‹ **Back to Manage Ads**

Campaign - خصم ٢٠٪ بمناسبة عيد الفطر المبارك

Jan 1, 2020 – May 6, 2022 (GMT+3) 📅

| Overview | Locations | Interests | Devices |

View delivery insights by **Paid Impressions** ⌄ and show metrics by: **28d Swipe, 1d View, By Conversion Time** ⌄

PAID IMPRESSIONS BY
Age & Gender

● Female ○ Male

- 13-17: 0% / 0%
- 18-20: 0% / 0%
- 21-24: 8% / 4%
- 25-34: 24% / 9%
- 35+: 48% / 7%
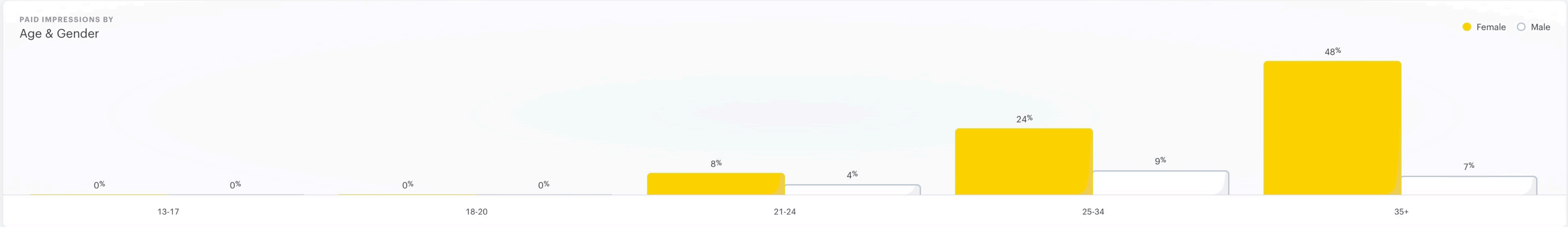
131,712
TOTAL PAID IMPRESSIONS

$2.28 PAID ECPM

20.3% MALE		26,673 Paid Impressions
79.7% FEMALE		105,039 Paid Impressions

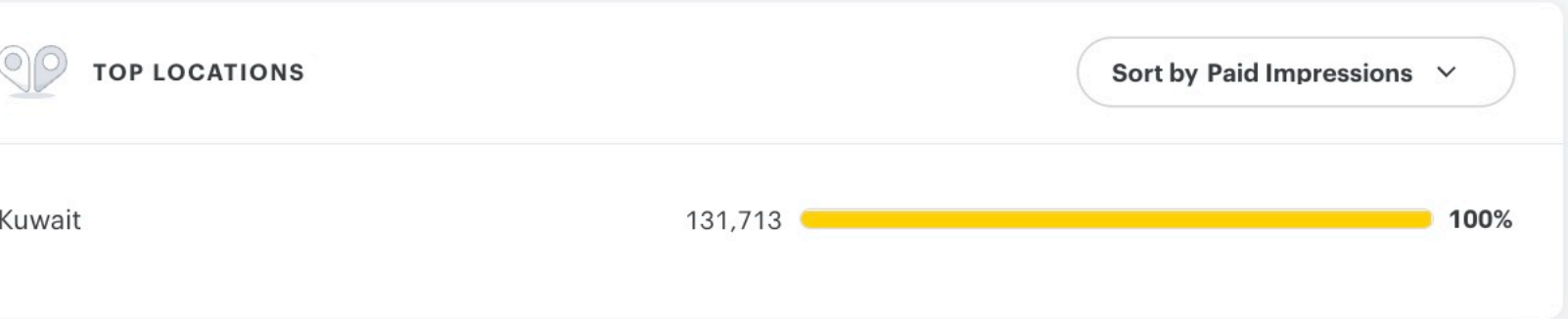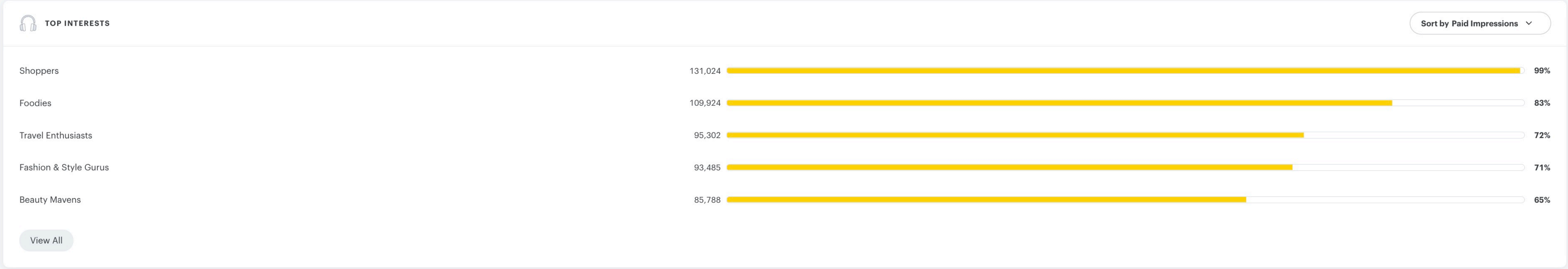|		
97.5% IOS		128,460 Paid Impressions
2.5% ANDROID		3,247 Paid Impressions

