



# PERFORMANCE REPORT

# PERFORMANCE OVERVIEW

Awareness

TOTAL CLICKS

**2.34L+**

With the focus on Branding & Lead Gen Campaigns, our Avg CTR comes out to be 0.5% which is great start to evaluate the quantity of clicks.

TOTAL IMPRESSIONS

**5.3Cr+**

Our Media Efforts have reached a vast majority at an ideal frequency of 1.5 to 2.5. We have captured a large sum of audience across platforms

TOTAL VIEWS

**4.5Cr+**

Our Ad films have been viewed across all Digital Channels with multiple inventories like Shorts, Reels etc hence the growth in the view numbers.

FOLLOWERS GAINED

**20K+**

We have gained more than 20K Followers combining YouTube, Instagram, Facebook, LinkedIn & so on. All the goals have been met as provided.

Duration : **5 Months** | Total Spends : **8.54L**

# PERFORMANCE OVERVIEW

Lead Gen

TOTAL LEADS

**3033**

While Generating the leads across multiple Platforms, trying Quantity and Quality Method, we have gained 3K+ Leads across all Platforms

AVG CPL

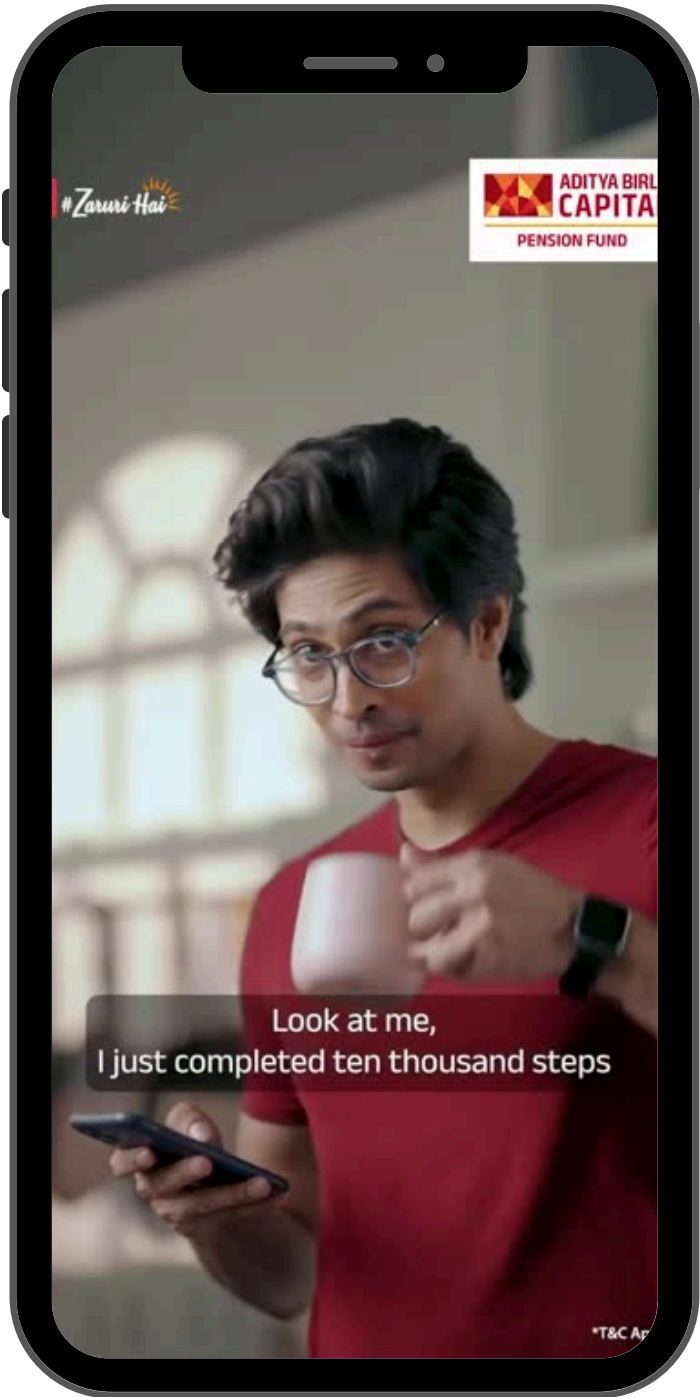
**₹124.31**

Our Avg CPL shows out to be Rs. 124 but with our learnings we have found that the Ideal CPL to gain a quality lead will have to be more than Rs. 200

