

Campaign Report:

Baskin Robbins North Phase 2



20/09/2021 to
29/09/2021



**TIMES
INTERNET**

– CAMPAIGN PERFORMANCE REPORT

2.08 M

Impressions delivered

33.8 K

Clicks Delivered

1.63%

CTR

320000

Total Spends

4%

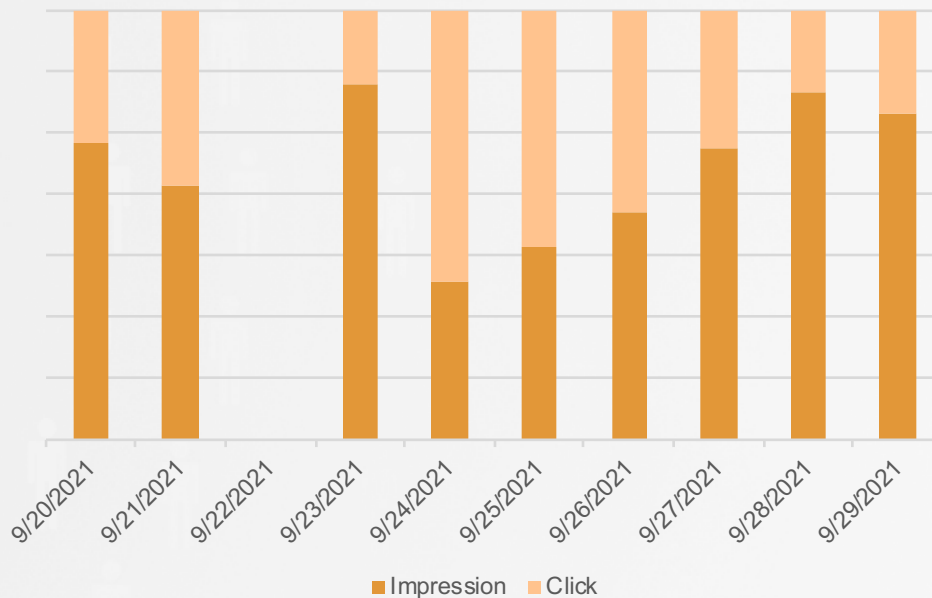
More impressions delivered
compared to committed **2M**

– GEO + AD UNIT + LP WISE PERFORMANCE

Ad-unit	Geo								
	Mumbai			Delhi			Banglore		
	Impression	Click	CTR	Impression	Click	CTR	Impression	Click	CTR
Interstitial (Total)	3,44,405	8,873	2.58%	3,38,364	11,685	3.45%	3,33,368	7,237	2.17%
Swiggy	1,75,240	4,167	2.38%	85,845	2,852	3.32%	2,50,014	5,753	2.30%
Zomato	1,69,165	4,706	2.78%	2,52,519	8,833	3.50%	83,354	1,484	1.78%
Carousel (Total)	3,80,437	2,431	0.64%	3,40,366	1,997	0.59%	3,45,539	1,669	0.48%
Swiggy	1,89,910	1,209	0.64%	87,750	464	0.53%	2,61,263	1,272	0.49%
Zomato	1,90,527	1,222	0.64%	2,52,616	1,533	0.61%	84,276	397	0.47%

