



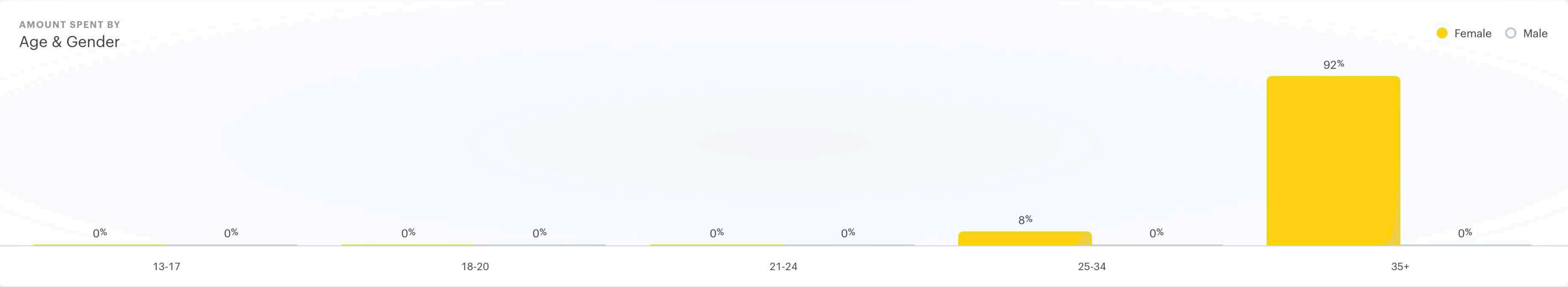
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كولكشن العيد - Campaign

- Overview
- Locations
- Interests
- Devices

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

Jan 1, 2020 – Apr 16, 2022 (GMT+3)



\$300.00

TOTAL AMOUNT SPENT



Shoppers

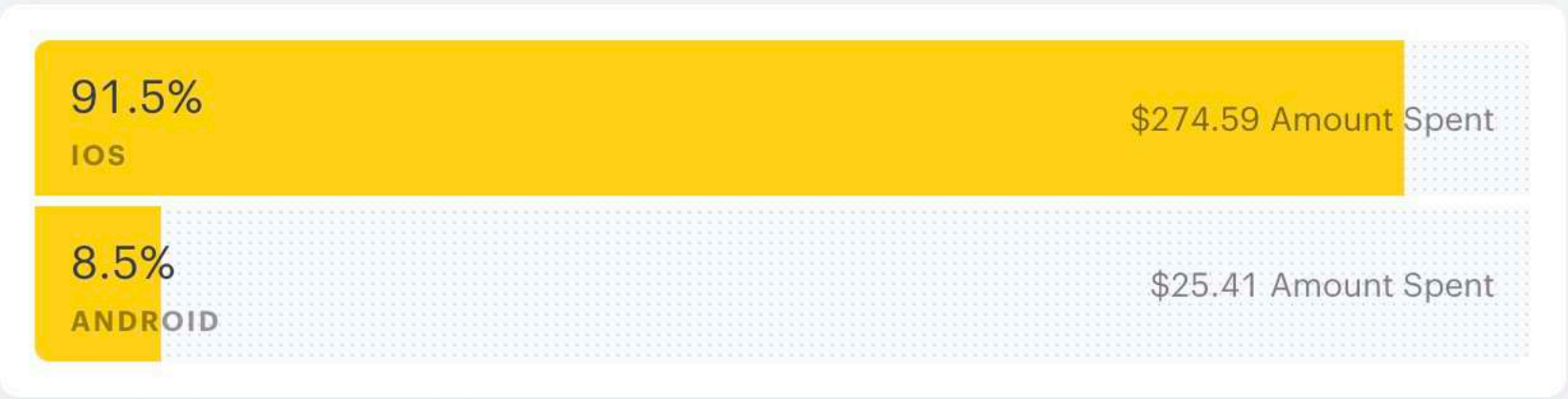
\$295.10 AMOUNT SPENT

Foodies

\$284.98 AMOUNT SPENT

Fashion & Style Gurus

\$272.32 AMOUNT SPENT



TOP INTERESTS

Sort by Amount Spent

Shoppers	\$295.10	<div></div>	98%
Foodies	\$284.98	<div></div>	95%
Fashion & Style Gurus	\$272.32	<div></div>	91%
Women's Lifestyle	\$270.52	<div></div>	90%
Beauty Mavens	\$267.95	<div></div>	89%