Burger Lovers
$1.52 PAID ECPM

Department Store Shoppers
$1.59 PAID ECPM

Techies & Gadget Fans
$1.60 PAID ECPM

🎧 **TOP INTERESTS**

Sort by Paid Impressions ⌄

Interest	Paid Impressions	%
Shoppers	131,024	99%
Foodies	109,924	83%
Travel Enthusiasts	95,302	72%
Fashion & Style Gurus	93,485	71%
Beauty Mavens	85,788	65%

View All

TOP LOCATIONS

Sort by Paid Impressions ⌄

Location	Paid Impressions	%
Kuwait	131,713	100%

Delivery Insights are available from 1/1/2020 and 5/1/2020 for insights by Exposure Time. Reporting data is estimated to protect user privacy and meant to provide directional guidance only.

To export Delivery Insights, navigate to the 'Manage Ads' table and click 'Download'. Visit our Business Help Center for more information.

‹ Back to Manage Ads

Campaign - خصم 20٪ بمناسبة عيد الفطر المبارك

Jan 1, 2020 – May 6, 2022 (GMT+3) ▢

Overview   Locations   Interests   Devices

View delivery insights by   **Swipe Ups** ⌄   and show metrics by: **28d Swipe, 1d View, By Conversion Time** ⌄

SWIPE UPS BY
Age & Gender

● Female ○ Male

```
                                                                    58%
                                                                    ████
                                          18%                       ████
                           7%             ███                       ████
            0%   0%   0%   0%   ███  3%   ███  5%   ████  9%
           13-17      18-20      21-24      25-34      35+
```
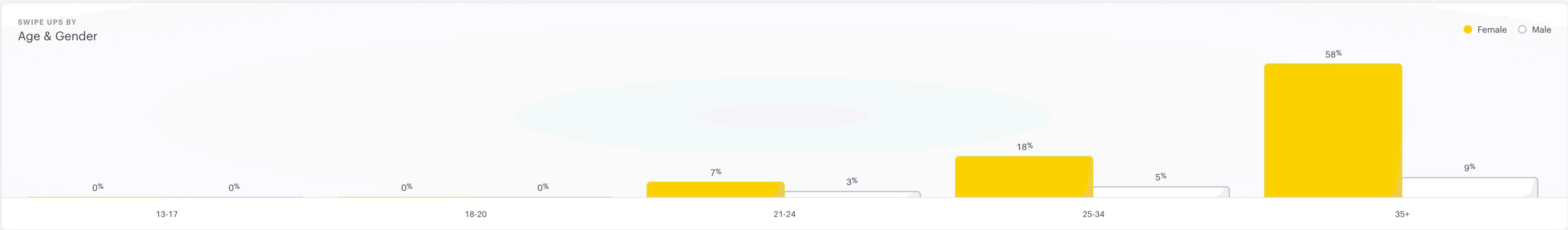
1,019
TOTAL SWIPE UPS

