

Campaign details

Campaign Name      Campaign ID

Nescafe                      -

Campaign period

20 Dec 2022 - 26 Dec 2022

Report details

Report Type                      Report period

Full conversion                20 Dec 2022 - 23 Jan 2023

[+ More Details](#)

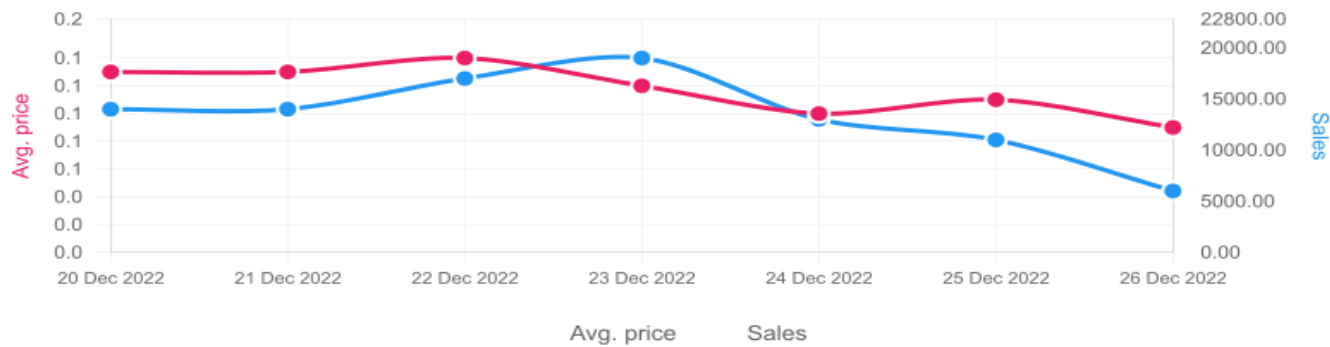
 **Drive Awareness**  
Objective

 **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