View All

TOP LOCATIONS

Sort by Amount Spent

Qatar	\$169.22	<div></div>	56%
Kuwait	\$130.78	<div></div>	44%

Delivery Insights are available from 1/1/2020 and 5/1/2020 for insights by Exposure Time. Reporting data is estimated to protect user privacy and meant to provide directional guidance only.

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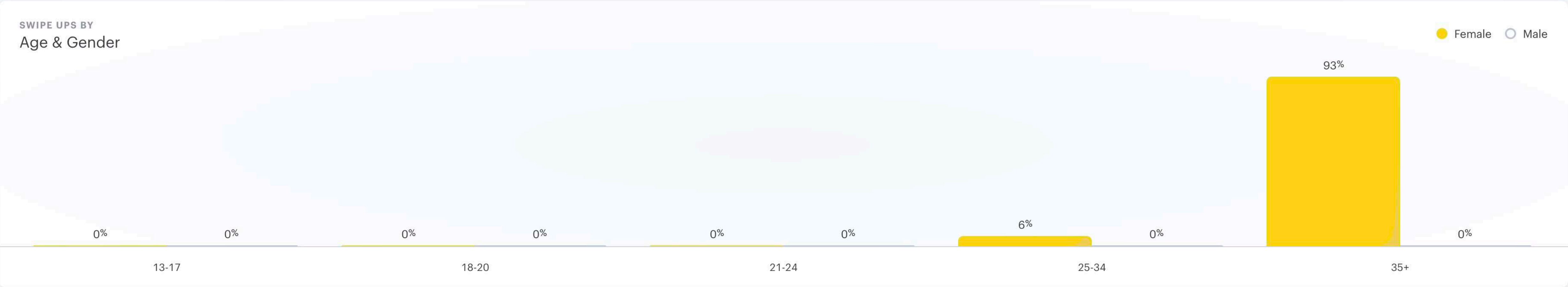
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كولكشن العيد - Campaign

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

Jan 1, 2020 – Apr 16, 2022 (GMT+3)



4,194

TOTAL SWIPE UPS

6.2% SWIPE UP RATE \$0.07 ECPSU

Talk Show Fans

7.92% SWIPE UP RATE

Fun Trivia & Quiz Fanatics

7.19% SWIPE UP RATE

Advocates & Activists

7.08% SWIPE UP RATE

0.0% MALE 0 Swipe Ups

100.0% FEMALE 4,194 Swipe Ups

91.4% IOS 3,831 Swipe Ups

8.6% ANDROID 362 Swipe Ups

TOP INTERESTS

Sort by Swipe Ups

Shoppers	4,123	98%
Foodies	3,979	95%
Women's Lifestyle	3,778	90%
Fashion & Style Gurus	3,756	90%
Beauty Mavens	3,718	89%

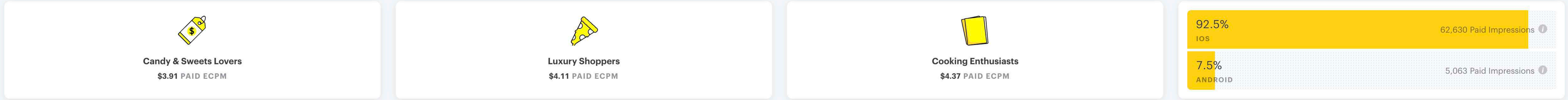
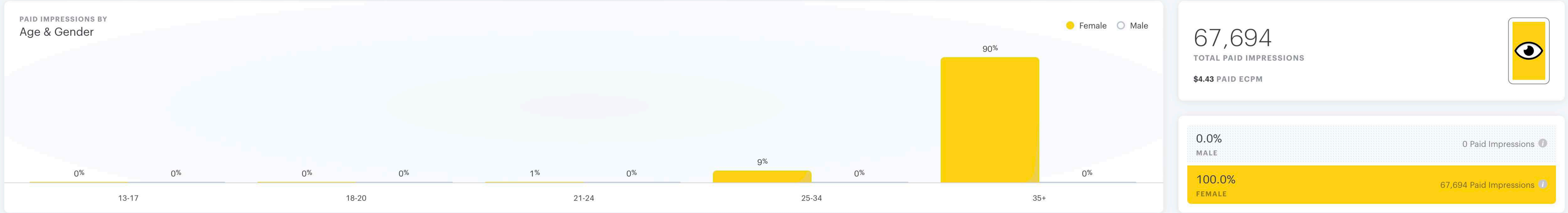
View All

