

Platform: Google Slides

Periode: 1 November - 30 November 2024

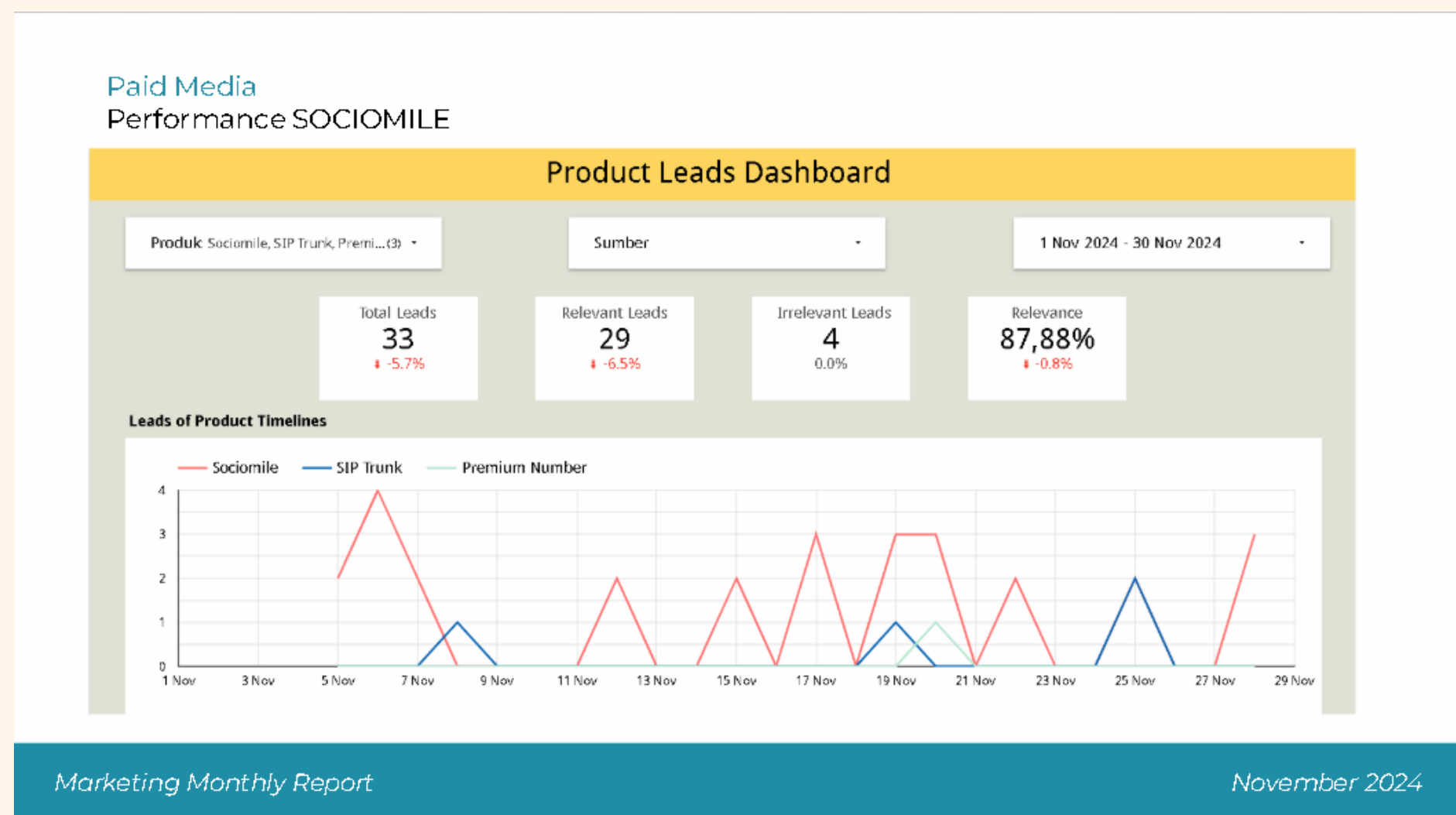
Project Description: Paid Media Performance for Sociomile

Objective: Generate leads for Sociomile products, including SIP Trunk and Premium Number, through paid media campaigns

Scope of Work: Provide detailed monthly performance reports showcasing results and trends

Results:

- Total Leads Generated: 33 (-5.7% compared to the previous month)
- Relevant Leads: 29 (-6.5% compared to the previous month)
- Irrelevant Leads: 4 (0% change)
- Relevance Rate: 87.88% (-0.8%)



IVOSIGHTS MARKETING REPORT

Platform: Google Slides

Periode: 1 November - 30 November 2024

Project Description: Paid Media Performance for Sociomile

Objective: Enhance the visibility and lead generation for Sociomile products, including SIP Trunk, Premium Numbers, and Omni & Voice

Scope of Work: Monitored lead generation, cost-per-result (planned vs. actual), reach, and budget utilization through detailed analytics and created ads summary

Results:

- Total Spend: Rp 14,236,832
- Overall Campaign Achievement: 97.54%
- Achieved 83.25% KPI success rate with 25 leads generated
- Actual cost per lead (Rp 238,244) slightly exceeded planned cost (Rp 232,166)
- Reached over 1,517,000 users across multiple products
- Boost Post campaigns for "All Products" achieved the lowest cost per result of Rp 1,858

Paid Media Performance SOCIOMILE																
Business Unit	Media Type	Product	Segmentation					Performance			Cost Per Result		Budgeting			
			Channel	Status	Description	Targeting	Buying	KPI	Achievement %	Result	Cost Per Result (Plan)	Cost Per Result (Actual)	Cost	Budget usage %	Budget	
Sociomile	Paid Media	Sociomile	Search Engine Marketing	Conversion	- Sistem CS Terintegrasi - Omnichannel - Sociomile Voice (SIP Trunk/Voip) - Sistem CS Lokal - Custom Workflow	Keyword based	CPA	37 Leads	88,25%	25 Leads	Rp 232166	Rp 329474	Rp 8.236841	96,90%	Rp 8.500.000	
	Shared Media	Sociomile (Omni & Voice)	Instagram	Awareness	- Telephony System - Omnichannel	- Contact center BPO Company - Unit Layanan Terpadu (Gov) - Pelayanan Terpadu Satu Pintu (Gov)	Alamat Kantor (+1km)	Cost per 1000 People Reached	517.241 Reaches	109,36%	565.647 Reaches	Rp 2900	Rp 2.652	Rp 1.499.991	100,00%	Rp 1.500.000
		SIP Trunk			SIP Trunk/Voip	500.000 Reaches			110,33%	551.658 Reaches	Rp 3.000	Rp 2.719	Rp 1.500.000	100,00%	Rp 1.500.000	
		Premium Number			Premium Number	535.714 Reaches			107,86%	577.848 Reaches	Rp 2800	Rp 2596	Rp 1.500.000	100,00%	Rp 1.500.000	
		Sociomile (All Products)			Boost Post	Visitor Retargeting & Lookalike			878.735 Reaches	91,89%	807.447 Reaches	Rp 1.707	Rp 1.858	Rp 1.500.000	100,00%	Rp 1.500.000

