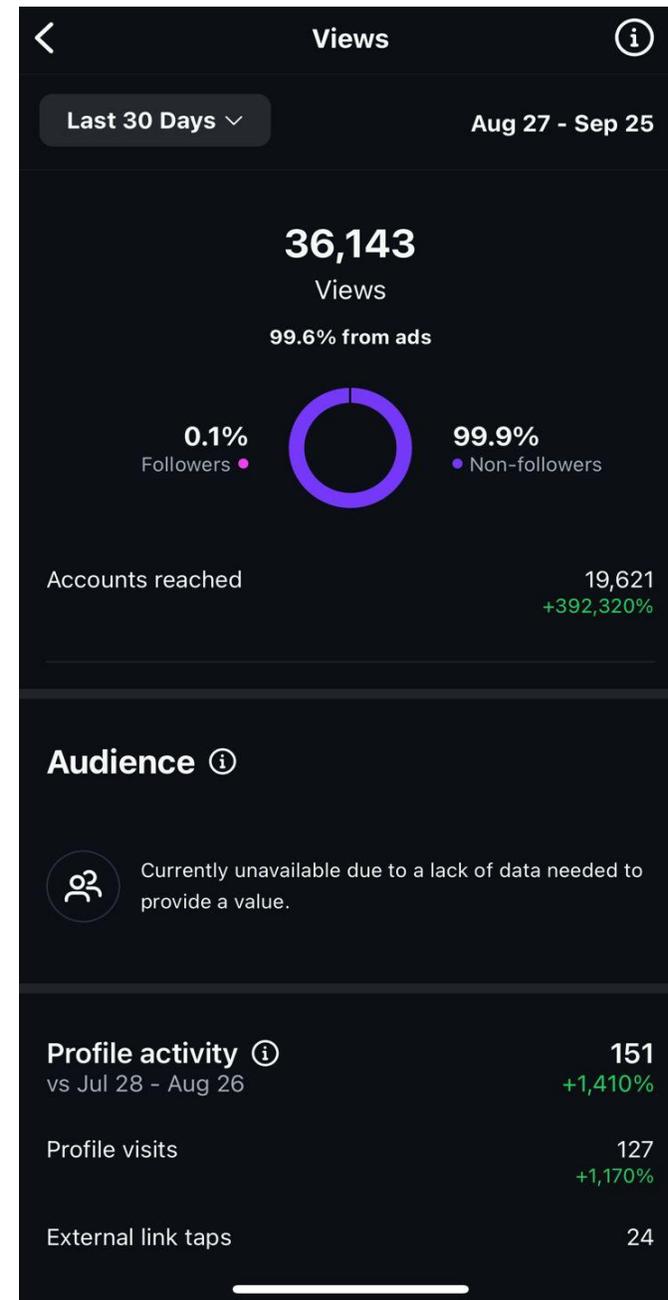




MONTHLY REPORT |
BY RIYA

Instagram Performance : 36143 View from ads.
Account Reach : 19621.

And Total Profile visit is 127



Video Play: 32514.

25% of Video Played by 8363
50% of Video Plays by 2901
75% of Video Plays By 1798
95% of Video Plays By 1307

Video performance

See how many video plays occur at key moments in your video.

1 of 1 ads

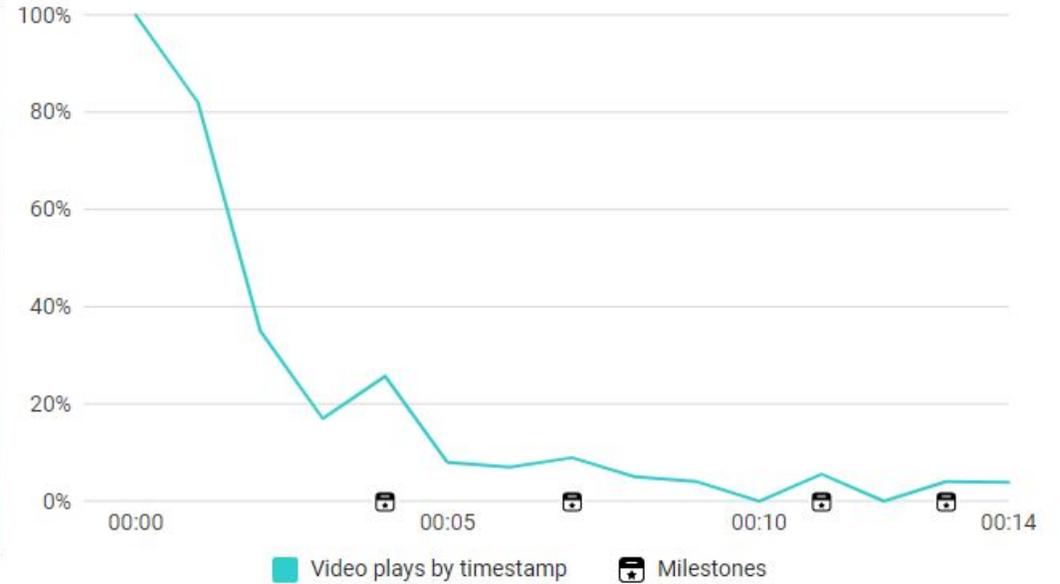
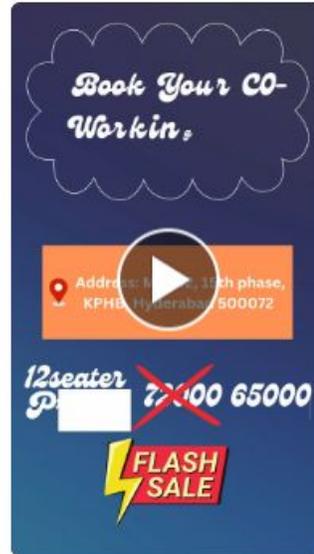
Video plays ⓘ