TOP LOCATIONS

Sort by Swipe Ups

Qatar	2,247	54%
Kuwait	1,947	46%





TOP INTERESTS

Sort by Paid Impressions

Shoppers	66,579		98%
Foodies	64,407		95%
Fashion & Style Gurus	61,672		91%
Women's Lifestyle	60,469		89%
Beauty Mavens	60,141		89%

View All

TOP LOCATIONS

Sort by Paid Impressions

Qatar	37,836		56%
Kuwait	29,858		44%



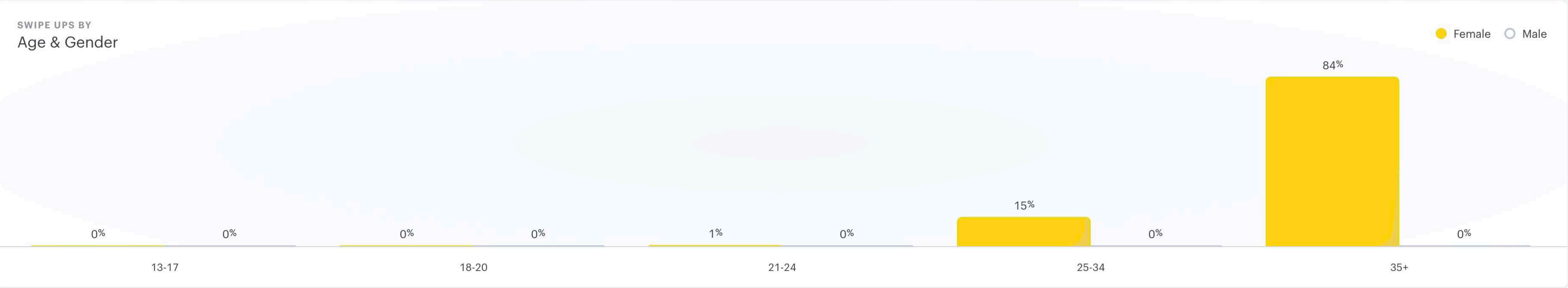
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كولكشن العيد - Campaign

OverviewLocationsInterestsDevices

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

Jan 1, 2020 – Apr 16, 2022 (GMT+3)



7,335  
TOTAL SWIPE UPS

6.12% SWIPE UP RATE \$0.08 ECPSU

0.0%  
MALE  
0 Swipe Ups

100.0%  
FEMALE  
7,335 Swipe Ups

Talent & Competition Show Fans  
7.22% SWIPE UP RATE

Sci-fi & Fantasy Fans  
7.08% SWIPE UP RATE

Advocates & Activists  
7.08% SWIPE UP RATE

80.9%  
IOS  
5,932 Swipe Ups

19.1%  
ANDROID  
1,399 Swipe Ups

TOP INTERESTS

Sort by Swipe Ups

Shoppers	7,287	99%
Foodies	7,147	97%
Beauty Mavens	6,948	95%
Fashion & Style Gurus	6,942	95%
Women's Lifestyle	6,925	94%

View All

TOP LOCATIONS

Sort by Swipe Ups

Saudi Arabia	7,335	100%
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Campaignكولكشن العيد

