

Taste The Difference

AL NOOR FOODS
Campaign Report

CAMPAIGN OVERVIEW

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Campaign	Ad group	Status	Ad type	Avg. CPM	Impr.	Interactions	Interaction rate	Avg. cost	↓ Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad #1  Order now Shop Now	July 2022	Al Noor	Not eligible Campaign ended	Skippable in-stream ad	£1.82	424,400	154,932 engagements	36.51%	£0.00	£771.86
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad #2  Order now Shop Now	July 2022	Al Noor	Not eligible Campaign ended	Skippable in-stream ad	£1.71	133,687	65,972 engagements	49.35%	£0.00	£227.95
Total: Filtered ads ?							£1.79	558,087	220,904 engagements	39.58%	£0.00	£999.81

The Al NOOR Food's YouTube boosting campaign started on the 10th of September and until the 11th of October 2022. The overall Campaign has used up to £999.81 till gaining a total of 558,087 impressions.

When you look at the numbers for this campaign, you can see how successful it has been all along. We established a target budget of £999.81, which was then used in a variety of ways to achieve beneficial results. By narrowing down each specification, we ensure that the allocated budget was put to the best possible use. The total number of impressions on this campaign was 558,087 with a total of 220,904 interactions, demonstrating how interactive and effective Al NOOR Food's ads were with the targeted audience.

CAMPAIGN OVERVIEW

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Campaign	Status ↓	Max. CPM	Target CPM	Ad group type	Avg. CPM	Impr.	Interactions	Interaction rate	Avg. cost	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	Al Noor	July 2022	Not eligible Campaign ended	—	£4.00	efficient reach	£1.79	558,086	220,897 engagements	39.58%	£0.00	£999.81
		Total:...						£1.79	558,086	220,897 engagements	39.58%	£0.00	£999.81

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LOCATION

<input type="checkbox"/> Targeted location	Campaign	Bid adj.	Avg. CPM	Impr.	↓ Interaction:	Interaction rate	Avg. cost	Cost
<input type="checkbox"/> United Kingdom	July 2022	—	£1.79	558,086	220,895 engagements	39.58%	£0.00	£999.81
Total: Filtered locations ?			£1.79	558,086	220,895 engagements	39.58%	£0.00	£999.81

The campaign received a great response, with 558,086 impressions, indicating that it met the ultimate target and goal. The technique we implemented for this campaign was a success.

ADS APPEARED

<input type="checkbox"/>	<input checked="" type="radio"/>	Placement	Type	Ad group	Status	↓ Impr.	Views	View rate	Avg. CPM	Cost
		Total: Placements ?				558,069	220,896	39.58%	£1.79	£999.79
<input type="checkbox"/>	<input checked="" type="radio"/>	BOL News	YouTube channel	Al Noor	Campaign ended	77,741	31,165	40.09%	£1.61	£125.54
<input type="checkbox"/>	<input checked="" type="radio"/>	ARY Digital HD	YouTube channel	Al Noor	Campaign ended	72,200	24,182	33.49%	£2.06	£148.54
<input type="checkbox"/>	<input checked="" type="radio"/>	ARY News	YouTube channel	Al Noor	Campaign ended	60,766	32,482	53.45%	£1.62	£98.31
<input type="checkbox"/>	<input checked="" type="radio"/>	HAR PAL GEO	YouTube channel	Al Noor	Campaign ended	60,012	20,762	34.60%	£1.99	£119.48
<input type="checkbox"/>	<input checked="" type="radio"/>	Imran Riaz Khan	YouTube channel	Al Noor	Campaign ended	52,701	19,638	37.26%	£1.76	£92.82
<input type="checkbox"/>	<input checked="" type="radio"/>	HUM TV	YouTube channel	Al Noor	Campaign ended	35,716	13,198	36.95%	£2.00	£71.43
<input type="checkbox"/>	<input checked="" type="radio"/>	Aftab Iqbal	YouTube channel	Al Noor	Campaign ended	24,363	10,858	44.57%	£1.79	£43.56
<input type="checkbox"/>	<input checked="" type="radio"/>	GNN	YouTube channel	Al Noor	Campaign ended	22,938	8,382	36.54%	£1.52	£34.81
<input type="checkbox"/>	<input checked="" type="radio"/>	Channels Televis...	YouTube channel	Al Noor	Campaign ended	21,888	12,012	54.88%	£1.83	£40.10
<input type="checkbox"/>	<input checked="" type="radio"/>	Dunya News	YouTube channel	Al Noor	Campaign ended	21,784	7,901	36.27%	£1.60	£34.82
<input type="checkbox"/>	<input checked="" type="radio"/>	Geo News	YouTube channel	Al Noor	Campaign ended	18,516	6,657	35.95%	£1.75	£32.42
<input type="checkbox"/>	<input checked="" type="radio"/>	IndiaTV	YouTube channel	Al Noor	Campaign ended	18,064	7,167	39.68%	£1.75	£31.55
<input type="checkbox"/>	<input checked="" type="radio"/>	92 News HD	YouTube channel	Al Noor	Campaign ended	15,599	5,339	34.23%	£1.57	£24.49

