



Lead Gen Campaign



:ishaadvertising@gmail.com



:ishaadvertising.com



+91 98116 77565



Audience Targeting :

Age:

22-45

Gender:

Male

People who match:

Interests: Electric vehicle (vehicle), Electric bicycle (bicycles), Honda (vehicles), Bajaj Auto, Electric motorcycles and scooters, Motorcycles (vehicles), Scooters (vehicle), Vespa, Honda Motorcycles, Hero MotoCorp, Hybrids (vehicle) or TVS Motor Company

And must also match:

Behaviours: People in India who prefer high-value goods

Geo Targeting : 5-6 KM radius from location.



Results till 07 July



Campaign name	Leads	Reach	Impressions	Imp to lead %
Dwarka	138	36,056	61,647	0.22%
Gurgaon	129	32,246	55,385	0.23%
Lajpat Nagar	185	23,948	46,140	0.40%
Nawada	121	44,997	69,412	0.17%
Rohini	125	33,184	70,392	0.18%
Tilak Nagar	139	31,360	56,058	0.25%
Total	837	2,01,791	3,59,034	0.23%



Results till 07 July

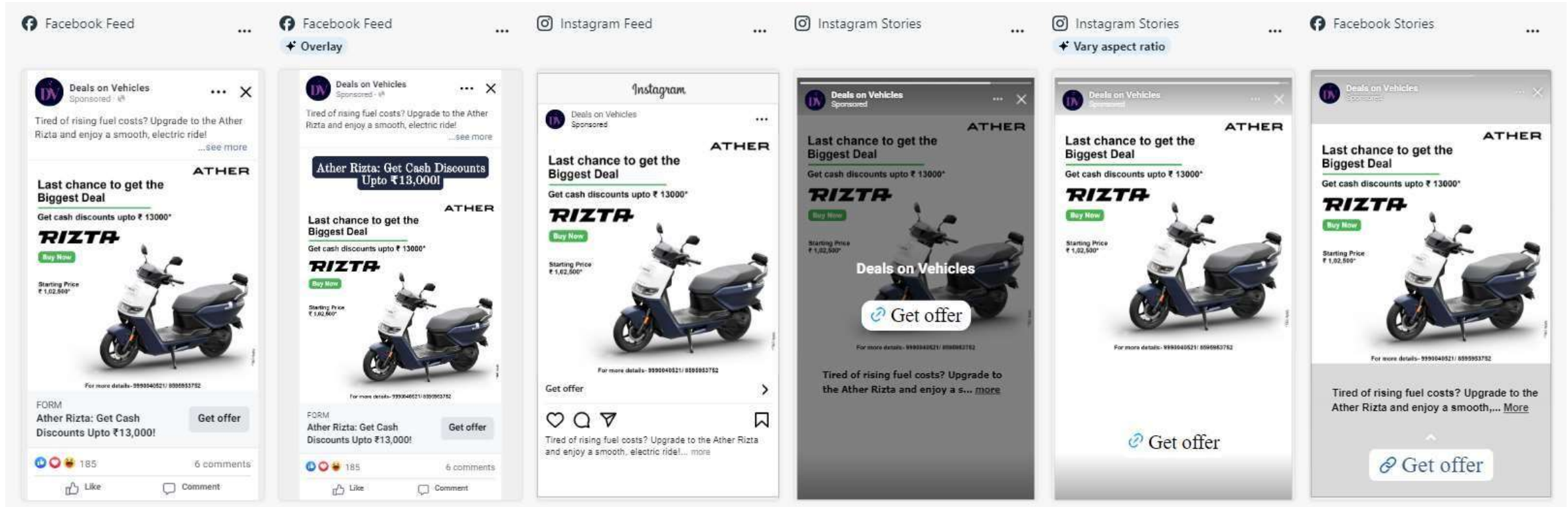


Age	Reach	Impressions	Imp to lead %
18-24	45,991	68,062	0.13%
25-34	69,582	1,26,434	0.23%
35-44	59,291	1,09,321	0.28%
45-54	26,927	55,217	0.27%
Total	2,01,791	3,59,034	0.23%

Age	Reach	Impressions	Imp to lead %
Female	18,291	29,546	0.21%
Male	1,83,410	3,28,740	0.24%
Unknown	90	748	-
Total	2,01,791	3,59,034	0.23%