Summary:

- Biaya yang sudah dihabiskan sebesar Rp14.236.832

- Secara keseluruhan pencapaian campaign bulan November 97,54 %

- Untuk kampanye Instagram, pertimbangkan untuk memperluas strategi Boost Post, yang menunjukkan efisiensi biaya dan performa yang kuat.

- Kampanye **Instagram** memberikan **efisiensi biaya yang lebih baik**, terutama segmen **Boost Post (All Products)**, yang mencapai biaya terendah per 1.000 orang yang dijangkau sebesar **Rp 1.858**, jauh di bawah rencana.

- Paid Media kurang efisien dalam hal CPA, yang mengindikasikan perlunya penyempurnaan strategi kata kunci atau eksplorasi taktik SEM lainnya.

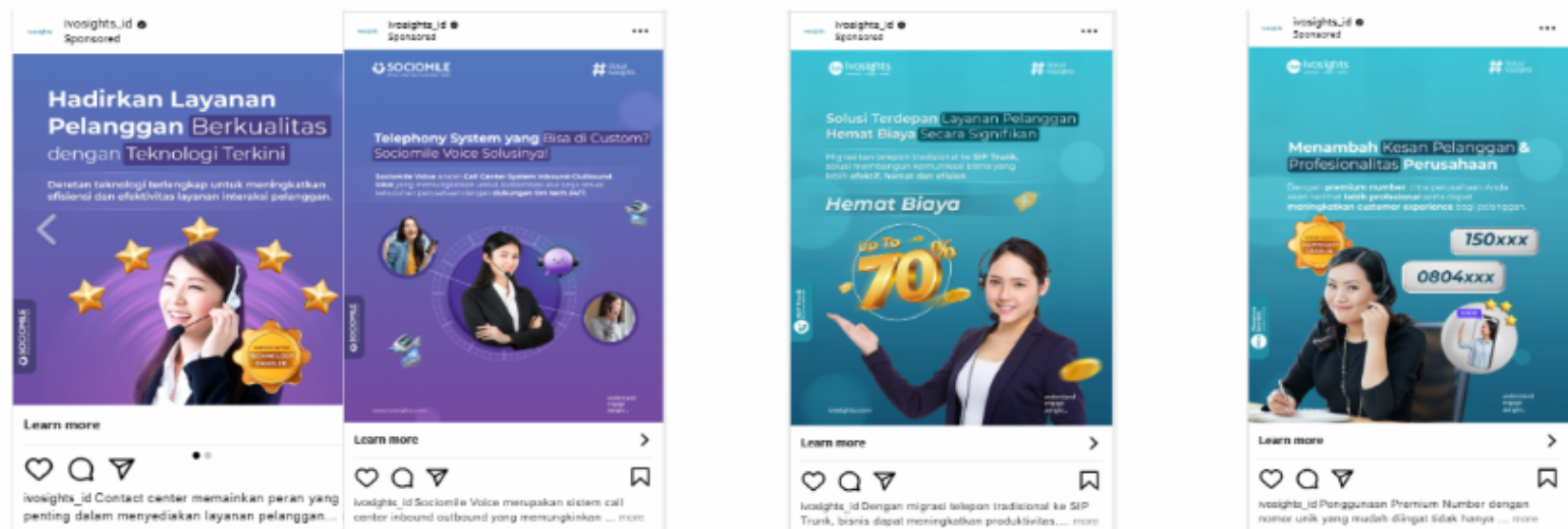
Marketing Monthly Report

November 2024

Ivosights Marketing Report

Platform: Google Spreadsheet
Periode: 1 November - 30 November 2024

Sociomile
Geo Tag Location (radius +1km) Strategy



Product	Segmentation						Performance			Cost Per Result		Budgeting	
	Channel	Status	Description	Targeting	Buying		KPI	Achievement %	Result	Cost Per Result (Plan)	Cost Per Result (Actual)	Cost	Budget usage %
Sociomile (Omni & Voice)	Instagram	Awareness	- Telephony System	- Contact center BPO Company	Alamat Kantor (+1km)	Cost per 1000 People Reached	517.241 Reaches	109,36%	565.647 Reaches	Rp 2.900	Rp 2.652	Rp 1.499.991	100,00%
SIP Trunk			- Omnipannel	- Unit layanan Terpadu (Gov)			500.000 Reaches	110,33%	551.658 Reaches	Rp 3.000	Rp 2.719	Rp 1.500.000	100,00%
Premium Number			- Premium Number	- Pelayanan Terpadu Satu Pintu (Gov)			535.714 Reaches	107,86%	577.848 Reaches	Rp 2.800	Rp 2.580	Rp 1.500.000	100,00%

Marketing Monthly Report

November 2024

Project Description: Sociomile Geo-Tag Location Strategy

Objective: increase brand awareness and engagement for Sociomile's Omni & Voice, SIP Trunk, and Premium Number products by leveraging localized Instagram campaigns with geo-targeting within a 1km radius of relevant business sectors

Scope of Work: Monitored and adjusted campaigns based on reach, cost efficiency, and engagement rates

Results:

- (Sociomile) Reached 565,647 users with a 100.36% KPI achievement
- (Sociomile) Actual cost per result: Rp 2,626 (planned: Rp 2,900)
- (Sip Trunk) Reached 551,658 users with a 110.33% KPI achievement
- (Sip Trunk) Actual cost per result: Rp 2,719 (planned: Rp 3,000)
- (Premium Number) Reached 577,846 users with a 107.86% KPI achievement
- (Premium Number) Actual cost per result: Rp 2,580 (planned: Rp 2,800)

