

PAID MEDIA ANALYST Sr.

Abigail Diaz Uga

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Buenos Aires

Inglés B2

PORTAFOLIO

Campaigns															Ad sets for 2 Campaigns															Ads for 2 Campaigns															Columns: Turned Meta															Breakdown															Reports															Export															Charts																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												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Inglés B2

B2B - Leads- Empresa de desarrollo de software

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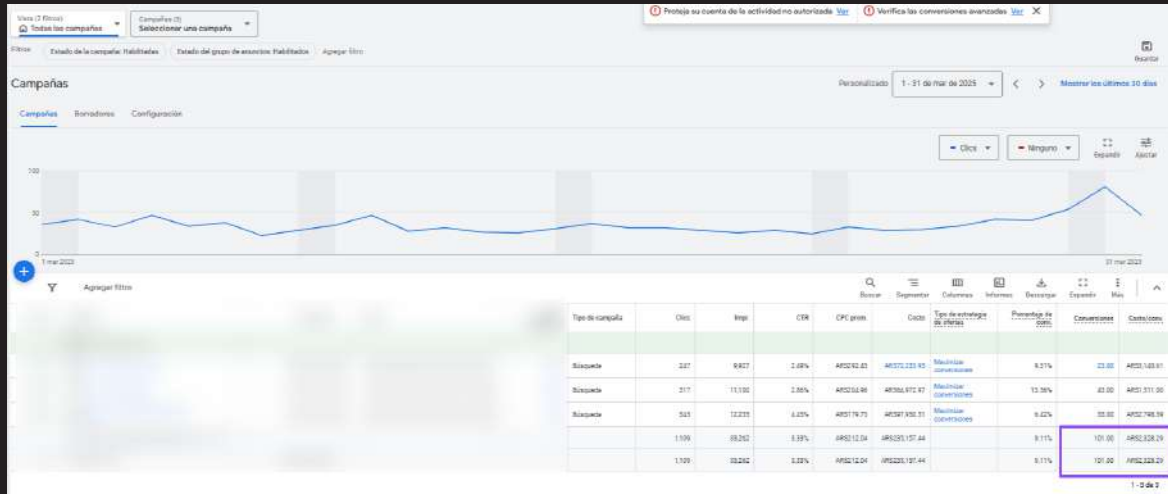
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B2C- Leads - Clínica de Cirugías Plásticas

Nombre del grupo de campañas	Alcance	Total de interacciones	Coste por 1,000 cuentas de miembros alcanzadas	Fecha de inicio	CPM medio	Clicks	CPC medio	CTR medio	Clicks a la página de destino
2 grupos de campaña filtrados	328,872	14,978	5,27 US\$	-	2,35 US\$	13,895	0,12 US\$	2 %	1432
	280,235	11,139	3,30 US\$	24/10/2024	1,44 US\$	10,413	0,09 US\$	1,62 %	983
	48,637	3,839	14,66 US\$	24/10/2024	13,04 US\$	3482	0,20 US\$	6,41 %	449

B2B - Awareness- Empresa de energía

Reach	Impressions	CPM (cost per 1,000...)	Clicks (all)	CTR (all)	CPC (all)	Frequency	Video plays	Video average play time	Video plays at 25%	Video plays at 50%	Video plays at 75%	Video plays at 100%	Instagram profile visits
149,158	271,950	\$0.54	6,301	2.30%	\$0.32	1.04	227,769	00:04	32,425	21,103	15,152	4,791	8,255
1,261,379	2,618,593	\$0.15	2,148	0.06%	\$0.18	2.06	2,412,130	---	32,525	11,813	6,194	2,848	315
103,352	191,683	\$0.41	965	0.26%	\$0.15	1.27	122,803	00:07	22,175	14,253	8,948	3,002	189
77,981	206,680	\$0.49	3,925	1.90%	\$0.28	2.85	175,963	00:04	18,313	12,106	8,904	2,930	4,344
12,982	31,557	\$2.32	2,054	6.12%	\$0.04	2.58	26,899	00:07	17,695	13,928	10,147	8,741	---
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24,449	51,868	\$0.94	2,663	5.12%	\$0.32	2.12	17,195	00:06	3,713	2,109	1,506	1,174	---
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3,528,232	3,316,341	\$0.25	17,456	0.53%	\$0.05	2.20	2,978,955	00:01	127,846	75,514	50,851	23,856	---
Account: Camara asoc...	Total	Per 1,000 impressions	Total	(Per impressions)	Per Click	(Per Account: Camara a...	Total	Average	Total	Total	Total	Total	Total

B2B - Awareness- Empresa de energía

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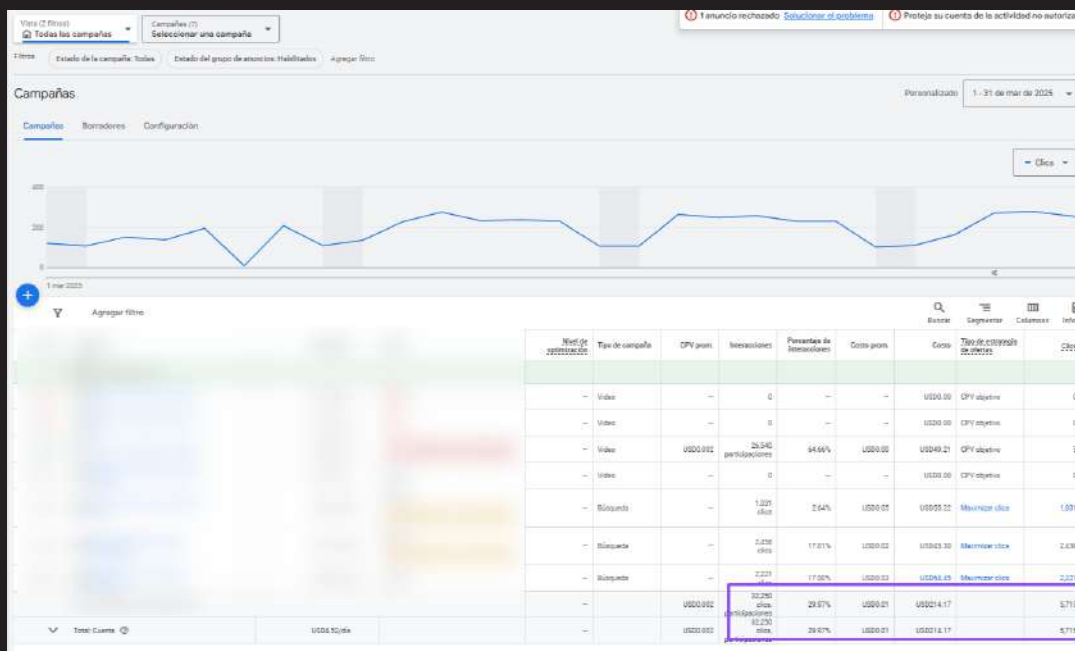
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B2B - Awareness- Empresa de energía



B2C - Conversión - Ecommerce de retail