CAMPAIGN COMPLETION REPORT

Cif surface cleaner

11 Jun 2022 - 15 Dec 2022

Date of Completion
Total number of samples
Number of samples dispensed
Number of ratings
Average rating
Number of open ended reviews
Users who answered feedback questions
Net Promoter score

Clicks on BUY NOW

15 Dec 2022
50000
51155
2561
7.6
1022
2360

USER PROFILE



Unknown 84.69%

Gender	Age Bracket	Count
Unknown	Unspecified	2169
Ulikilowii	Total	2169
	18-25	29
	25-45	48
Male	45+	3
	Unspecified	218
	Total	298
	18-25	32

Female	25-45	37
	45+	10
	Unspecified	15
	Total	94

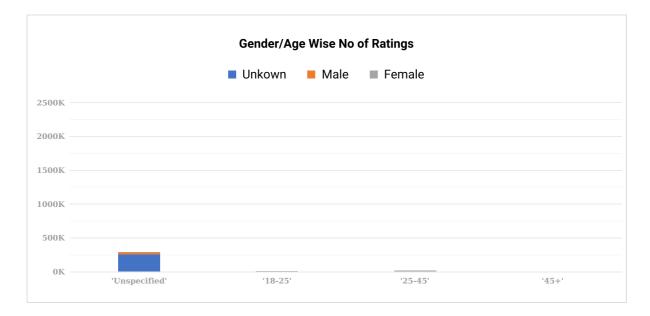
USER JOURNEY VIA PAGE

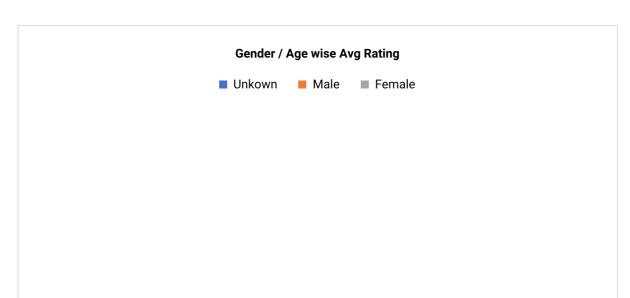
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SMS App Messenger

	Users without Consent	Users with Consent
Number of mobile phones	0	0
Number of email ids	0	0
Number of facebook ids	0	0

RATINGS AND REVIEWS





2500K -		
2000K		

FEEDBACK QUESTIONS ALL USERS

10001

S00K - Question	Response	Count
My Skin feels brighter and glowy after using the St ives face scrub.	Yes, _{45+'}	5
Would you recommend St. Ives Face Scrubs to your friends and/or family?	I would!	5
Will you recommend this product to your family and friends?	Yes	2487
Did the product clean the tough stains easily	Yes	2465
Will you buy CIF Surface cleaning products in future?	Yes	2464

FEEDBACK QUESTIONS GENDER & AGE WISE

Gender	Age Bracket	Question	Answer	Count
Unknown	Unknown	Will you recommend this product to your family and friends?	Yes	1941
Unknown	Unknown	Will you recommend this product to your family and friends?	No	32
Unknown	Unknown	Will you recommend this product to your family and friends?	Maybe	125
Unknown	Unknown	Did the product clean the tough stains easily	Yes	1834
Unknown	Unknown	Did the product clean the tough stains easily	No	67
Unknown	Unknown	Did the product clean the tough stains easily	Not sure	183
Unknown	Unknown	Will you buy CIF Surface cleaning products in future?	Yes	1914
Unknown	Unknown	Will you buy CIF Surface cleaning products in future?	No	41
Unknown	Unknown	Will you buy CIF Surface cleaning products in future?	Not sure	129
Male	Unknown	My skin feels brighter and glowy after using the St Ives face scrub.	Yes	4
Male	Unknown	Would you recommend St. Ives Face Scrubs to your friends and/or family?	I would!	4
Male	Unknown	Will you recommend this product to your family and friends?	Yes	196
Male	Unknown	Will you recommend this product to your family and friends?	No	7
Male	Unknown	Will you recommend this product to your family and friends?	Maybe	17
Male	Unknown	Did the product clean the tough stains easily	Yes	179
Male	Unknown	Did the product clean the tough stains easily	No	7
Male	Unknown	Did the product clean the tough stains easily	Not sure	23
Male	Unknown	Will you buy CIF Surface cleaning products in future?	Yes	187
Male	Unknown	Will you buy CIF Surface cleaning products in future?	No	6
Male	Unknown	Will you buy CIF Surface cleaning products in future?	Not sure	18
Female	Unknown	Will you recommend this product to your family and friends?	Yes	12
Female	Unknown	Will you recommend this product to your family and friends?	Maybe	1
Female	Unknown	Did the product clean the tough stains easily	Yes	12
Female	Unknown	Did the product clean the tough stains easily	Not sure	1
Female	Unknown	Will you buy CIF Surface cleaning products in future?	Yes	11
Female	Unknown	Will you buy CIF Surface cleaning products in future?	Not sure	1