Overview

Locations

Interests

Devices

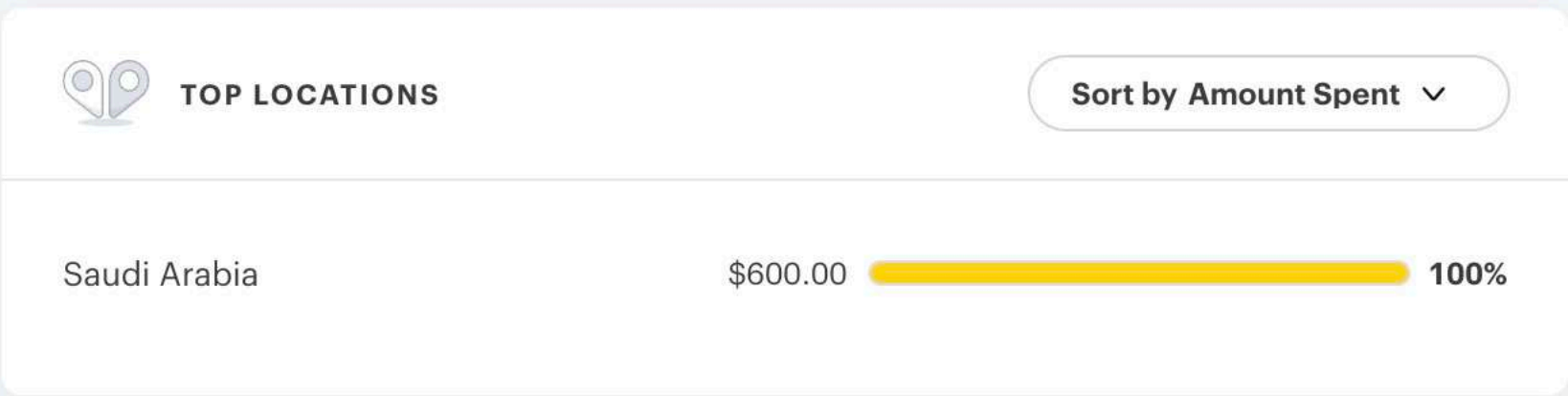
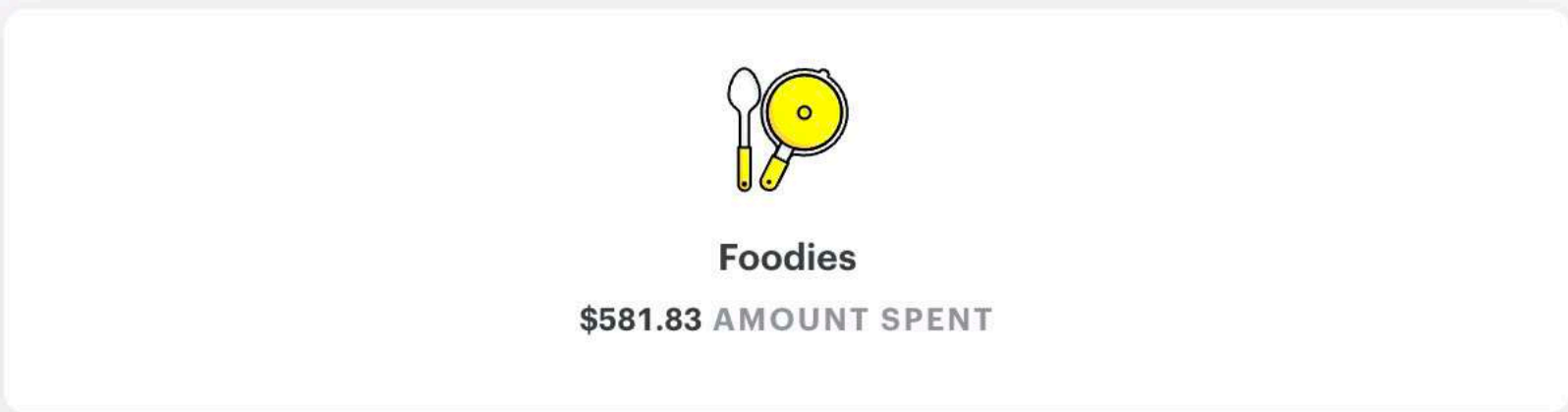