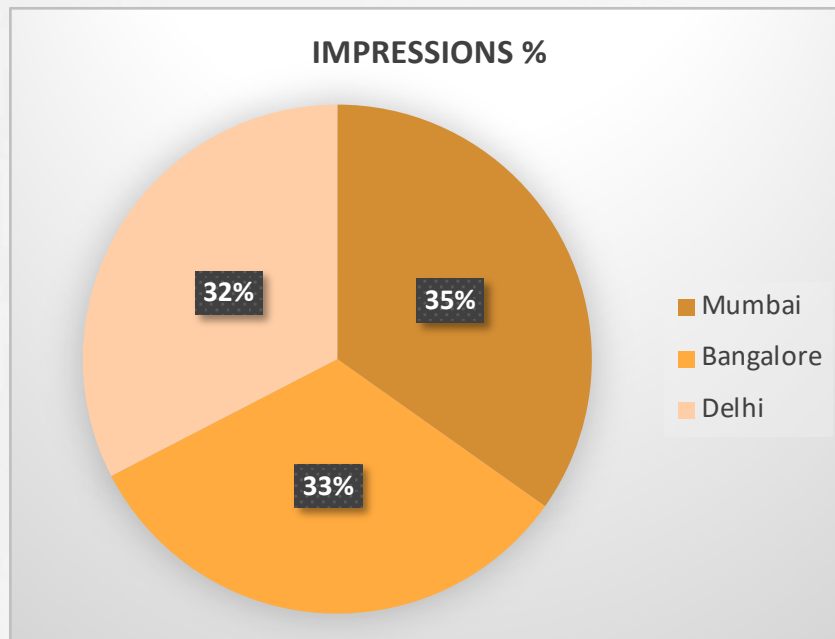
– DAY WISE PERFORMANCE - DISPLAY

Date	Impressions	Clicks	CTR
2021-09-20	29,254	316	1.08%
2021-09-21	260,727	3802	1.46%
2021-09-23	268,480	1647	0.61%
2021-09-24	378,684	8514	2.25%
2021-09-25	501,237	9896	1.97%
2021-09-26	458,026	7704	1.68%
2021-09-27	158,316	1798	1.14%
2021-09-28	11,179	74	0.66%
2021-09-29	16,576	141	0.85%
Total	20,82,479	33,892	1.63%



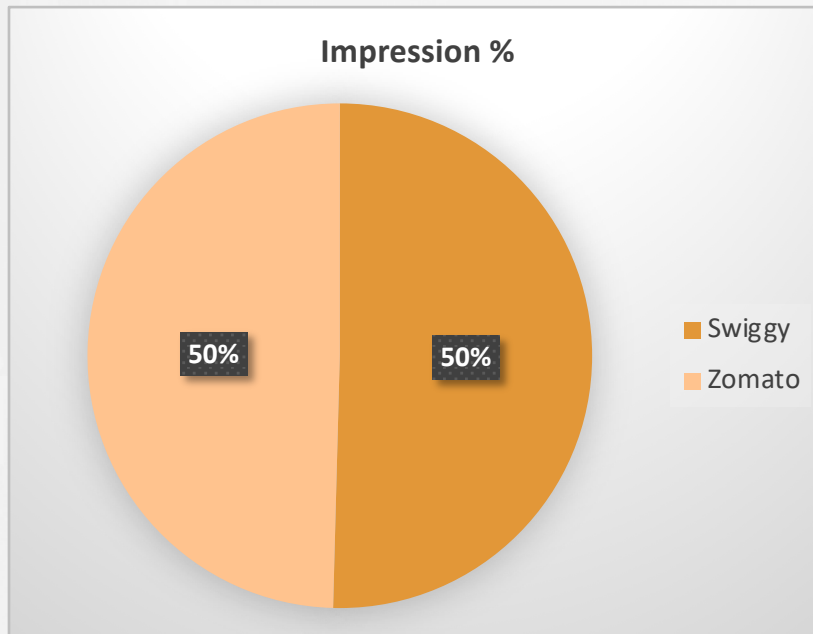
– GEO WISE PERFORMANCE (DISPLAY)

GEO	IMPRESSIONS	CLICKS	CTR(%)
Mumbai	724,842	11,304	1.56%
Bangalore	678,907	8,906	1.31%
Delhi	678,730	13,682	2.02%



