



OVERALL KPIs:



LINK CLICKS

KNOW THE GLOW ADVERTISING

1.2162M



REACH

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22.492M



IMPRESSIONS

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87.469M

PERFORMANCE BREAKDOWN:



INDIVIDUAL CAMPAIGN PERFORMANCE

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CAMPAIGN	CLICKS	REACH	IMPR.
MINI AFRICA CAMPAIGN - ENGLISH	709,895	9,437,643	44,518,560
NIGERIA CAMPAIGN	271,013	6,332,030	23,864,366
VIDEO CAMPAIGN	101,223	3,961,412	8,174,700
BRAZIL CAMPAIGN	47,197	1,219,348	3,069,525
RB AWARENESS - SECOND CAMPAIGN	35,861	1,446,235	5,880,440
BELGIUM + NETHERLANDS CAMPAIGN	29,775	265,696	720,45
KOREA CAMPAIGN	14,294	243,322	593,885
SWITZERLAND CAMPAIGN	3,957	134,913	413,069
INDIA CAMPAIGN	2,040	31,729	49,288
EOY SUCCESS CAMPAIGN	906	101,288	184,672
	1,216,161	22,492,218	87,468,962