



**KNOW THE GLOW®**  
PREVENT CHILDHOOD BLINDNESS



## OVERALL KPIs:

 **LINK CLICKS**  
KNOW THE GLOW ADVERTISING  
**4,025,299**

 **REACH**  
KNOW THE GLOW ADVERTISING  
**44,389,641**

 **IMPRESSIONS**  
KNOW THE GLOW ADVERTISING  
**187,849,436**

## PERFORMANCE BREAKDOWN:

 **INDIVIDUAL CAMPAIGN PERFORMANCE**  
KNOW THE GLOW ADVERTISING

CAMPAIGN	CLICKS	REACH	IMPR.
MINI AFRICA CAMPAIGN - ENGLISH	43,602	2,673,298	5,758,907
MINI AFRICA CAMPAIGN - FRENCH	1,449,005	2,452,4207	97,577,645
INDIA CAMPAIGN	2,989	98,874	173,906
UGANDA CAMPAIGN	113,185	1,375,029	8,286,467
NEPAL & TIBET CAMPAIGN	292,471	6,464,096	40,253,748
RB AWARENESS - 2025	1,139,858 (VIEWS)	1,841,529	3,907,053
GHANA CAMPAIGN	308,172	3,069,707	16,573,800
ETHIOPIA CAMPAIGN	652,906	3,154,431	13,315,888
CHILE CAMPAIGN	14,330	166,291	404,999
	<b>8,036,457</b>	<b>87,710,346</b>	<b>374,101,849</b>



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