Duration : **5 Months** | Total Spends : **3.77L**

# CREATIVE OVERVIEW

Reel 1



TOTAL VIEWS

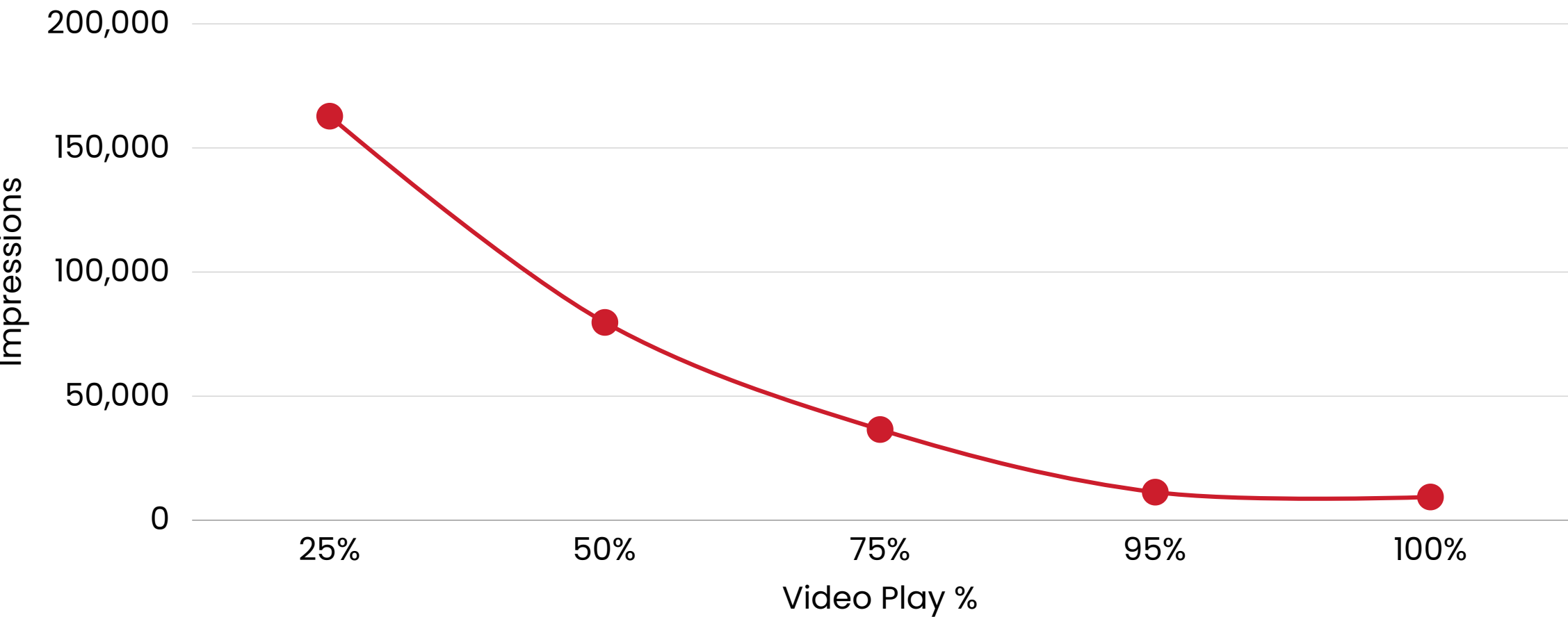
