

Campaign details

Campaign Name Campaign ID

Nescafe -

Campaign period

20 Dec 2022 - 26 Dec 2022

Report details

[+ More
Details](#)

Report Type Report period

Full conversion 20 Dec 2022 - 23 Jan 2023

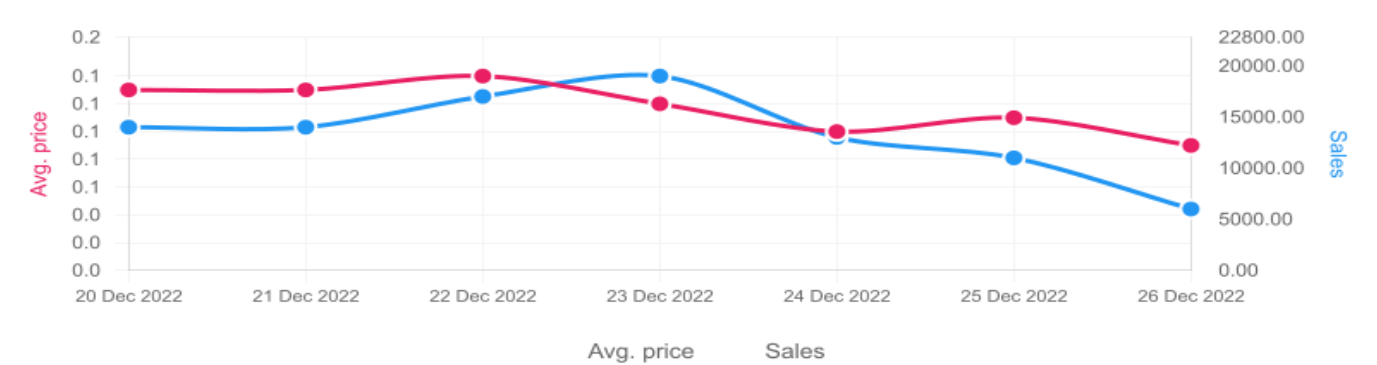
 **Drive Awareness**
Objective

 **37k**
Reach

 **67.2k**
Total impressions

 **£27.66**
Total CPM

Daily View : Full range



Audience Selection: Target audience

Awareness

Segment	Reach	Impressions	Frequency	Media Spend	Total Spend	CPM	Total CPM
segment_1	36,983	67,107	1.8	£752.54	£1,698.42	£11.21	£25.31
segment_2	36,983	67,107	1.8	£752.54	£1,698.42	£11.21	£25.31
Total	73,966	1,34,214	1.8	£1,505.08	£3,396.84	£11.21	£25.31