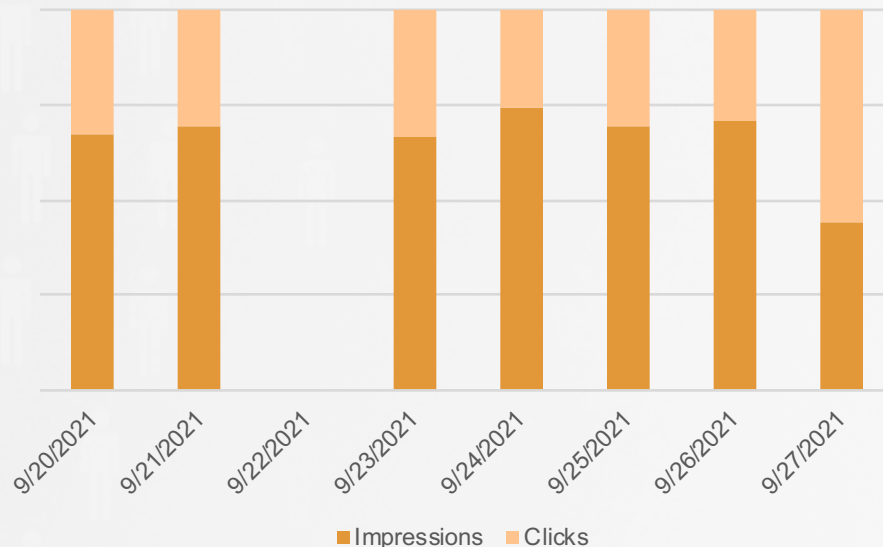
– LP WISE PERFORMANCE (DISPLAY)

LP	Impression	Click	CTR
Swiggy	10,50,022	15,717	1.50%
Zomato	10,32,457	18,175	1.76%
Grand Total	20,82,479	33,892	1.63%



– DAY WISE PERFORMANCE – Native CPC

Date	Impressions	Clicks	CTR	Spends
2021-09-20	3,46,922	906	0.26%	4,530
2021-09-21	4,72,899	1,154	0.24%	5,770
2021-09-23	4,76,106	1,268	0.27%	6,340
2021-09-24	3,93,650	820	0.21%	4,100
2021-09-25	3,91,544	955	0.24%	4,775
2021-09-26	6,53,206	1,539	0.24%	7,695
2021-09-27	8,52,597	3,814	0.45%	19,070
Total	35,86,924	10,456	0.29%	52,280

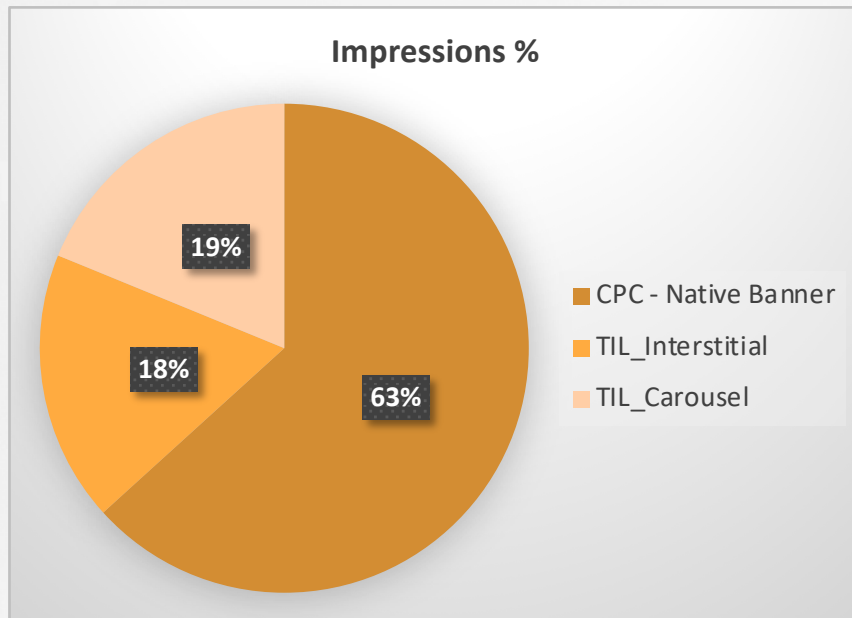


Geo+LP WISE PERFORMANCE (Native CPC)

