

PAID MEDIA REPORT

ARMAF USA
PAID MEDIA

Report #: RPT-2026-06-ARMAF-001
Generated: June 30, 2026
Period: 2026-06-01 to 2026-06-30

ID: 104126481654771

Armaf USA

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

PERFORMANCE SUMMARY

428.7K	387.6K	41,115	55,505	9.59%
IMPRESSIONS	REACH	CLICKS	ENGAGEMENTS	CTR

MONTHLY SUMMARY

MONTH	IMPRESSIONS	REACH	CLICKS	ENGAGEMENTS	CTR	AMOUNT
2026-06	428,681	387,585	41,115	55,505	9.59%	\$4,097.00

CAMPAIGN SUMMARY

CAMPAIGN	IMPRESSIONS	REACH	CLICKS	ENGAGEMENTS	CTR	AMOUNT
ARMAF CONVERSION JUNIO	428,681	387,585	41,115	55,505	9.59%	\$4,097.00

AD DETAIL

AD	CAMPAIGN	IMPRESSIONS	CLICKS	ENGAGEMENTS	CTR	AMOUNT
Striking the perfect balance CLUB DE NUIT ICONIC	ARMAF CONVERSION JUNIO	154,026	13,046	17,612	8.47%	\$1,374.51
When you need a fragrance CHECKMATE KING	ARMAF CONVERSION JUNIO	96,769	8,125	10,969	8.40%	\$1,275.05
Power does not need to shout OLD MONEY	ARMAF CONVERSION JUNIO	161,649	19,115	25,805	11.83%	\$1,210.84

AD	CAMPAIGN	IMPRESSIONS	CLICKS	ENGAGEMENTS	CTR	AMOUNT
Every mood has its moment EMOTIONS DINAMYC	ARMAF CONVERSION JUNIO	3,617	283	382	7.82%	\$108.06
The King has made his move CHECKMATE KING	ARMAF CONVERSION JUNIO	8,527	200	270	2.35%	\$67.71
True refinement is never rushed OLD MONEY	ARMAF CONVERSION JUNIO	2,554	260	351	10.18%	\$31.60
The weight of legacy OLD MONEY	ARMAF CONVERSION JUNIO	733	31	42	4.23%	\$16.58
Golden hour is a state of mind ODDISEY	ARMAF CONVERSION JUNIO	769	52	70	6.76%	\$12.44
Calculated impact OROS	ARMAF CONVERSION JUNIO	38	2	3	5.26%	\$0.21

DAILY TRANSACTION DETAIL

DATE	IMPRESSIONS	REACH	CLICKS	ENGAGEMENTS	AMOUNT
2026-06-03	79	77	4	5	\$0.75
2026-06-04	1,323	1,065	152	205	\$32.63
2026-06-05	821	729	38	51	\$11.77
2026-06-06	783	696	38	51	\$22.29
2026-06-07	517	454	29	39	\$13.92
2026-06-08	4,994	4,304	513	693	\$129.56
2026-06-09	5,573	4,983	540	729	\$143.13
2026-06-10	6,310	5,823	590	797	\$169.56
2026-06-11	13,867	12,188	1,092	1,474	\$146.85
2026-06-12	13,554	11,725	1,367	1,845	\$123.06
2026-06-13	12,581	10,785	1,408	1,901	\$133.46
2026-06-14	19,223	16,944	2,250	3,038	\$190.79
2026-06-15	20,596	18,248	2,121	2,863	\$184.98
2026-06-16	19,404	17,031	2,163	2,920	\$205.96
2026-06-17	23,992	21,150	2,485	3,355	\$215.58
2026-06-18	21,352	19,554	2,540	3,429	\$233.88
2026-06-19	20,844	18,908	2,319	3,131	\$240.75
2026-06-20	15,025	13,944	1,410	1,904	\$170.21
2026-06-21	36,186	32,800	3,119	4,211	\$271.42
2026-06-22	29,373	27,065	2,848	3,845	\$212.81
2026-06-23	18,946	18,081	1,871	2,526	\$145.50
2026-06-24	10,127	9,346	967	1,305	\$119.96
2026-06-25	13,325	12,210	1,281	1,729	\$86.33
2026-06-26	25,067	22,990	2,121	2,863	\$168.15
2026-06-27	29,671	27,154	2,367	3,195	\$186.50
2026-06-28	25,686	23,413	2,231	3,012	\$237.69

DATE	IMPRESSIONS	REACH	CLICKS	ENGAGEMENTS	AMOUNT
2026-06-29	29,569	26,777	2,415	3,260	\$220.38
2026-06-30	9,894	9,140	840	1,134	\$79.13
Total Media Spend					\$4,097.00

This report reflects paid media activity for the specified period.