

PAID MEDIA REPORT

ARMAF USA
PAID MEDIA

Report #: RPT-2026-03-ARMAF-001
Generated: April 30, 2026
Period: 2026-02-01 to 2026-03-31

ID: 104126481654771

Armaf USA

Digital Media Campaign Activity
Ad Account: act_16303806
Platform: Facebook & Instagram

PERFORMANCE SUMMARY

233.2K	205.2K	2,512	3,391	1.08%
IMPRESSIONS	REACH	CLICKS	ENGAGEMENTS	CTR

MONTHLY SUMMARY

MONTH	IMPRESSIONS	REACH	CLICKS	ENGAGEMENTS	CTR	AMOUNT
2026-03	233,226	205,248	2,512	3,391	1.08%	\$2,520.38

CAMPAIGN SUMMARY

CAMPAIGN	IMPRESSIONS	REACH	CLICKS	ENGAGEMENTS	CTR	AMOUNT
ARMAF CONVERSION MARZO	115,877	96,966	824	1,112	0.71%	\$2,364.64
ARMAF TRAFICO MARZO	117,349	108,281	1,688	2,279	1.44%	\$155.74

AD DETAIL

AD	CAMPAIGN	IMPRESSIONS	CLICKS	ENGAGEMENTS	CTR	AMOUNT
WOMEN MONTH 25%OFF TRAFFIC	ARMAF CONVERSION MARZO	115,877	824	1,112	0.71%	\$2,364.64
WOMEN MONTH 25%OFF - CONVERSION	ARMAF TRAFICO MARZO	117,349	1,688	2,279	1.44%	\$155.74

DAILY TRANSACTION DETAIL

DATE	IMPRESSIONS	REACH	CLICKS	ENGAGEMENTS	AMOUNT
2026-03-07	68,164	67,192	599	809	\$130.81
2026-03-08	31,099	23,905	510	689	\$160.55
2026-03-09	26,271	21,609	520	702	\$186.65
2026-03-10	27,134	23,739	442	597	\$207.16
2026-03-11	4,514	4,249	59	80	\$113.25
2026-03-12	2,797	2,581	20	27	\$70.07
2026-03-13	3,445	3,081	10	14	\$99.51
2026-03-14	3,435	3,219	10	14	\$91.66
2026-03-15	3,013	2,581	10	14	\$109.03
2026-03-16	2,630	2,179	10	14	\$91.26
2026-03-17	2,689	2,120	20	27	\$88.52
2026-03-18	5,407	4,760	49	66	\$82.83
2026-03-19	4,269	3,827	29	39	\$66.63
2026-03-20	5,407	4,642	59	80	\$81.94
2026-03-21	5,702	4,769	49	66	\$97.05
2026-03-22	5,770	4,553	29	39	\$103.14
2026-03-23	3,935	3,140	10	14	\$106.48
2026-03-24	3,533	3,003	10	14	\$83.41
2026-03-25	5,083	4,171	0	0	\$100.00
2026-03-26	3,415	3,111	39	53	\$73.99
2026-03-27	2,493	2,277	0	0	\$80.18
2026-03-28	3,356	3,091	20	27	\$70.56
2026-03-29	4,504	3,552	0	0	\$99.80
2026-03-30	4,338	3,111	0	0	\$108.83
2026-03-31	824	785	10	14	\$17.08

Total Media Spend	\$2,520.38
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This report reflects paid media activity for the specified period.