



# **MAHINDRA 3X0 EXCHANGE CARNIVAL & RE VX CAMPAIGN**



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# Audience Targeting :

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**Gender - Male**

**Age:**

26–45

**People who match:**

Interests: Quikr, Maruti Suzuki, Off-road vehicle (vehicle), Car for Sale, Volkswagen (vehicle), Kia Motors (vehicles), Automobiles (vehicles), Honda (vehicles), Used car (vehicle), Old Cars, Car dealership (retailer), family car (automobiles), SUVs (vehicles), Tata Motors, Mahindra & Mahindra, city car (motor vehicles), Hyundai (vehicles), Toyota (vehicles), Motor vehicle (vehicle), all-terrain vehicle (motor vehicles), Suzuki, Renault (vehicles), Four-wheel drive (vehicles), Nissan (vehicles), New Cars or OLX

**City level targeting in Haryana, Punjab, Himachal & J & K.**



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# Campaign Wise

Campaign name	Leads	Reach	Impressions	Imp to lead %
Mahindra 3X0 - Exchange Campaign	780	4,50,598	11,71,797	0.07%
Mahindra 3X0 - REVX	224	4,42,059	7,88,785	0.03%
<b>Total</b>	<b>1,004</b>	<b>8,92,657</b>	<b>19,60,582</b>	<b>0.05%</b>





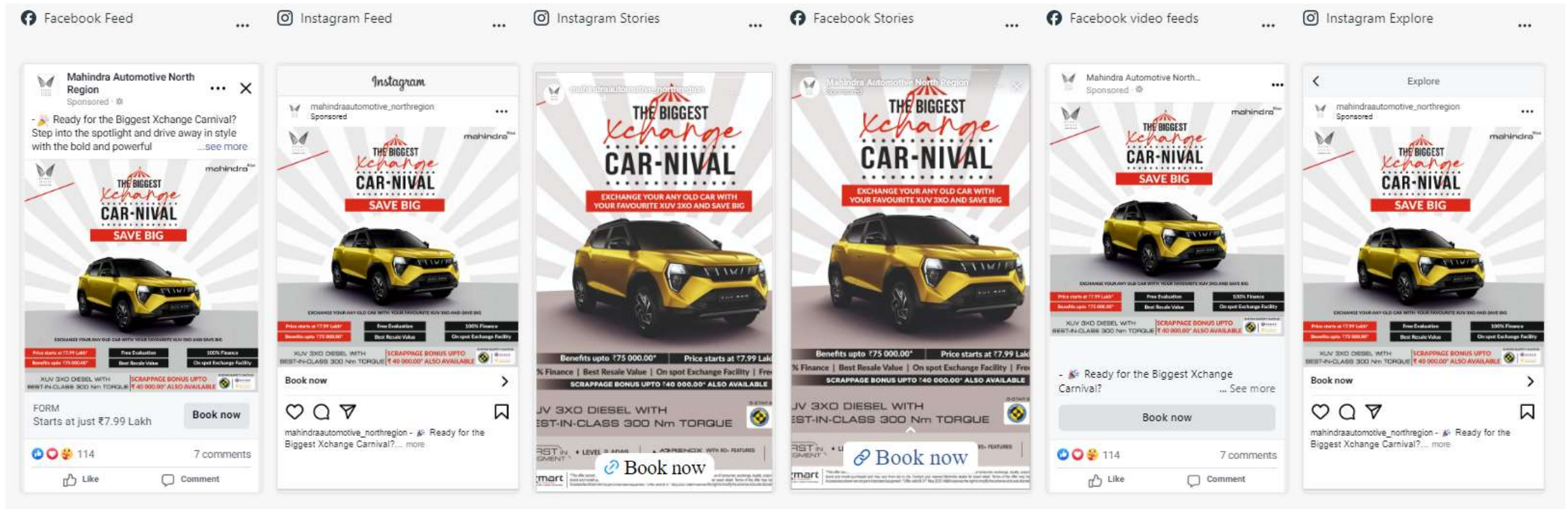
## Age Wise

Age	Leads	Reach	Impressions	Imp to lead %
25-34	461	5,99,035	11,78,317	0.04%
35-44	470	2,58,635	6,98,402	0.07%
45-54	73	34,987	83,863	0.09%
<b>Total</b>	<b>1004</b>	<b>8,92,657</b>	<b>19,60,582</b>	<b>0.05%</b>





# Creative we used



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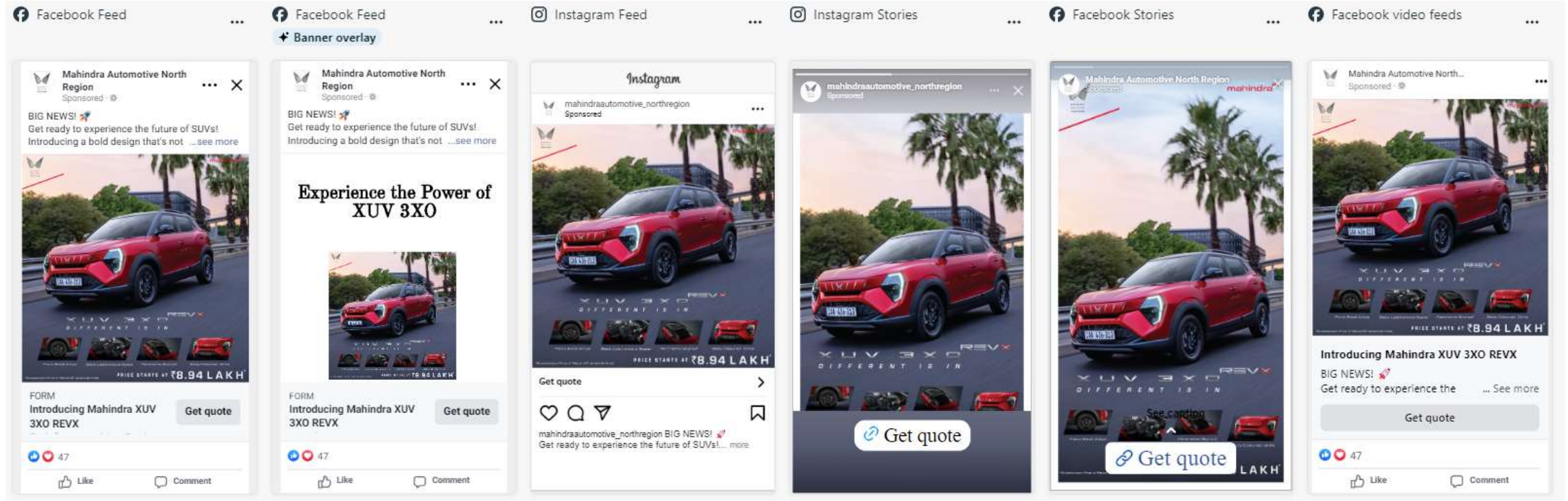
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THANK YOU



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