

# Infinix Campaign – HOT 40i

আনন্দবাজার.com



| KPI         | Committed | Delivered |
|-------------|-----------|-----------|
| Impressions | 10Mn      | 11.5 Mn   |
| CTR         | 1%        | 1.35%     |
| Clicks      | 100000    | 135000    |