Male	18-25	Will you recommend this product to your family and friends?	Yes	27
Male	18-25	Will you recommend this product to your family and friends?	No	1
Male	18-25	Will you recommend this product to your family and friends?	Maybe	2
Male	18-25	Did the product clean the tough stains easily	Yes	27
Male	18-25	Did the product clean the tough stains easily	No	1
Male	18-25	Did the product clean the tough stains easily	Not sure	1
Male	18-25	Will you buy CIF Surface cleaning products in future?	Yes	25
Male	18-25	Will you buy CIF Surface cleaning products in future?	No	1
Male	18-25	Will you buy CIF Surface cleaning products in future?	Not sure	2
Female	18-25	Will you recommend this product to your family and friends?	Yes	29
Female	18-25	Will you recommend this product to your family and friends?	Maybe	1
Female	18-25	Did the product clean the tough stains easily	Yes	30
Female	18-25	Did the product clean the tough stains easily	Not sure	1
Female	18-25	Will you buy CIF Surface cleaning products in future?	Yes	29
Female	18-25	Will you buy CIF Surface cleaning products in future?	Not sure	1
Male	25-45	My skin feels brighter and glowy after using the St Ives face scrub.	Yes	1
Male	25-45	Would you recommend St. Ives Face Scrubs to your friends and/or family?	I would!	1
Male	25-45	Will you recommend this product to your family and friends?	Yes	45
Male	25-45	Will you recommend this product to your family and friends?	No	1
Male	25-45	Will you recommend this product to your family and friends?	Maybe	4
Male	25-45	Did the product clean the tough stains easily	Yes	44
Male	25-45	Did the product clean the tough stains easily	No	3
Male	25-45	Did the product clean the tough stains easily	Not sure	6
Male	25-45	Will you buy CIF Surface cleaning products in future?	Yes	48
Male	25-45	Will you buy CIF Surface cleaning products in future?	No	3
Male	25-45	Will you buy CIF Surface cleaning products in future?	Not sure	2
Female	25-45	Will you recommend this product to your family and friends?	Yes	31
Female	25-45	Will you recommend this product to your family and friends?	Maybe	2
Female	25-45	Did the product clean the tough stains easily	Yes	29
Female	25-45	Did the product clean the tough stains easily	No	1
Female	25-45	Did the product clean the tough stains easily	Not sure	3
Female	25-45	Will you buy CIF Surface cleaning products in future?	Yes	30
Female	25-45	Will you buy CIF Surface cleaning products in future?	Not sure	3
Male	45+	Will you recommend this product to your family and friends?	Yes	3
Male	45+	Did the product clean the tough stains easily	Yes	2
Male	45+	Did the product clean the tough stains easily	No	1
Male	45+	Will you buy CIF Surface cleaning products in future?	Yes	2
Male	45+	Will you buy CIF Surface cleaning products in future?	Not sure	1
Female	45+	Will you recommend this product to your family and friends?	Yes	9
Female	45+	Will you recommend this product to your family and friends?	Maybe	1
Female	45+	Did the product clean the tough stains easily	Yes	8
Female	45+	Did the product clean the tough stains easily	Not sure	2
Female	45+	Will you buy CIF Surface cleaning products in future?	Yes	9
Female	45+	Will you buy CIF Surface cleaning products in future?	Not sure	1

Question	Response	Gender	Count
My skin feels brighter and glowy after using the St Ives face scrub.	Yes	Male	5
Would you recommend St. Ives Face Scrubs to your friends and/or family?	I would!	Male	5
Will you recommend this product to your family and friends?	Yes	Male	2487
Did the product clean the tough stains easily	Yes	Male	2465
Will you buy CIF Surface cleaning products in future?	Yes	Male	2464

ALL USERS



ALL USERS WHO RATED 8 TO 10

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packaging does exfoliant boy nice free smells subtle smells subtle smells subtle smells subtle that of harsh that of harsh fine My big mix fine My big mix really walnut much without scent using SCrub the also fresh with Love won Feel would refreshing remove from new know love scrub this after it good feel smells subtle smells subtle smells subtle that of harsh that of harsh fine My big mix fine My big mix really walnut much not feels other use so gentle effect love enough face smooth facial Good has smoother prefer fragrance paraben together skin
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