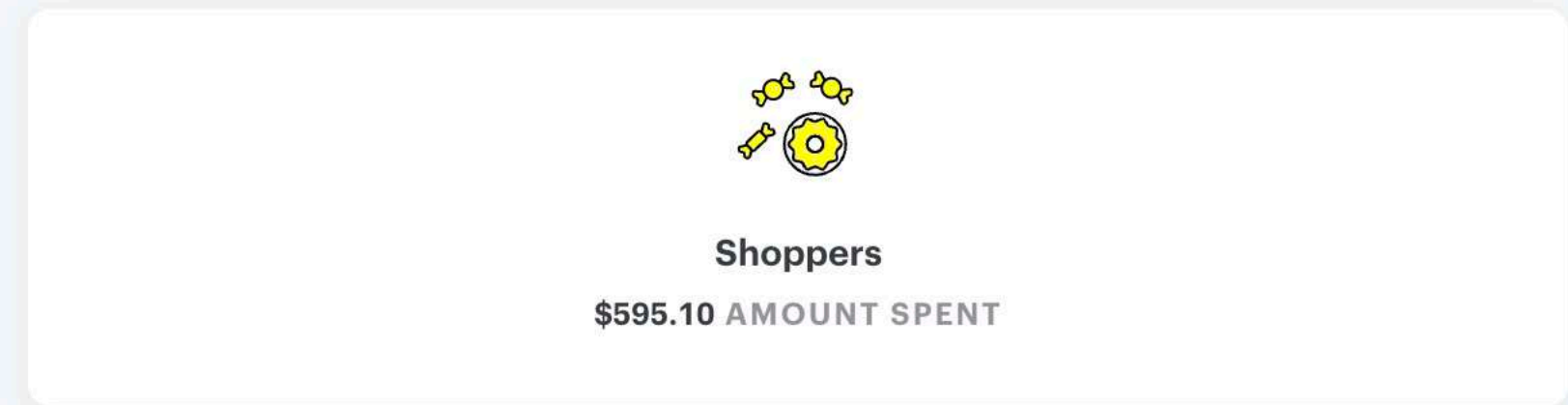
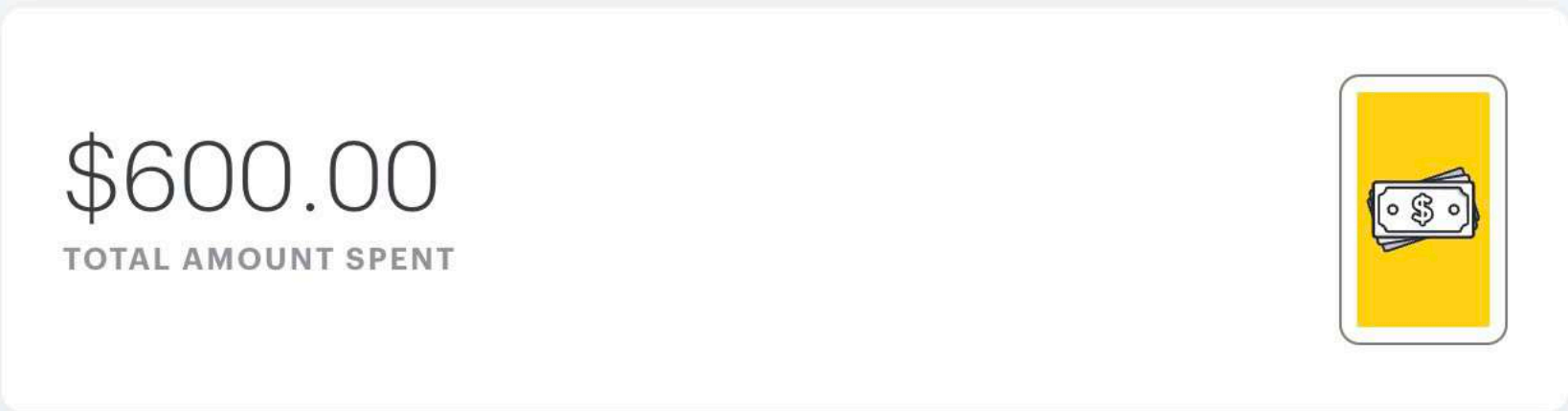
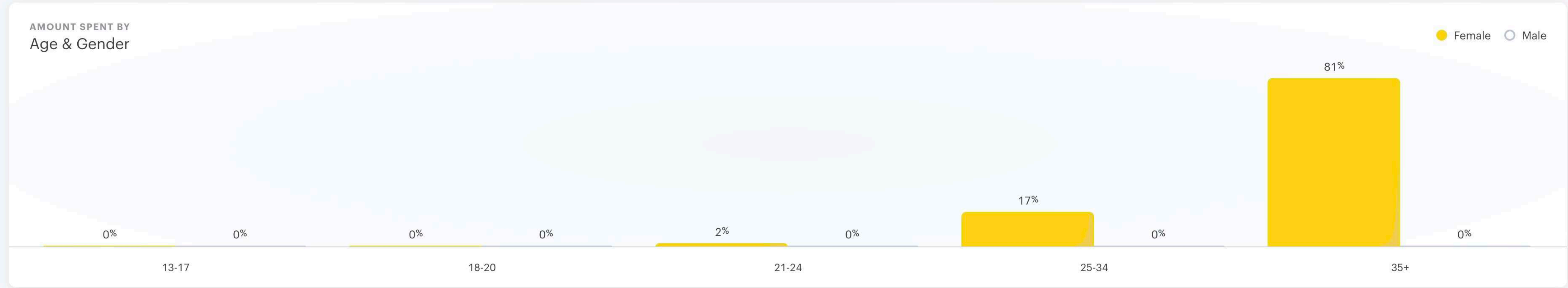
View delivery insights by