IVOSIGHTS MARKETING REPORT

Platform: Google Slides

Periode: 1 November - 30 November 2024

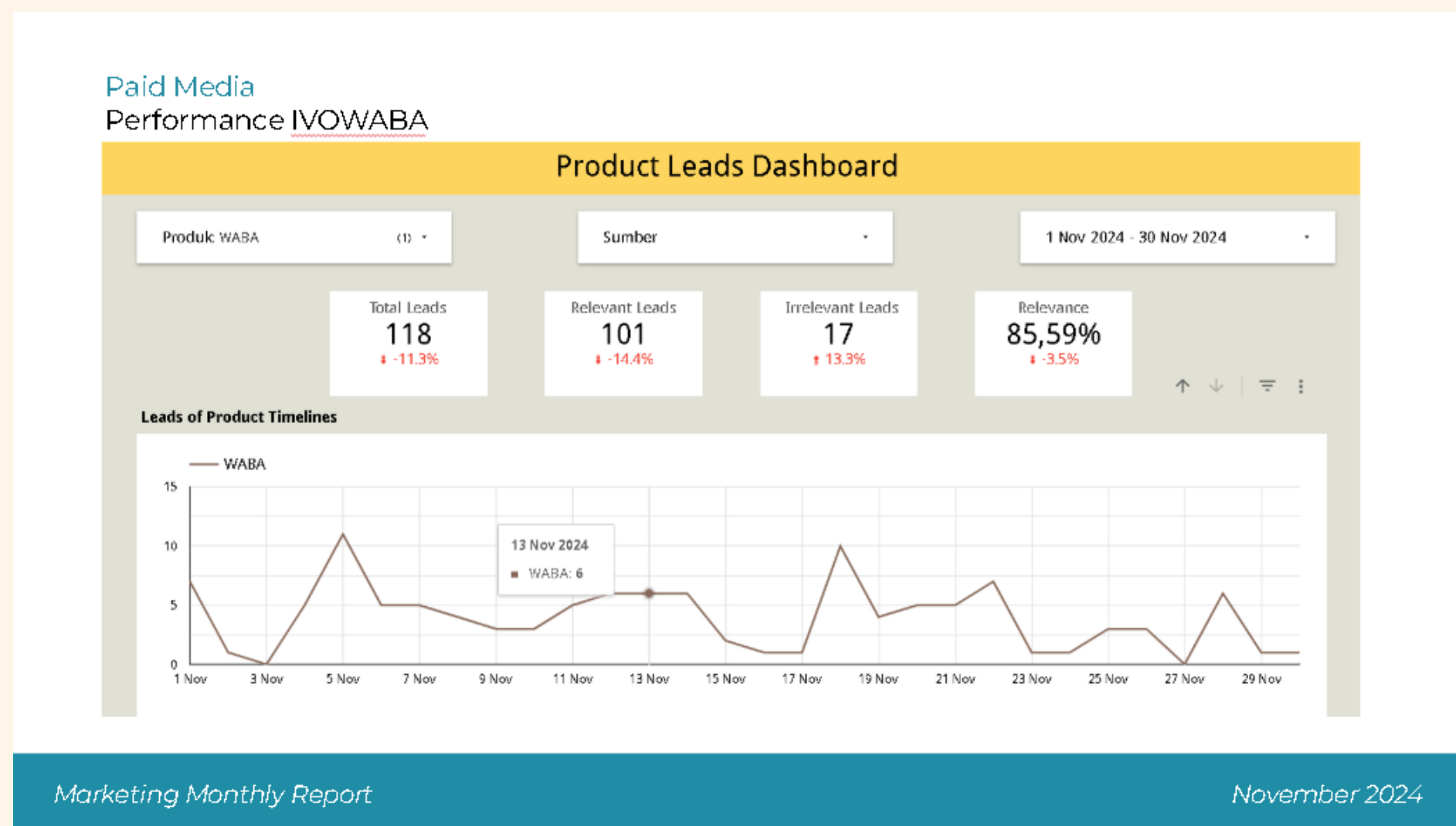
Project Description: Paid Media Performance for Ivowaba

Objective: Generate quality leads for the IVOWABA product through targeted paid media campaigns and enhance lead relevance by optimizing ad targeting and messaging strategies.

Scope of Work: Analyzed daily and cumulative performance to identify trends and areas for improvement

Results:

- Total Leads Generated: 118 (11.3% lower than the previous period).
- Relevant Leads: 101, accounting for 85.59% relevance (slightly below target by 3.5%).
- Irrelevant Leads: 17 (13.3% higher than the previous period).
- Performance Trends: The highest lead generation occurred on November 13, with six leads generated.



IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November 2024

Paid Media
Performance IVOWABA

Business Unit	Media Type	Product	Segmentation						Performance			Cost Per Result		Budgeting		
			Channel	Status	Description	Targeting		Buying	KPI	Achievement %	Result	Cost Per Result (Plan)	Cost Per Result (Actual)	Cost	Budget usage %	Budget
WABA	Paid Media	WABA	Search Engine Marketing	Conversion	-SMS Migration -WhatsApp Flow (Survey via WhatsApp)	Keyword based		CPA	127 Leads	96,65%	123 Leads	Rp43.216	Rp43.601	Rp5.362.947	97,51%	Rp5.500.000
	Customer List					17 Leads	172,83%		29 Leads	Rp176.790	Rp103.447	Rp2.999.955	100,00%	Rp3.000.000		
	Shared Media		Instagram	Awareness	Boost Post	- Retargeting last 90 days page visitor - Lookalike Audience - Kementrian - Lembaga Non Kementrian	Alamat Kantor (+1km)	Cost per 1000 People Reached	741.840 Reaches	107,22%	795.373 Reaches	Rp2.022	Rp1886	Rp1.500.000	100,00%	Rp1.500.000

Summary:

- Biaya yang sudah dihabiskan sebesar Rp9.862.902
- Secara keseluruhan pencapaian campaign bulan November 125,57%
- **Paid media** WABA sudah menggunakan anggaran pada bulan november sebesar **97,5%** pada target keyword based dan customer list sebesar **100%**, perlu adanya optimisasi pada efisiensi budget dan leads yang ditargetkan pada **Keyword Based**
- Seluruh kampanye pada **instagram** menggunakan anggaran pada bulan november sebesar 100% sesuai dengan target
- Kampanye **Instagram WABA** memberikan efisiensi biaya yang lebih baik, pada segmen Boost Post WABA, yang mencapai biaya terendah per 1.000 orang yang dijangkau sebesar Rp 1.886, jauh di bawah rencana yaitu Rp. 2.022
- Strategi pada target keyword based paid media yang mencapai 96,65%, menunjukkan Keyword-based targeting mendekati target dengan biaya yang efisien. Peningkatan pada kata kunci yang berkinerja baik dapat meningkatkan hasil lebih lanjut.

