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لوفيان - Campaign

OverviewLocationsInterestsDevices

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

PAID IMPRESSIONS BY
Age & Gender

FemaleMale

0%0%0%0%0%0%2%0%96%2%

13-1718-2021-2425-3435+

29,522

TOTAL PAID IMPRESSIONS

\$3.05 PAID ECPM

2.3%

MALE

684 Paid Impressions

97.7%

FEMALE

28,838 Paid Impressions

73.7%

IOS

21,771 Paid Impressions

26.3%

ANDROID

7,751 Paid Impressions

TOP INTERESTS

Sort by Paid Impressions

Shoppers27,02992%

Foodies26,40089%

Women's Lifestyle24,62683%

Fashion & Style Gurus24,41083%

TOP LOCATIONS

Sort by Paid Impressions

Kuwait29,522100%



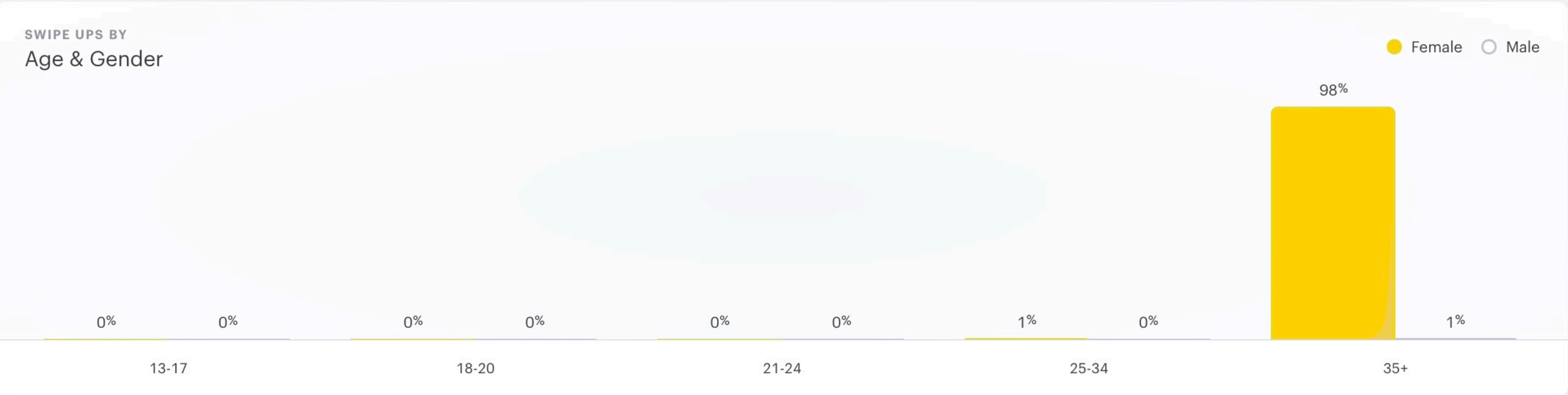
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لوفيان - Campaign

OverviewLocationsInterestsDevices

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

Mar 12 – Apr 30, 2023 (GMT+3)



749

TOTAL SWIPE UPS

2.54% SWIPE UP RATE \$0.12 ECPSU

0.9% MALE 7 Swipe Ups

99.1% FEMALE 742 Swipe Ups

Family Genre Fans

3.48% SWIPE UP RATE

Sneakerheads

3.4% SWIPE UP RATE

Concert & Festival Goers

3.38% SWIPE UP RATE

67.8% IOS 508 Swipe Ups

32.2% ANDROID 241 Swipe Ups

TOP INTERESTS

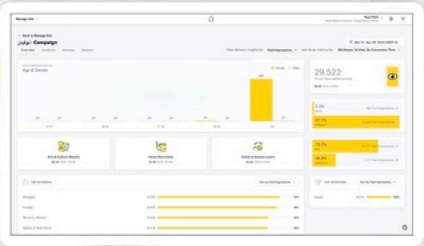
Sort by Swipe Ups

Shoppers	685	91%
Foodies	662	88%
Women's Lifestyle	622	83%
Fashion & Style Gurus	611	82%

TOP LOCATIONS

Sort by Swipe Ups

Kuwait	749
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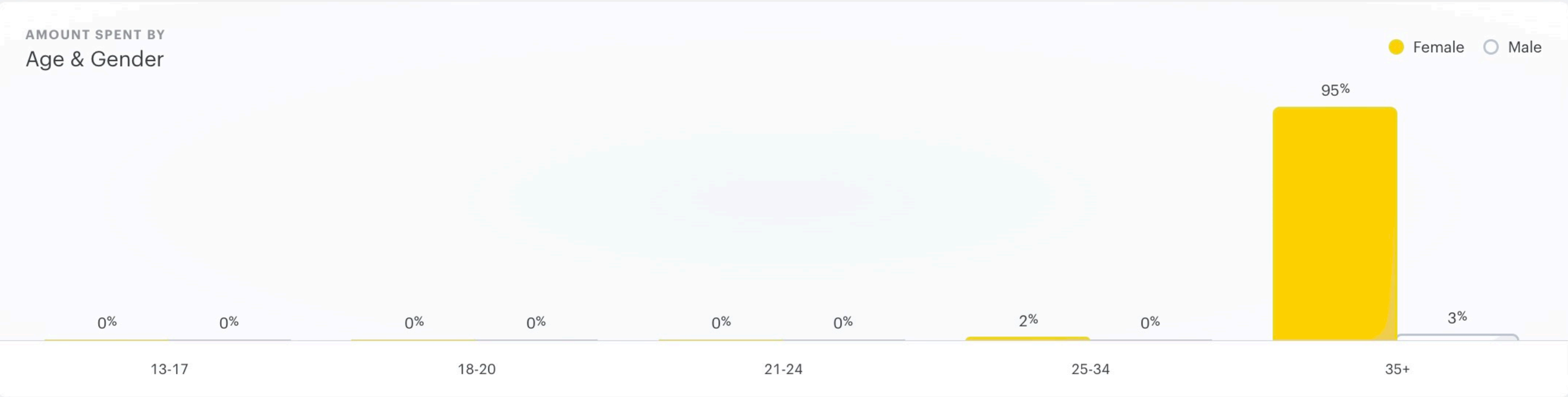
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لوفيان - Campaign

OverviewLocationsInterestsDevices

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

Mar 12 – Apr 30, 2023 (GMT+3)



\$90.00

TOTAL AMOUNT SPENT

2.8% MALE \$2.55 Amount Spent

97.2% FEMALE \$87.45 Amount Spent

Shoppers

\$83.00 AMOUNT SPENT

Foodies

\$80.68 AMOUNT SPENT

Women's Lifestyle

\$74.63 AMOUNT SPENT

63.0% IOS \$56.69 Amount Spent

37.0% ANDROID \$33.31 Amount Spent

TOP INTERESTS

Sort by Amount Spent

Shoppers	\$83.00	92%
Foodies	\$80.68	90%
Women's Lifestyle	\$74.63	83%
Fashion & Style Gurus	\$73.06	81%

TOP LOCATIONS

Sort by Amount Spent

Kuwait	\$90.00
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