Creative we are using



:ishaadvertising@gmail.com

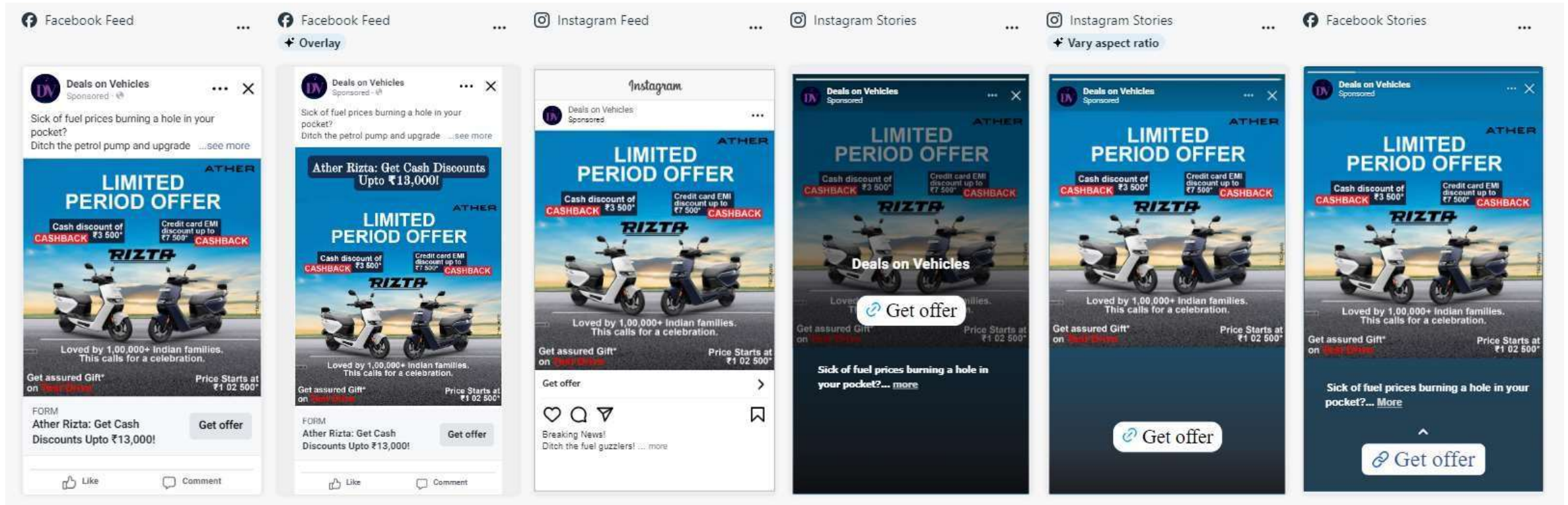


:ishaadvertising.com



+91 98116 77565

Creative we are using



:ishaadvertising@gmail.com

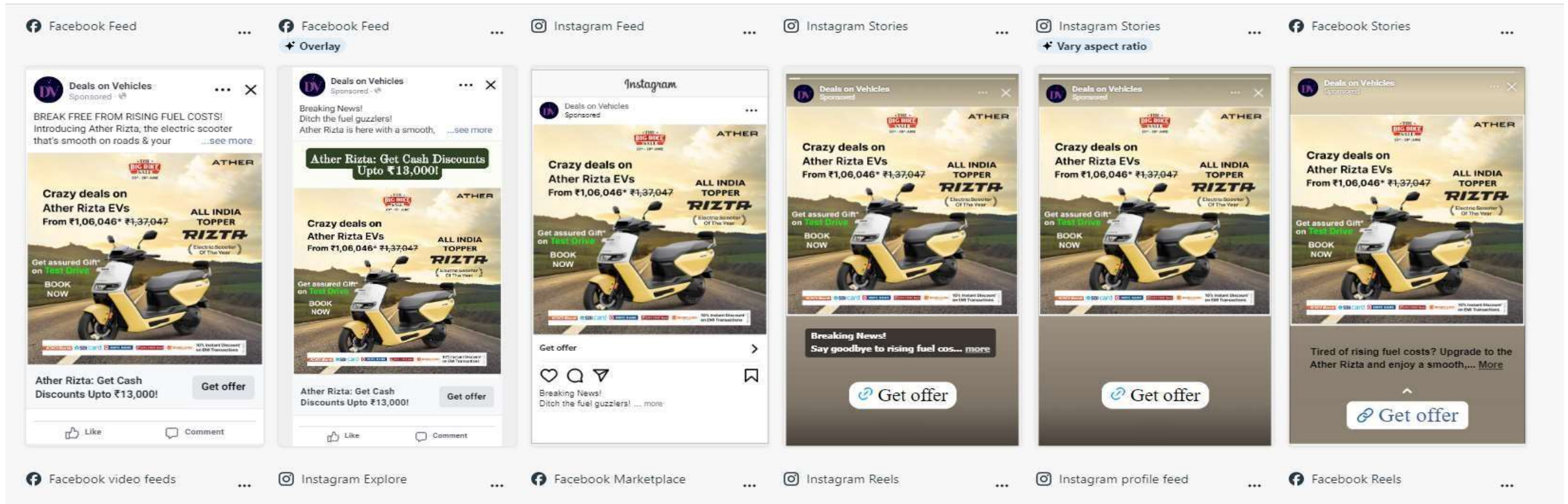


:ishaadvertising.com



+91 98116 77565

Creative we are using



:ishaadvertising@gmail.com



:ishaadvertising.com



+91 98116 77565

Consolidated



Ather Rizta Lead Base		
Category	Count	Percentage
Interested	142	12.51%
Not Interested	254	22.39%
Not Response	719	63.36%
Lost to Competitors	14	1.23%
Purchased	6	0.53%
Grand Total	1135	100%



THANK YOU