Project Description: Paid Media Campaigns for WABA

Objective: Increase lead generation and brand awareness for the WABA product through targeted paid media strategies, leveraging both search engine marketing (SEM) and Instagram platforms

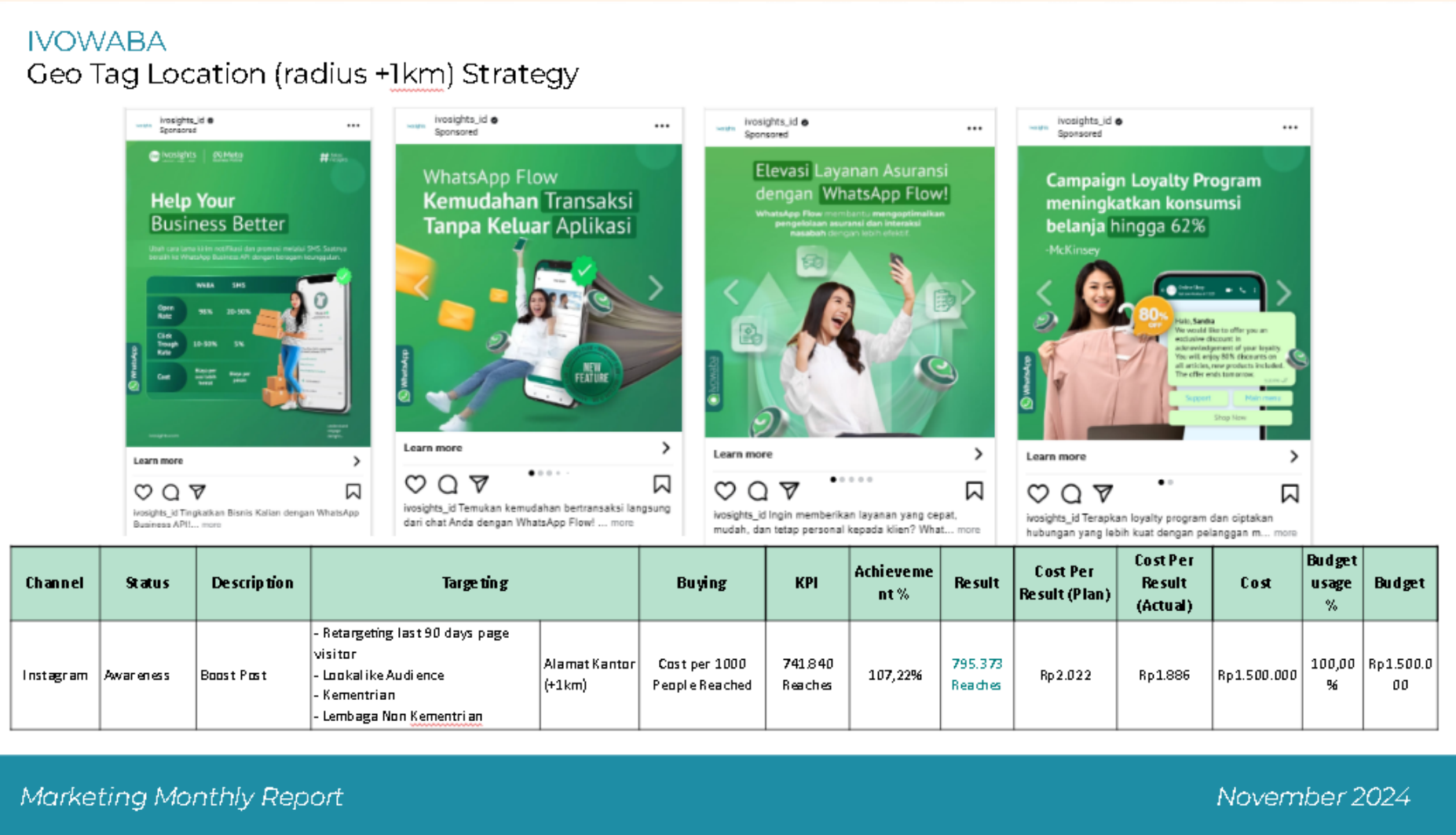
Scope of Work: Monitored lead generation, cost-per-result (planned vs. actual), reach, and budget utilization through detailed analytics and created ads summary

Results:

- (SEM Keyword Based) Leads Generated 123 (96.5% achievement)
- (SEM Keyword Based) Cost Per Lead Rp 43,601
- (SEM Customer List) Leads Generated 29 (172.8% achievement)
- (SEM Customer List) Cost Per Lead Rp 103,447
- (Boostpost) Total Reach 795,373 (107.2% achievement)
- (Boost Post) Cost Per Thousand Impressions: Rp 1,886