Al NOOR Food's YouTube July 2022 campaign is primarily seen on the above-mentioned YouTube channels. These channels were selected on the basis of the interest of the target audience. This would have a significant impact on the audiences of such channels. The top numbers have a total of '558,069' Impressions and '220,896' Views.

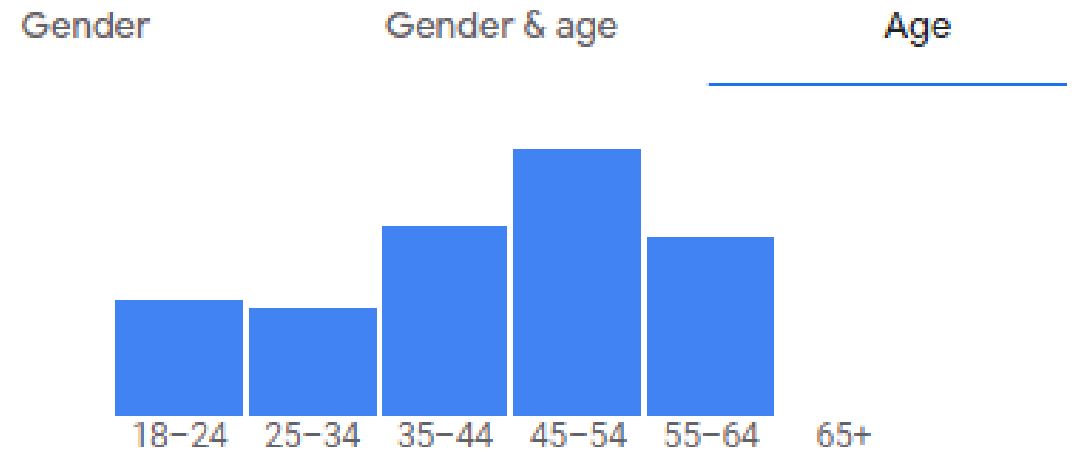
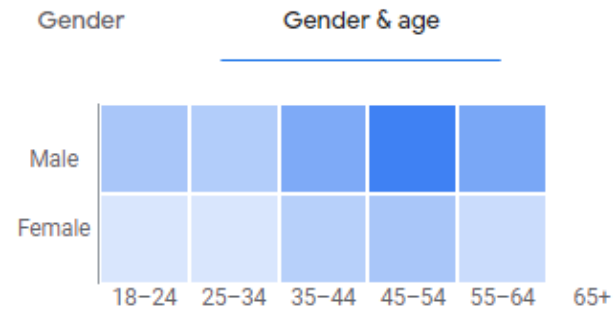
DEVICES

<input type="checkbox"/>	Device	Level	Added to	Bid adj.	Ad group bid adj.	Avg. CPM	Impr.	↓ Interactions	Interaction rate	Avg. cost	Cost
<input type="checkbox"/>	TV screens	Campaign	July 2022	—	None	£2.05	333,574	139,672 engagements	41.87%	£0.00	£685.14
<input type="checkbox"/>	Mobile Phones	Campaign	July 2022	—	None	£1.36	162,026	58,339 engagements	36.01%	£0.00	£220.54
<input type="checkbox"/>	Tablets	Campaign	July 2022	—	None	£1.40	47,513	16,968 engagements	35.71%	£0.00	£66.53
<input type="checkbox"/>	Computers	Campaign	July 2022	—	None	£1.84	14,973	5,916 engagements	39.51%	£0.00	£27.60
Total: Account ?						£1.79	558,086	220,895 engagements	39.58%	£0.00	£999.81

The top two devices on which the campaign was successful were TV Screens and Mobile Phones, both of which are often utilised by people for pleasure nowadays. This campaign also achieved a 39.58% interaction rate, demonstrating how engaged the audience was with it and the immediate impact it made.

AGE GROUP

- Al NOOR Food's ' target demographic for all campaigns was 45–54 years old. The campaign was able to reach a diverse audience.



Thank You