27.84L

AVG CPM

₹10.40

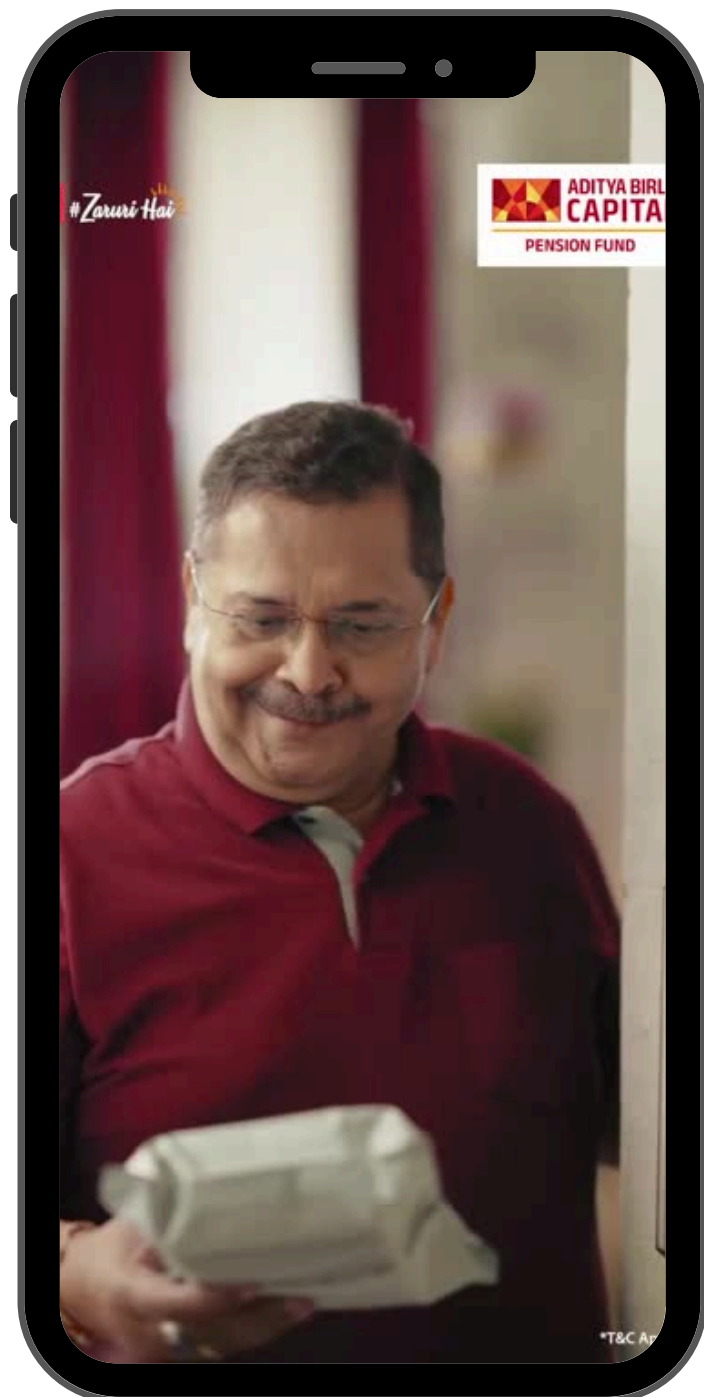
AVG CPC

₹1.75



# CREATIVE OVERVIEW

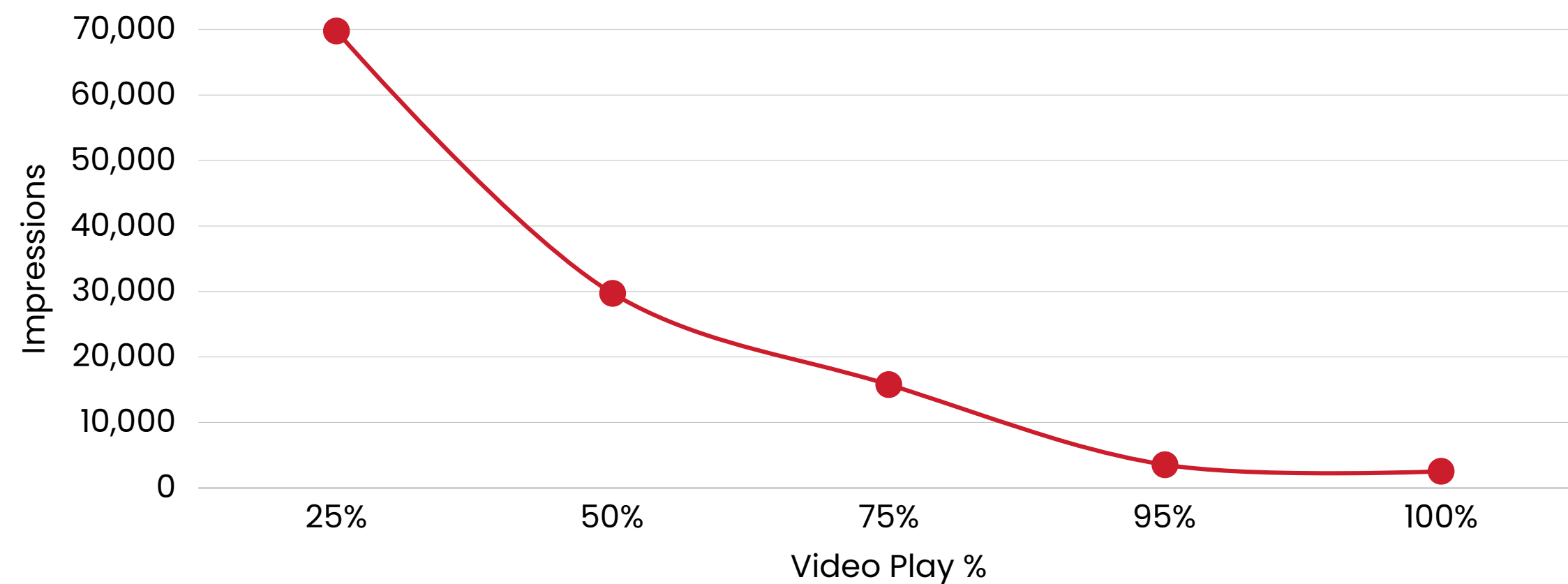
