

Paashh

Progressive Work Report - June 2024

Agency Name: **Facebook**

Date: **4/7/2024**

Purpose: Branding

Duration: June 2024

Purpose:

- Reach, Awareness & Brand Promotion

Report:

Campaign name	Reach	Impressions	Amount spent (INR)
Food	509628	778461	9616.24
Decor	41283	47742	2242.41
Ambience	837099	1006273	11323.67
Fashion	1548054	2150994	4903.97
Total	2936064	3983470	28086.29

Prepared By	Checked & Approved By
Nikhil Gaud 2 nd in Command - Performance Marketing	Mr. Pranav Kulkarni Manager- Digital Marketing

MITSDE

Progressive Work Report - June 2024

Date: 4/7/2024

Agency Name: **Google**

Purpose: Lead Generation

Invoice Number:

Duration: June 2024

Purpose

- Lead Generation

Report:

Jun-24			
Agency	Leads	Admission	Conv %
Google	10893	483	4.43%
Google Add.	571	9	1.58%
Facebook	187	1	0.53%
Referral	1717	439	25.57%
Toll Free	445	36	8.09%
Organic	1398	110	7.87%
CAP	33	2	6.06%
Walkin	38	3	7.89%
Total	15282	1083	7.09%

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