



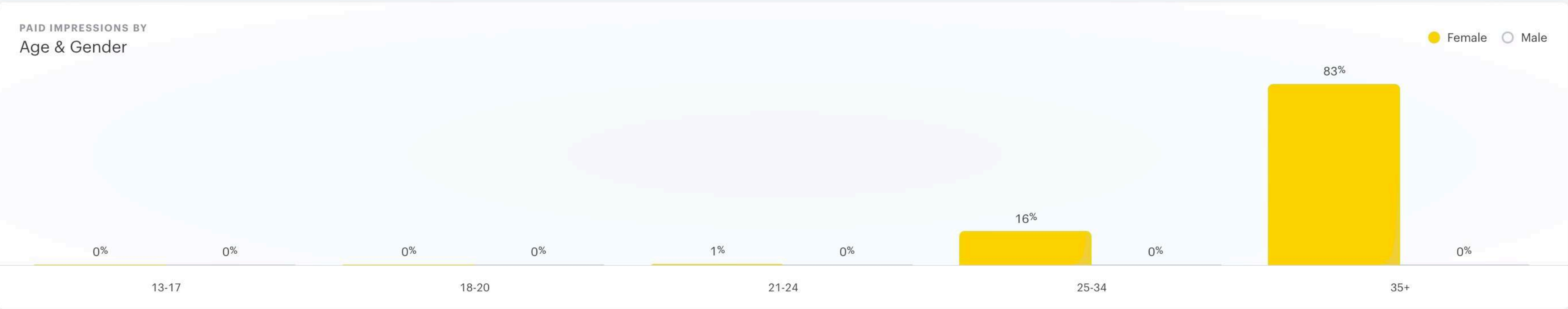
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Shathel Designer - Campaign

Mar 12 - 31, 2023 (GMT+3)

- Overview Locations Interests Devices

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



142,925
TOTAL PAID IMPRESSIONS

\$3.47 PAID ECPM

0.0%
MALE
0 Paid Impressions

100.0%
FEMALE
142,925 Paid Impressions

Mobile Gamers
\$3.35 PAID ECPM

World Music Fans
\$3.38 PAID ECPM

Cooking Enthusiasts
\$3.42 PAID ECPM

79.9%
IOS
114,186 Paid Impressions

20.1%
ANDROID
28,739 Paid Impressions

TOP INTERESTS

Sort by Paid Impressions

Shoppers	132,340	93%
Foodies	130,220	91%
Travel Enthusiasts	127,942	90%
Women's Lifestyle	127,681	89%
Fashion & Style Gurus	126,381	88%

View All

TOP LOCATIONS

Sort by Paid Impressions

Saudi Arabia	126,019	88%
Kuwait	12,128	8%
Qatar	4,778	3%

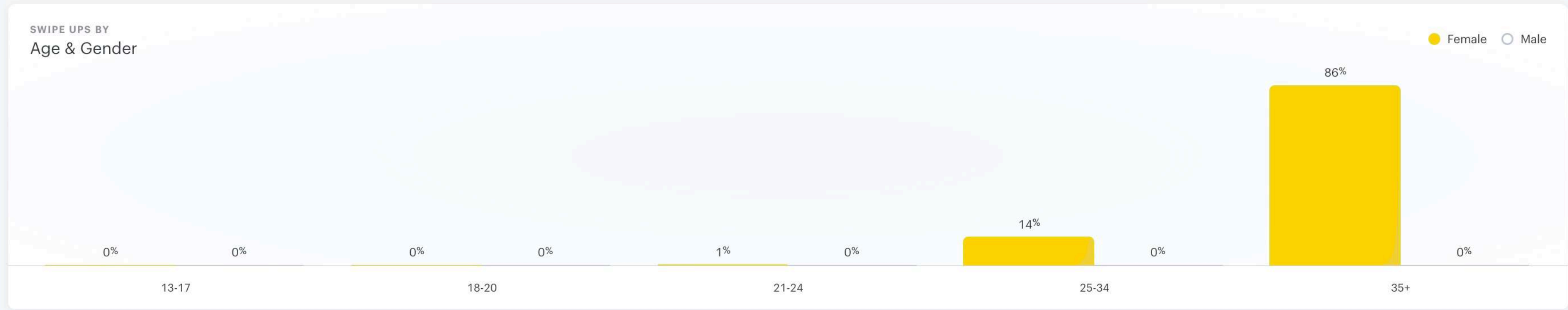


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OverviewLocationsInterestsDevices

View delivery insights bySwipe Upsand show metrics by:28d Swipe, 1d View, By Conversion Time



5,362

TOTAL SWIPE UPS

3.75% SWIPE UP RATE \$0.09 ECPSU

0.0% MALE0 Swipe Ups

100.0% FEMALE5,362 Swipe Ups

75.9% IOS4,068 Swipe Ups

24.1% ANDROID1,294 Swipe Ups

Online Shoppers

4.49% SWIPE UP RATE

Concert & Festival Goers

4.38% SWIPE UP RATE

Drama Genre Fans

4.32% SWIPE UP RATE

TOP INTERESTS

Sort by Swipe Ups

Foodies	4,947	92%
Shoppers	4,934	92%
Women's Lifestyle	4,845	90%
Travel Enthusiasts	4,789	89%
Fashion & Style Gurus	4,786	89%

View All

TOP LOCATIONS

Sort by Swipe Ups

Saudi Arabia	4,828	90%
Kuwait	406	8%
Qatar	128	2%



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Overview

Locations

Interests

Devices

View delivery insights by

Amount Spent

and show metrics by:

28d Swipe, 1d View, By Conversion Time