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November -30 November 2024



IVOSIGHTS MARKETING REPORT

Platform: Google Slides

Periode: 1 November - 30 November

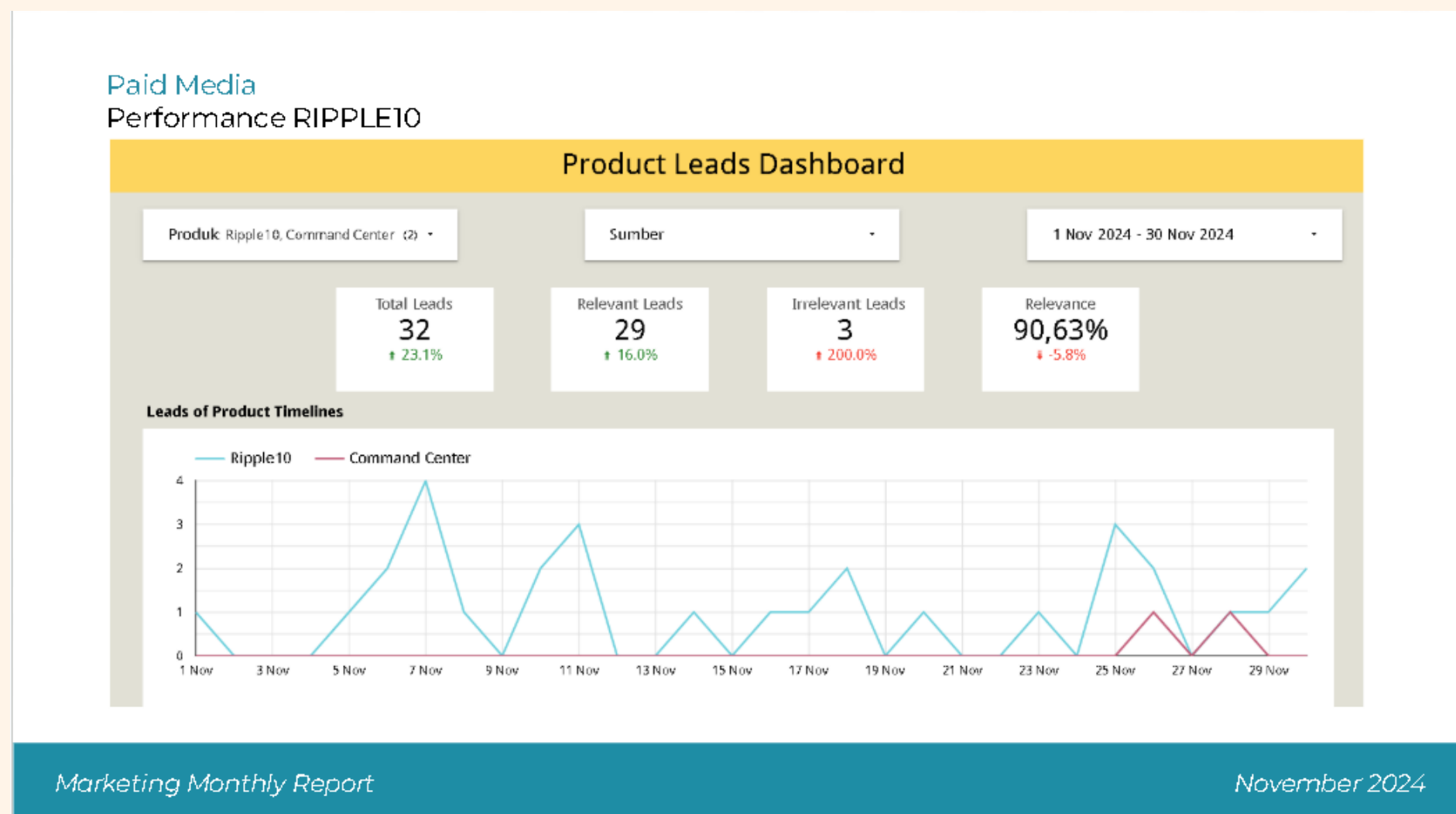
Project Description: Paid Media Performance for Ripple10

Objective: Increase total and relevant leads while optimizing performance

Scope of Work: Monitoring and optimizing ad performance on relevant platforms

Results:

- Total Leads: 32 (+23.1%)
- Relevant Leads: 29 (+16%)
- Relevance Rate: 90.63% (-5.8%)



IVOSIGHTS MARKETING REPORT

Platform: Google Slides

Periode: 1 November - 30 November

Project Description: Geo-tag location strategy campaign on Instagram for Ripple10, focusing on brand awareness among targeted audiences within a +1 km radius of the client's office.

Objective: Increase brand awareness among BUMN, government agencies, and ministries within a +1 km radius of the client's office.

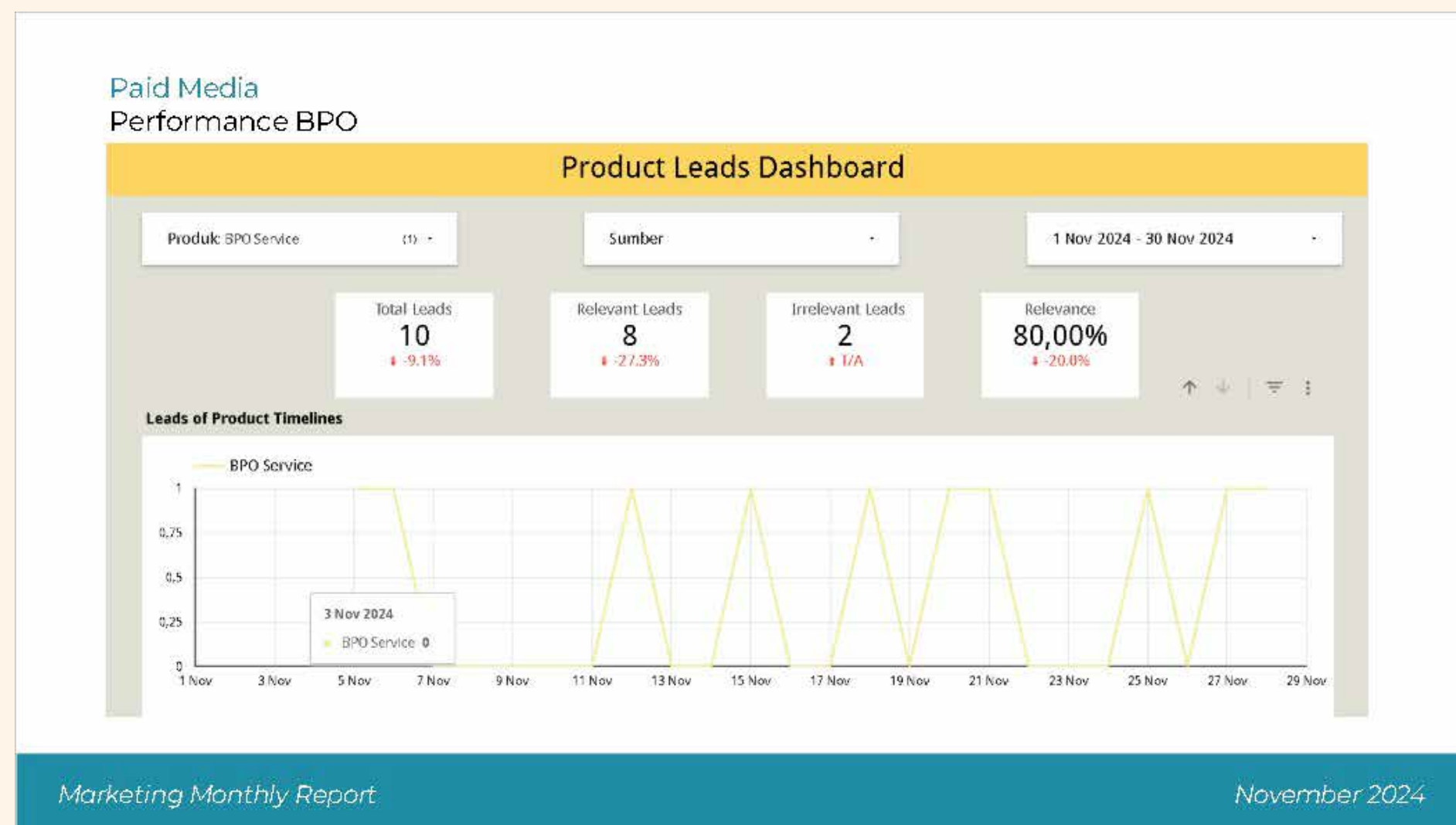
Scope of Work: Budget allocation and performance tracking.

