

# #BAHDTHEALBUM ADS CAMPAIGN RESULTS

By Digimillennials



**JUNE 10- JULY 10**

# Campaign Totals

IMPRESSIONS	CLICKS	VIEWS	SPEND
3,975,667	134,692	743,135	N 1,116,850.115
\$0.52 CPM	\$0.013 CPC	\$0.002 CPV	

Note:

Total Spend is Ads spend + VAT charges on FB and IG ads spend (7.5%).

Ads Spend = N1,084,556

VAT (FB + IG) = N32,294.115

Total Spend = N1,116,850.115

1\$ = N628

## Channel /Format Breakdown

	Instagram	Snapchat	Facebook	TOTAL
Amount Spent (Naira)	242,401.72	653,967.80	188,186.48	1,084,556
Amount Spent (\$)	\$385.99	\$1,041.35	\$299.66	\$1,725
Impressions	554,803	2,531,216	889,648	3,975,667
CPM	\$0.78	\$0.41	\$0.37	\$0.52
Clicks	1,903	30,260	102,529	134,692
CPC	\$0.17	\$0.03	\$0.003	\$0.013
VEWS	500,366	83,321	159,448	743,135
CTR	0.53%	1.20%	12.18%	4.60%

## Targeting/Creative Breakdown - Snapchat

	Snapchat					TOTAL
CREATIVE	BAHD Out Now	All Night (1)	All Night (2)	Knee Down (1)	Knee Down (2)	-
Amount Spent	\$318.96 (200,306.88)	\$447.08 (280,766.24)	\$120.55 (75,705.40)	\$73.31 (46,038.68)	\$81.45 (51,150.60)	\$1041.35 (653,967.8)
Impressions	712,779	949,788	289,259	266,032	313,358	2,531,216
CPM	\$0.45	\$0.65	\$0.42	\$0.28	\$0.26	\$0.41
Clicks	6,893	12,745	3,320	3,156	4,146	30,260
CPC	\$0.05	\$0.04	\$0.04	\$0.02	\$0.02	\$0.03
VIEWS	13,394	23,092	11,381	17,915	17,539	83,321
CTR	0.97%	1.53%	1.15%	1.19%	1.32%	1.20%

## Targeting/Creative Breakdown - Instagram

	Intagram			TOTAL
CREATIVE	BAHD Out Now	All Night	Knee Down	-
Amount Spent (Naira)	\$253.46 (159,172.88)	\$120.33 (75,567.24)	\$12.20 (7,661.60)	\$385.99 (242,401.72)
Impressions	384,808	156,768	13,227	554,803
CPM	\$0.66	\$0.77	\$0.92	\$0.78
Clicks	1,196	586	121	1,903
CPC	\$0.21	\$0.21	\$0.10	\$0.17
VIEWS	344,564	143,497	12,305	500,366
CTR	0.31%	0.37%	0.91%	0.53%

## Targeting/Creative Breakdown- Facebook

	Facebook			TOTAL
CREATIVE	BAHD Out Now	All Night	Knee Down	-
Amount Spent	\$145.08 (91,110.24)	\$43.68 (27,431.04)	\$110.90 (69,645.20)	\$299.66 (188,186.48)
Impressions	466,291	97,175	326,182	889,648
CPM	\$0.31	\$0.45	\$0.34	\$0.37
Clicks	44,988	12,790	44,751	102,529
CPC	\$0.003	\$0.003	\$0.002	\$0.003
VIEWS	75,022	17,816	66,610	159,448
CTR	9.65%	13.16%	13.72%	12.18%



**BAHD**

## By Digimillennials

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