Amount Spent

and show metrics by:

28d Swipe, 1d View, By Conversion Time

Jan 1, 2020 – Apr 16, 2022 (GMT+3)



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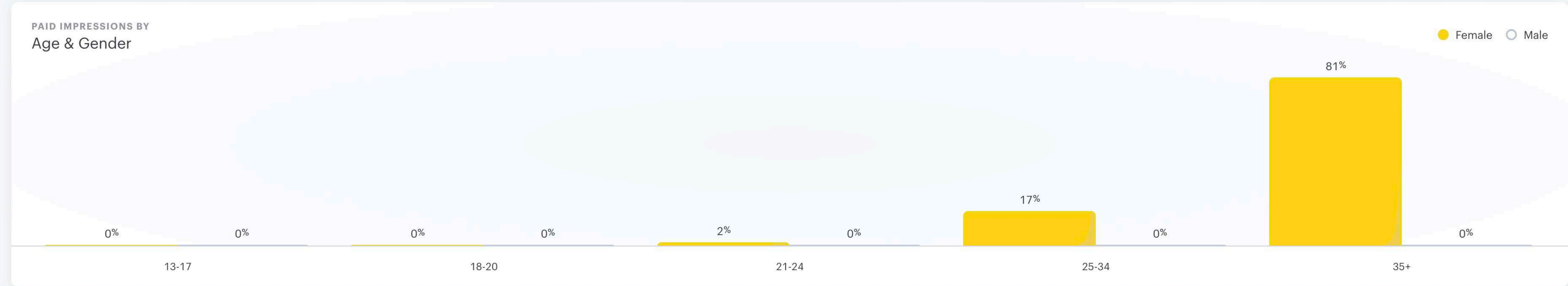


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كولكشن العيد - Campaign

OverviewLocationsInterestsDevices

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



119,856

TOTAL PAID IMPRESSIONS

\$5.01 PAID ECPM

0.0% MALE0 Paid Impressions

100.0% FEMALE119,856 Paid Impressions

Candy & Sweets Lovers

\$4.76 PAID ECPM

Cooking Enthusiasts

\$4.87 PAID ECPM

Arts & Culture Mavens

\$4.91 PAID ECPM

82.7% IOS99,064 Paid Impressions

17.3% ANDROID20,788 Paid Impressions

TOP INTERESTS

Sort by Paid Impressions

Shoppers	118,939	99%
Foodies	116,430	97%
Fashion & Style Gurus	113,776	95%
Beauty Mavens	112,333	94%
Women's Lifestyle	112,018	93%

View All

TOP LOCATIONS

Sort by Paid Impressions

Saudi Arabia	119,856	100%
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