- Command Center: 790,753 reaches (121.25% KPI), cost per result Rp 1,895.
- SDG Campaign: 685,325 reaches (64.91% KPI), cost per result Rp 2,129.
- Budget: Rp 3,000,000 (100% utilized).

IVOSIGHTS MARKETING REPORT

Platform: Google Slides

Periode: 1 November - 30 November



Project Description: Paid Media Performance for BPO

Objective: Evaluate the effectiveness of paid media campaigns to increase relevant leads for the "BPO Service" product.

Scope of Work: Monitoring performance (total leads, relevant leads, relevance ratio) and Data analysis for strategy optimization

Results:

- Total Leads: 10 (-9.1%).
- Relevant Leads: 8 (-27.3%)
- Relevance Ratio: 80% (-20%).

Ivosights Marketing Report

Platform: Google Slides
Periode: 1 November - 30 November 2024

Project Description: Paid Media Performance for BPO

Objective: Increase awareness and optimize lead generation for "BPO Service" through paid media campaigns.

Scope of Work: Increase awareness and optimize lead generation for BPO Service through paid media campaigns.

Results:

- SEM achieved 8 leads (46.58% of target) with a CPR of Rp610,001.
- Instagram Awareness reached 682,788 (113.8% of target) with 99.97% budget utilization.

Paid Media
Performance BPO

Business Unit	Media Type	Product	Segmentation				Performance			Cost Per Result		Budgeting				
			Channel	Status	Description	Targeting	Buying	KPI	Achievement %	Result	Cost Per Result (Plan)	Cost Per Result (Actual)	Cost	Budget usage %	Budget	
BPO	Paid Media	BPO	Search Engine Marketing	Conversion	Contact Center Outsourcing	Keyword based	CPA	17 Leads	46,58%	8 Leads	Rp291.111	Rp610.001	Rp4.880.004	97,60%	Rp5.000.000	
						Visitor Retargeting & Lookalike		1.028.101 Reaches	85,18%	875.710 Reaches	Rp1.459	Rp1.712	Rp1.499.494	99,97%	Rp1.500.000	
	Shared Media	BPO	Instagram	Awareness	Unit Layanan Terpadu / UI	- BUMN - Government - Lembaga Non Kementrian - Kementrian (Major target)	Alamat Kantor (+1km)	Cost per 1000 People Reached	600.000 Reaches	113,80%	682.788 Reaches	Rp2.500	Rp2.197	Rp1.500.000	100,00%	Rp1.500.000

Summary:

- Biaya yang sudah dihabiskan sebesar Rp.7.879.498

- Secara keseluruhan pencapaian campaign bulan September 81,85%

- Anggaran paid media BPO yang sudah digunakan sebesar 97,60% hampir memenuhi target namun cukup jauh memenuhi target KPI yang ditentukan

- **Instagram Awareness** memanfaatkan anggaran secara maksimal (100%) pada target **Perusahaan dan Kementerian** dengan hasil melampaui target Sedangkan pada target **Visitor Retargeting & Lookalike** memanfaatkan anggaran sebesar 99,97 % hampir maksimal namun hasil yang didapatkan masih belum mencapai target

- **Search Engine Marketing** menunjukkan kenaikan signifikan pada biaya aktual per hasil (Rp610.001 dibandingkan Plan Rp291.111), menandakan masalah inefisiensi biaya.

- **Instagram Awareness** berhasil menurunkan biaya aktual per hasil (Rp2.197 dibandingkan Plan Rp2.500), menghasilkan efisiensi yang baik.

- Penargetan spesifik **lokasi dan audiens** untuk Instagram Awareness terbukti efektif dalam menjangkau target audiens.

- Untuk Instagram Awareness Lanjutkan strategi saat ini karena terbukti efisien dan efektif.