Reel 2



TOTAL VIEWS  
**1.4Cr+**

AVG CPM  
**₹2.21**

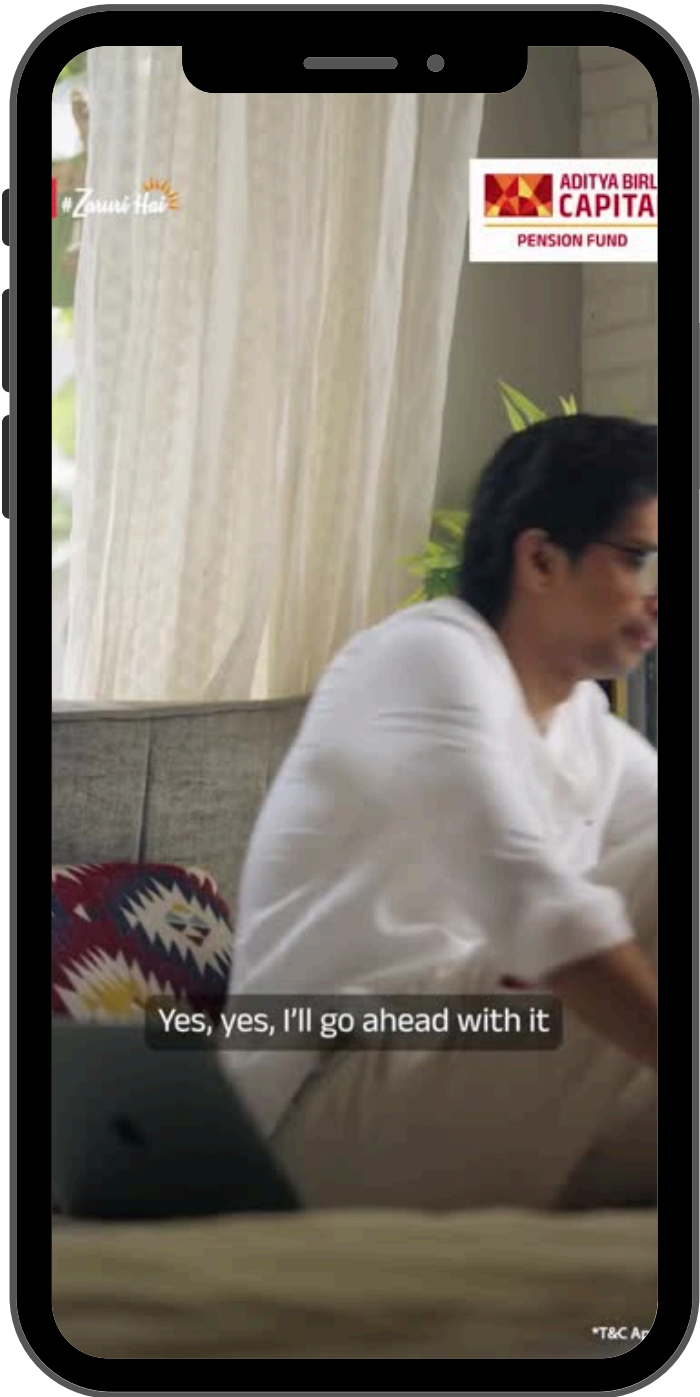
AVG CPC  
**₹8.43**





# CREATIVE