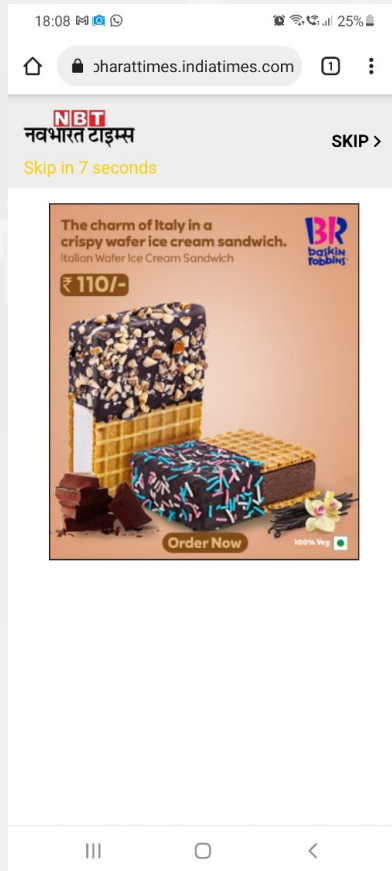
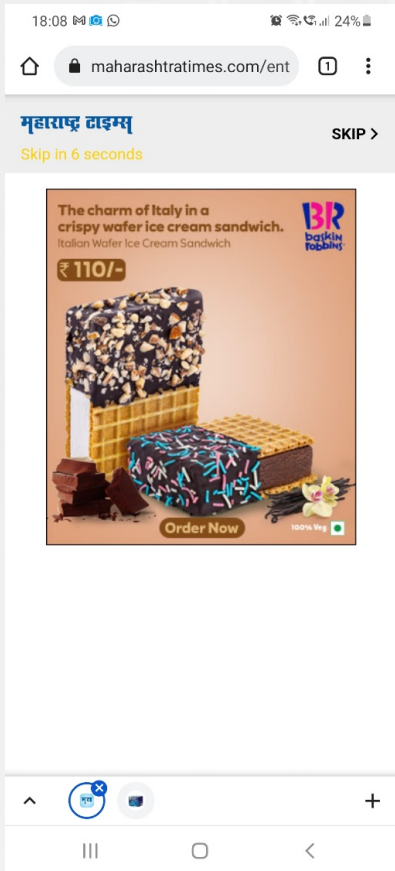
Ad-unit	Geo								
	Mumbai			Delhi			Banglore		
	Impression	Click	CTR	Impression	Click	CTR	Impression	Click	CTR
Swiggy	5,93,585	1,948	0.33%	3,76,211	835	0.22%	7,54,160	2,548	0.34%
Zomato	6,12,271	1,769	0.29%	9,44,002	2,512	0.27%	3,06,695	849	0.28%
Native CPC (Total)	12,05,856	3,717	0.31%	13,20,213	3,347	0.25%	10,60,855	3,397	0.32%

– AD UNITS WE WORKED WITH

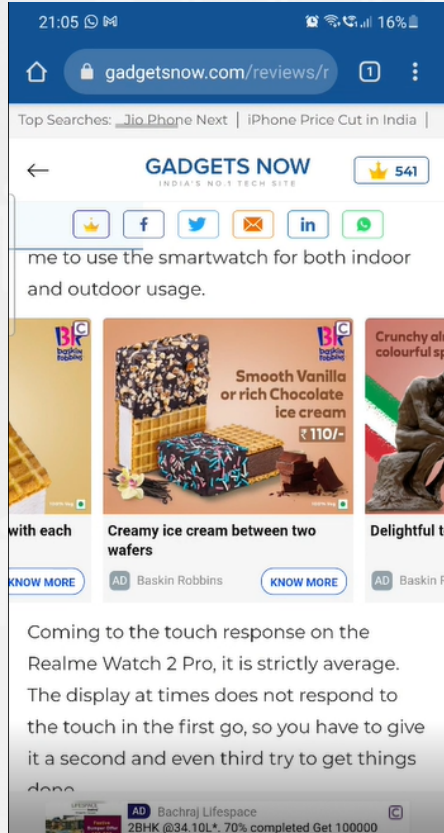
Ad unit	Impressions	Clicks	CTR(%)
CPC - Native Banner	3,586,924	10,456	0.45%
TIL_Interstitial	1,016,137	27,795	2.74%
TIL_Carousel	1,066,342	6,097	0.57%



– Screen Shot



– Screen Shot



– Screen Shot