Marketing Monthly Report

November 2024

Ivosights Marketing Report

Platform: Google Slides

Periode: 1 November - 30 November 2024

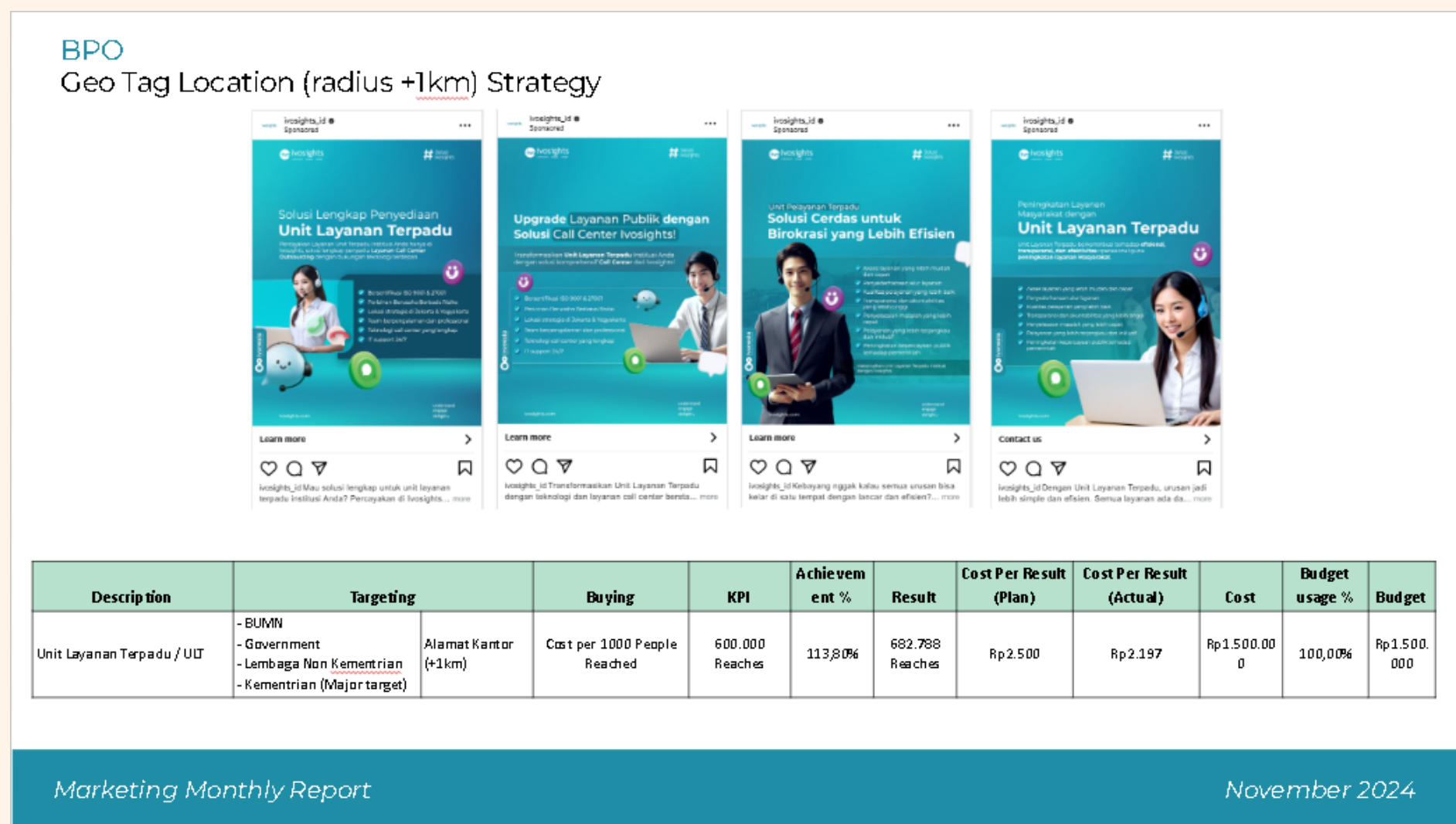
Project Description: Geo Tag location BPO

Objective: Increase reach and awareness for the "Unit Layanan Terpadu" (Integrated Service Unit) targeting government and non-government entities within a 1 km radius of office locations.

Scope of Work: Monitoring and optimizing campaign performance to maximize results within budget constraints.

Results:

- Target Reach: 600,000 people.
- Achievement: 682,788 reaches (113.8% of target)
- Cost Per Result: Actual Rp2,197 vs Plan Rp2,500, showcasing cost efficiency
- Budget Usage: 100% of the allocated Rp1,500,000 budget utilized effectively.



IVOSIGHTS MARKETING REPORT

Platform: Google Spreadsheet

Periode: 1 November - 30 November 2024

Project Description: Overall Summary

Objective: Evaluated digital marketing performance for all products so that they can be improved for the next strategy

Scope of Work: Analyzed all Meta ads and Google advertising performance Ads are then made into ad summaries to be used as digital strategies effective marketing

Paid Media

Overall Summary

- Biaya yang sudah dihabiskan Rp 44.703.693
- Dari 196 total leads yang dihasilkan di bulan November, 168 diantaranya adalah relevan.
- Produk yang menghasilkan banyak leads adalah [Ivowaba](#) dengan 101 leads yang relevan.
- **Leads Relevan paling banyak datang dari WhatsApp chat**, yaitu 80,95% atau 136 Leads
- CAC yang dihasilkan di bulan November Rp 176.816 lebih murah dari bulan Oktober
- Periode iklan sangat mempengaruhi performa
- Peningkatan budget Iklan Awareness dari sebelumnya Rp. 6,000,000 menjadi Rp. 15,000,000
- Penurunan budget Iklan Conversion dari sebelumnya Rp. 34,706,308 menjadi Rp. 30,500,000
- Di bulan November terjadi kembali [Update Algoritma Google](#) yg mempengaruhi performa keseluruhan aktivitas Digital Marketing

IVOSIGHTS MARKETING REPORT

Platform: Google Slides

Periode: 1 November - 30 November 2024



Project Description: Owned Media Performance for Organic SEO

Objective: Generate leads or sales through the client's website.

Scope of Work: Optimize the client's website for better search engine rankings.

Results:

- The campaign generated a significant amount of traffic to the client's website, with over 11,000 users visiting in November.
- Engagement: The website saw a high level of engagement, with an average of 1.34 sessions per user.
- Conversions: The campaign resulted in 65 conversions, a positive outcome that demonstrates the effectiveness of the marketing efforts.

IVOSIGHTS MARKETING REPORT

Platform: Google Slides

Periode: 1 November 2024 - 30 November 2024

Project Description: Owned Media SEO Keyword Positioning

Objective:

- To improve the visibility and organic reach of owned media content
- To drive traffic to the website and generate leads through organic search.

Scope of Work:

- Keyword Research: Identifying relevant keywords for each category
- On-Page Optimization: Optimizing website content and structure to align with target keywords.

Results:

- Significant improvement in search engine rankings for several keywords across categories.
- Increased visibility and traffic to the website.

Owned Media Positioning		July 24		Aug 24		Sep 24		Oct 24		Nov 24	
Category	Keyword	Rank	Page	Rank	Page	Rank	Page	Rank	Page	Rank	Page
Insights	insights	1	1	1	1	1	1	1	1	1	1
	customer engagement	13	2	36	2	13	2	14	2	8	1
	customer engagement activation	1	1	1	1	1	1	1	1	1	1
	customer engagement insights	6	1	3	1	30	2	15	2	2	1
	customer satisfaction	14	2	36	4	47	5	30	1	18	2
	customer engagement strategies	27	3	43	5	100	10	4	1	4	1
RapidIO	customer experience			44	5	31	6	13	6	28	3
	rapidio	1	1	1	1	1	1	1	1	1	1
	digital marketing tools	1	1	1	1	1	1	1	1	1	1
	digital learning tools	3	1	1	1	1	1	2	1	1	1
	social learning tools	4	1	4	1	4	1	1	1	1	1
	social training tools	3	1	6	1	40	4	27	1	4	1