OVERVIEW

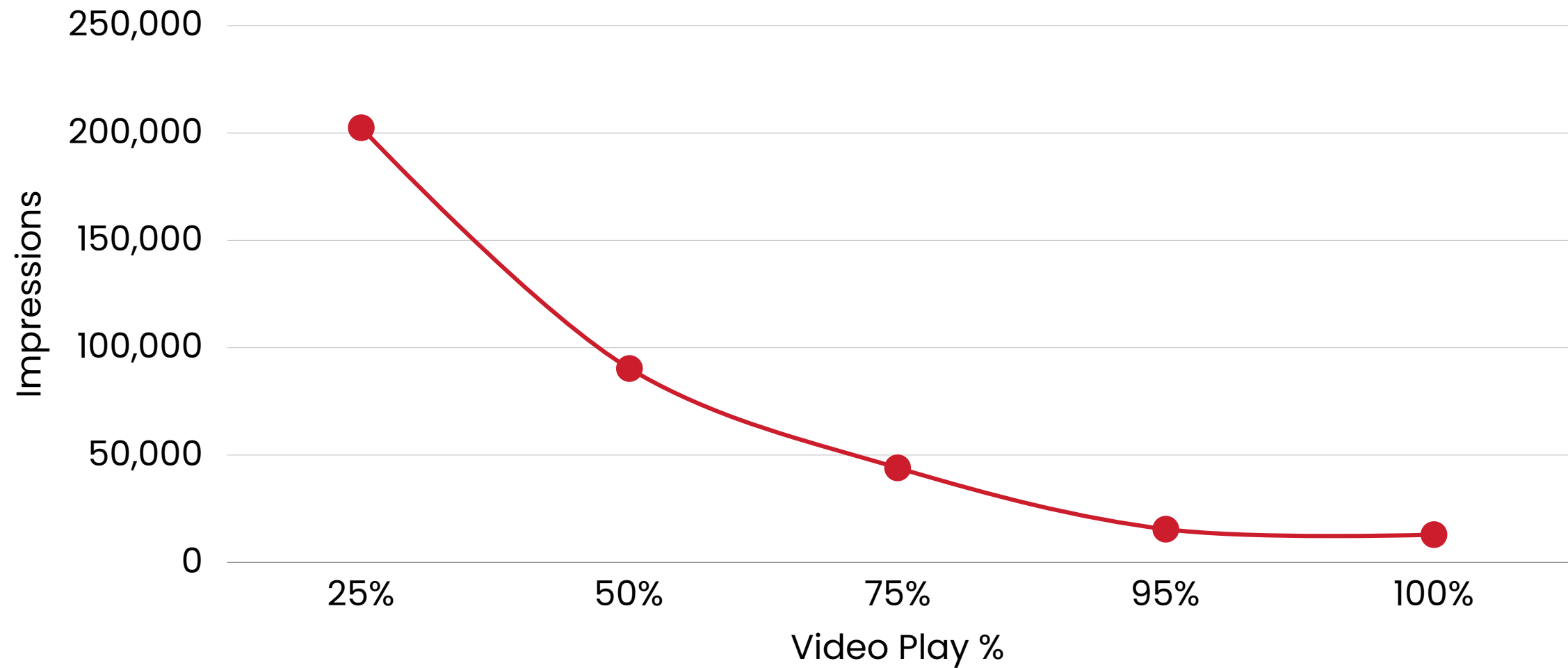
Reel 3



TOTAL VIEWS  
**1Cr+**

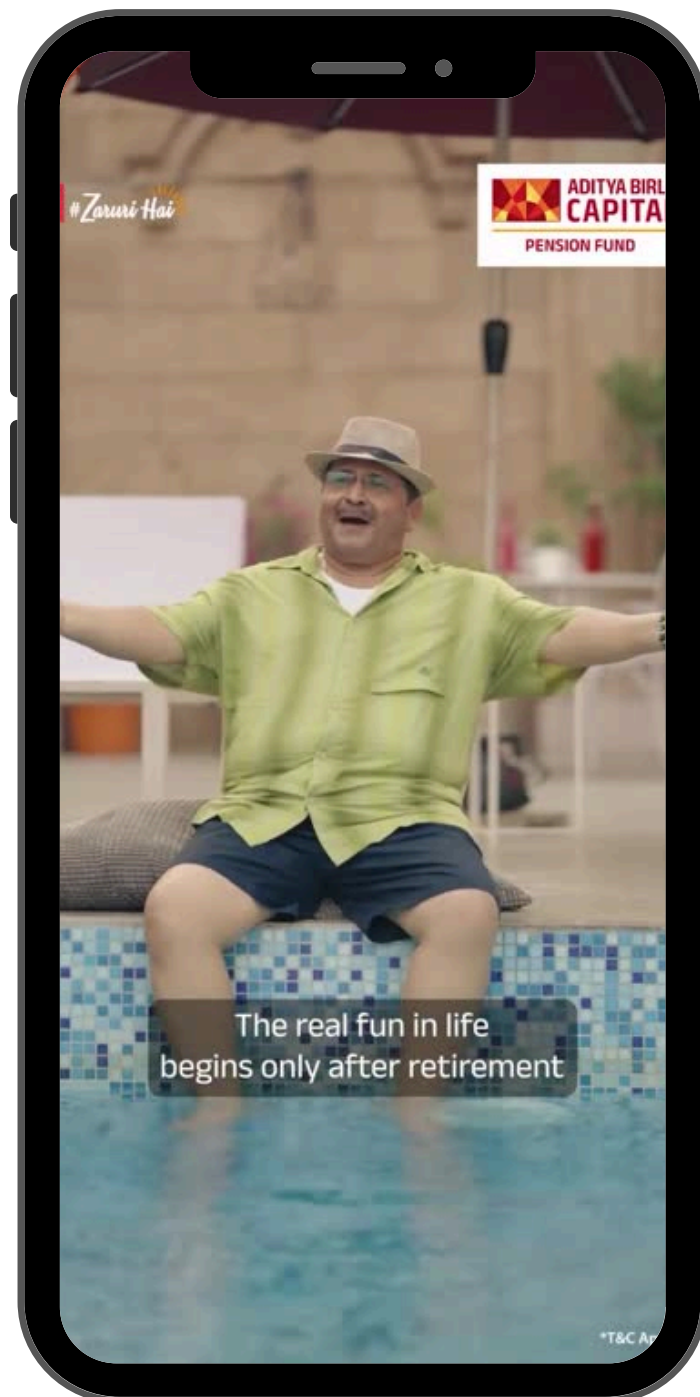
AVG CPM  
**₹3.47**

AVG CPC  
**₹3.09**



# CREATIVE OVERVIEW

Reel 4



TOTAL VIEWS  
**16.8L+**

AVG CPM  
**₹18.38**

AVG CPC  
**₹1.44**