0.77% SWIPE UP RATE $0.29 ECPSU

18.0% MALE		183 Swipe Ups ⓘ
82.0% FEMALE		836 Swipe Ups ⓘ

94.6% IOS		958 Swipe Ups ⓘ
5.4% ANDROID		55 Swipe Ups ⓘ

Talk Show Fans	Celebrity News Watchers	Advocates & Activists
1.43% SWIPE UP RATE	**1.26%** SWIPE UP RATE	**1.14%** SWIPE UP RATE

TOP INTERESTS
Sort by Swipe Ups ⌄

Shoppers	1,005	**99%**
Foodies	835	**82%**
Fashion & Style Gurus	700	**69%**
Beauty Mavens	698	**68%**
Travel Enthusiasts	693	**68%**

View All

TOP LOCATIONS
Sort by Swipe Ups ⌄

Kuwait	1,019	**100%**

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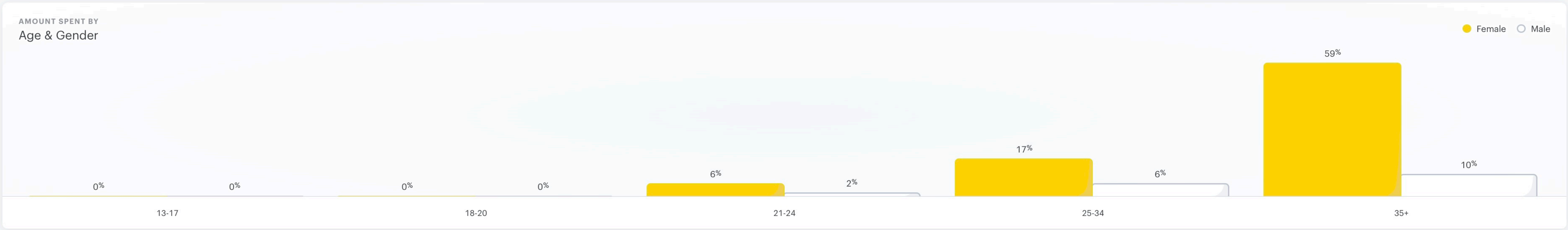
Campaign - خصم ٪20 بمناسبة عيد الفطر المبارك

Jan 1, 2020 – May 6, 2022 (GMT+3) 📅

Overview   Locations   Interests   Devices

View delivery insights by **Amount Spent** ⌄   and show metrics by: **28d Swipe, 1d View, By Conversion Time** ⌄

AMOUNT SPENT BY
Age & Gender

● Female ○ Male

59%

17%

10%

6%   6%
2%
0%   0%   0%   0%

13-17   18-20   21-24   25-34   35+

$300.00
TOTAL AMOUNT SPENT

18.6% MALE	$55.67 Amount Spent
81.4% FEMALE	$244.33 Amount Spent

93.5% IOS	$280.62 Amount Spent
6.5% ANDROID	$19.38 Amount Spent

Shoppers
$296.47 AMOUNT SPENT

Foodies
$247.92 AMOUNT SPENT

Fashion & Style Gurus
$206.18 AMOUNT SPENT

🎧 TOP INTERESTS   Sort by Amount Spent ⌄

Interest	Amount	%
Shoppers	$296.47	99%
Foodies	$247.92	83%
Fashion & Style Gurus	$206.18	69%
Travel Enthusiasts	$204.78	68%
Women's Lifestyle	$199.66	67%

View All

📍 TOP LOCATIONS   Sort by Amount Spent ⌄

Location	Amount	%
Kuwait	$300.00	100%

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