Category	Keyword	July 24		Aug 24		Sep 24		Oct 24		Nov 24	
		Rank	Page	Rank	Page	Rank	Page	Rank	Page	Rank	Page
	management crisis	<100	>10	<100	>100	<100	<10	<100	<1	<100	<10
	digital brand monitoring	1	1	1	1	1	1	1	1	1	1
	insomniacempen	45	5	<100	>10	90	10	<100	<1	<10	<1
	product discontinuation	<100	>10	<100	>100	<100	<10	<100	<1	<100	<10
	infographic digital	1	1	2	1	2	1	1	1	1	1
	media monitoring	12	2	11	2	26	3	28	3	7	1
	media monitoring tools	2	1	3	1	5	1	6	1	4	1
	digital media monitoring	2	1	2	1	2	1	1	1	2	1
	social media monitoring tools	4	1	4	1	3	1	4	1	1	1
	social listening platform	5	1	6	1	5	1	4	1	4	1
	sentiment analysis tools	6	1	6	1	24	3	6	1	2	1
	digital sentiment analysis	1	1	1	1	1	1	1	1	1	1
	brand digital sentiment analysis	2	1	1	1	1	1	2	1	1	1

Owned Media		Keyword Positioning									
Category	Keyword	July 24		Aug 24		Sep 24		Oct 24		Nov 24	
		Rank	Page	Rank	Page	Rank	Page	Rank	Page	Rank	Page
Command Center	command center	1	1	1	1	1	1	1	1	1	1
	command center provider	1	1	1	1	1	1	1	1	1	1
	command center company	1	1	1	1	1	1	1	1	1	1
	command center peripha command center	2	1	6	1	7	1	8	1	7	1
	peripha command center	1	1	2	1	3	1	4	1	2	1
Societie	stadium contact center	2	1	3	1	2	1	8	1	9	1
	societie	2	1	2	1	2	1	2	1	1	1
	emission	11	2	13	2	7	1	1	1	2	1
	emission	22	3	60	4	48	5	12	8	26	3
	emission	38	4	45	6	47	5	88	9	44	3
	emission annual com	3	1	4	1	2	1	1	1	1	1
	emission annual contact center system	5	1	5	1	8	1	6	1	5	1
	emission	5	1	12	2	18	2	14	2	4	1
com		52	6	100	10	100	10	88	6	78	1

Owned Media		Keyword Positioning									
Category	Keyword	July 24		Aug 24		Sep 24		Oct 24		Nov 24	
		Rank	Page	Rank	Page	Rank	Page	Rank	Page	Rank	Page
B2B	crmsoftware	17	2	25	3	43	5	45	5	30	2
	crmplatforms	9	3	10	1	30	3	18	2	4	1
	calconnector	28	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	contactcenter	6	1	6	1	31	2	4	1	5	1
	b2bi	12	2	29	3	40	4	2	1	11	2
	calconnector b2bi software	1	1	1	1	1	1	1	1	1	1
	contact center b2bi software	1	1	1	1	2	1	1	1	1	1
	calconnector b2bi technology	1	1	1	1	1	1	1	1	1	1
	b2bi partner	1	1	1	1	1	1	1	1	1	1
	technology for calconnector b2bi	1	1	1	1	25	3	4	1	4	1
VABIA	technology for contact center b2bi	1	1	1	1	4	1	8	1	2	1
	whatapps to whatsapp	4	1	4	1	31	2	14	2	11	2
	whatapps to whatsapp	36	2	35	3	33	4	24	5	11	2
	whatapps connect	30	1	7	1	45	5	83	6	11	2
	whatapps connect ghl	18	2	N/A	N/A	54	6	47	6	41	8

Category	Keyword	July 24		Aug 24		Sep 24		Oct 24		Nov 24	
		Rank	Page	Rank	Page	Rank	Page	Rank	Page	Rank	Page
Website	whatsmycreditinfo			35	4	9	7	30	9	17	8
	whatsmycreditinfo	8	1	2	1	5	1	9	1	2	1
	whatsmybluefile			28	3	4	1	4	1	1	1
	whatsmycredit	12	2	20	2	30	3	40	5	14	2
	not carrying title	25	3	>100	31	5	47	5	42	5	
	we compare rates			40	4	>100	>10	>100	>10	>10	9
	we verify	10	1	4	1	9	1	4	1	7	1
	partner mortgage	3	1	1	1	4	1	4	1	5	1
Business	whatsmybusinesscredit	12	2	19	2	27	3	14	2	10	1

[illegible]

IVOSIGHTS MARKETING REPORT

Platform: Google Slides

Periode: 1 November - 30 November 2024

Owned Media
Summary

- Secara keseluruhan performa website secara organic sudah cukup bagus dan masih mendapatkan **score "A-"** menurut website auditor [seoptimizer.com](#)
- Secara organic website ivosights.com di bulan November mendapatkan :
 - Users/Traffic : 11,265
 - Session : 15,220
 - Session per User : 1.34
 - Conversion : 65
- 43 dari 70 organic keyword naik peringkat, 5 turun, 22 keyword peringkatnya masih sama dengan bulan Oktober.
- Jumlah keyword yang ada di peringkat 1 di bulan November berjumlah 22.
- **Dibutuhkan andil web master untuk memperbaiki url AMP pada website yang berpengaruh pada performa.**

Marketing Monthly Report

November 2024

Project Description: Owned Summary Organic SEO

Objective:

- Increase website keyword rankings on search pages.
- Increase the amount of organic traffic.

Scope of Work:

- Website and keyword analysis
- Website on-page and off-page optimization
- Monitor website performance regularly
- Implement AMP URLs.

IVOSIGHTS MARKETING REPORT

Platform: Google Slides

Periode: 1 November - 30 November 2024

Next Strategy

Paid – Shared – Owned Media

Paid Media

- Penambahan Budget iklan Conversion untuk Business Unit IVOWABA

Shared Media

- Campaign Awareness SDGs digantikan ke Campaign Awareness dengan target audiens Digital & PR Agency dan untuk strateginya masih menggunakan Geotag Location dengan radius +1km

Owned Media

- **Dibutuhkan bantuan webmaster untuk pengoptimalan website.**
- Penambahan proporsi pembuatan artikel

Project Description: Sociomile Geo-Tag Location Strategy

Objective: The primary objective is to increase brand awareness, generate leads, and drive conversions for the Business Unit Ivowaba

Scope of Work:

- Increasing the budget for conversion-oriented advertising.
- Shifting the focus of Campaign Awareness from SDGs to targeting Digital & PR Agencies.
- Utilizing Geotag Location within a radius of +1km for targeted reach.
- Enlisting the help of a webmaster to optimize the website.
- Increasing the frequency of article creation.