

Campaign Name: Land Cruiser
Dates: 21 October 31 October
Language: Ar
Market: Kuwait
Reporting Period: 21 October 31 October
Time Zone: GMT

Engagement Rate 49.75%	Video Starts	25%	50%	75%	100%
	6,328	4,814	3,947	3,325	2,740

Placement	Booked	Start Date	End Date	Days Left	Impressions	Clicks	CTR	VCR	Delivery	Campaign Progress	Activations
Ads Motion	110,000	21 October	31 October	Finished	110,045	8,863	8.05%	43.30%	100.04%	100%	54,743
Banners	15,000	21 October	31 October	Finished	15,009	929	6.19%	-	100.06%	100%	-
Total	125,000				125,054	9,792	7.83%				