Video average play time ⓘ

32,514 00:02

New Leads ad

Video length: 00:14



Milestones

Video plays at 25% ⓘ
8,363

Video plays at 50% ⓘ
2,901

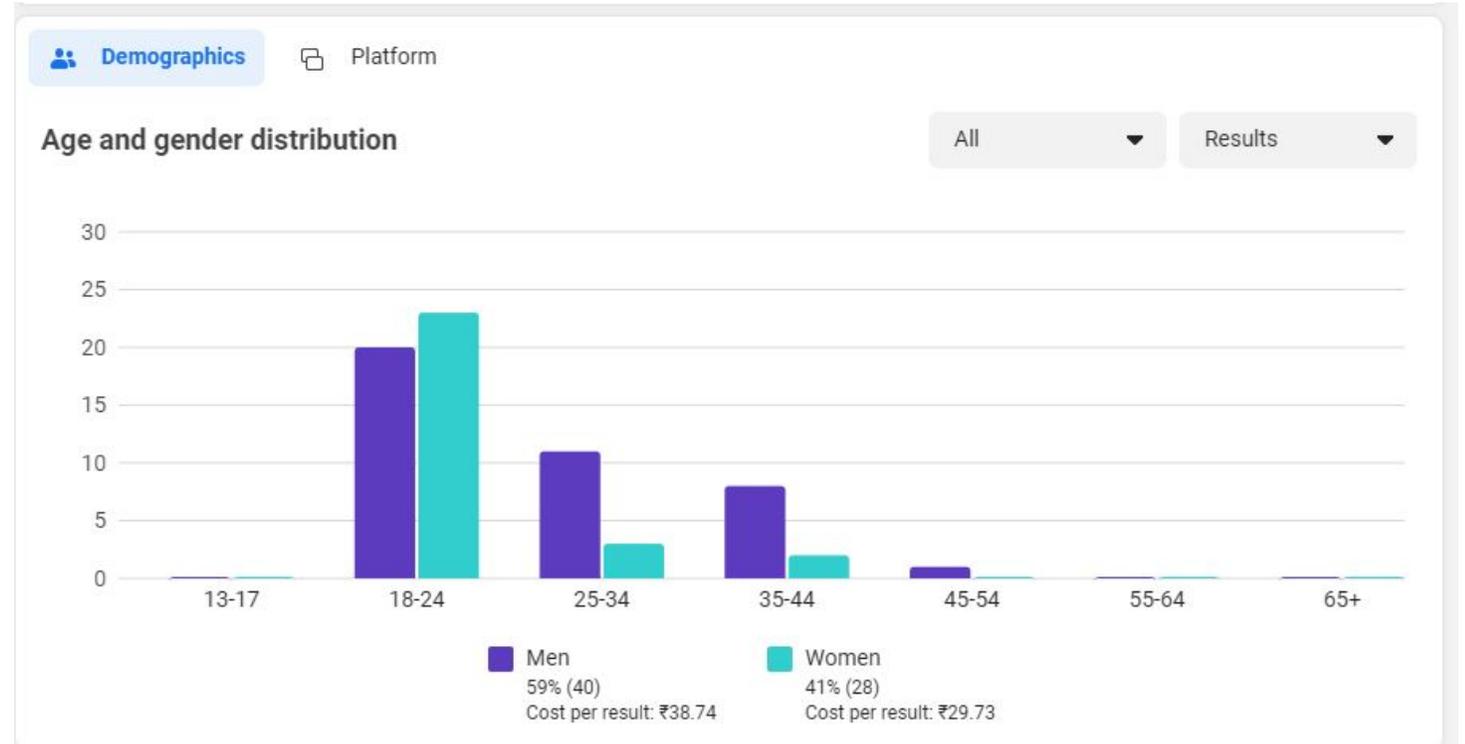
Video plays at 75% ⓘ
1,798

Video plays at 95% ⓘ
1,307

Compare to women men are more likely interested in OKKO Space

Men : 59%

Women: 41%

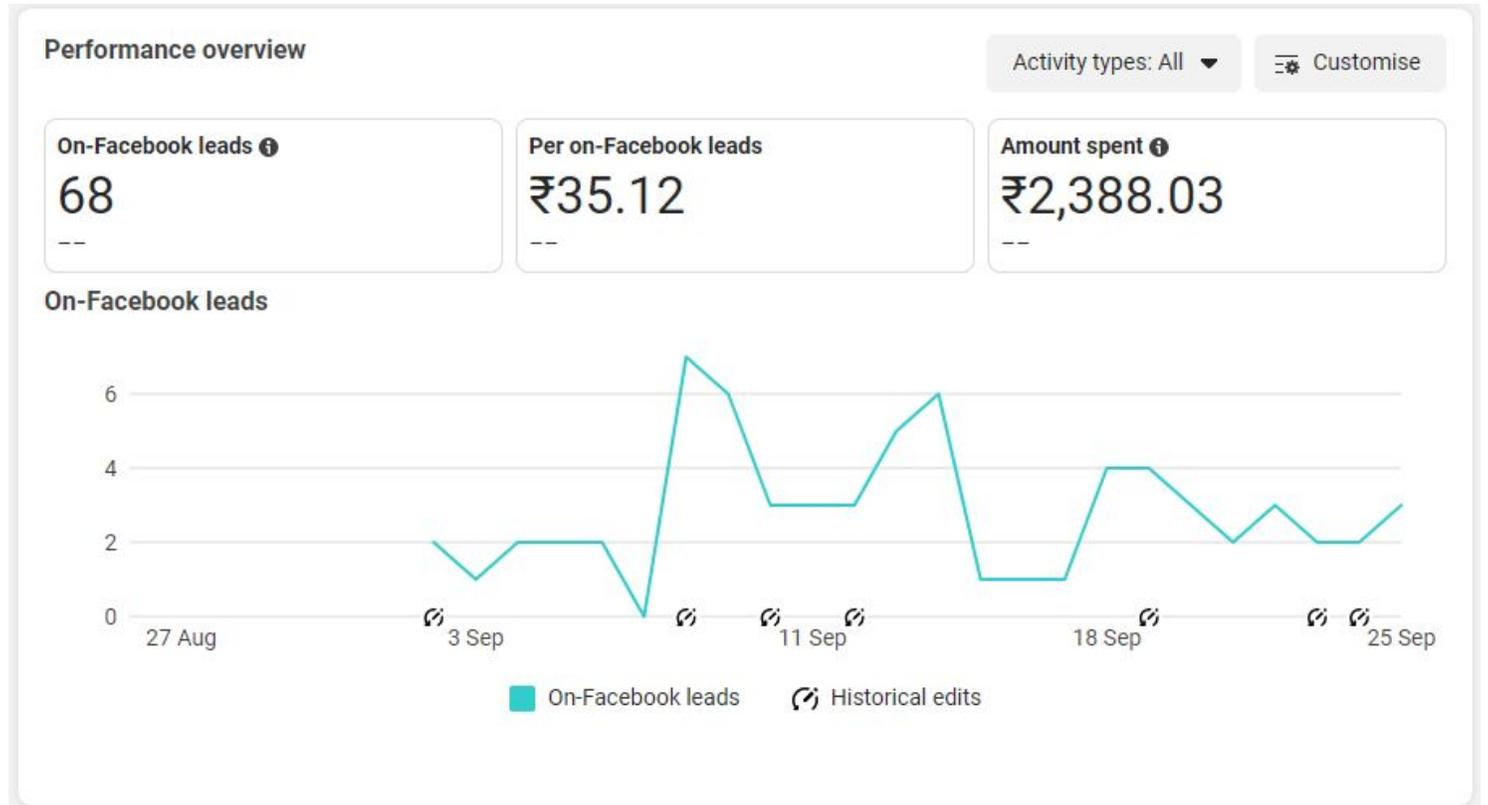


People are watching more in Instagram
and Less in Facebook



* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook

From 3 September we got **68** Total Leads at Cost per lead 35 RS. Amount Spent 2388Rs on Ads



Plan

1. 25% of Video Played by 8363 which means we need to work hard on our Creative make it more engaging to users
2. Need to Reduce Cost per Lead.
3. Focus on Getting more Leads

Thank You