

CAMPAIGN COMPLETION REPORT

Cif surface cleaner

11 Jun 2022 – 15 Dec 2022

Date of Completion	15 Dec 2022
Total number of samples	50000
Number of samples dispensed	51155
Number of ratings	2561
Average rating	7.6
Number of open ended reviews	1022
Users who answered feedback questions	
Net Promoter score	
Clicks on BUY NOW	2360

USER PROFILE



11.64%

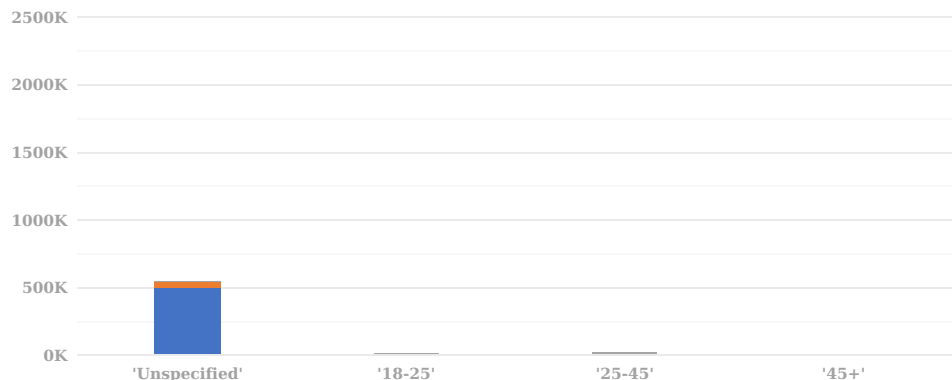


3.67%

Unknown
84.69%

GENDER WISE DISTRIBUTION

■ Unkown ■ Male ■ Female



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

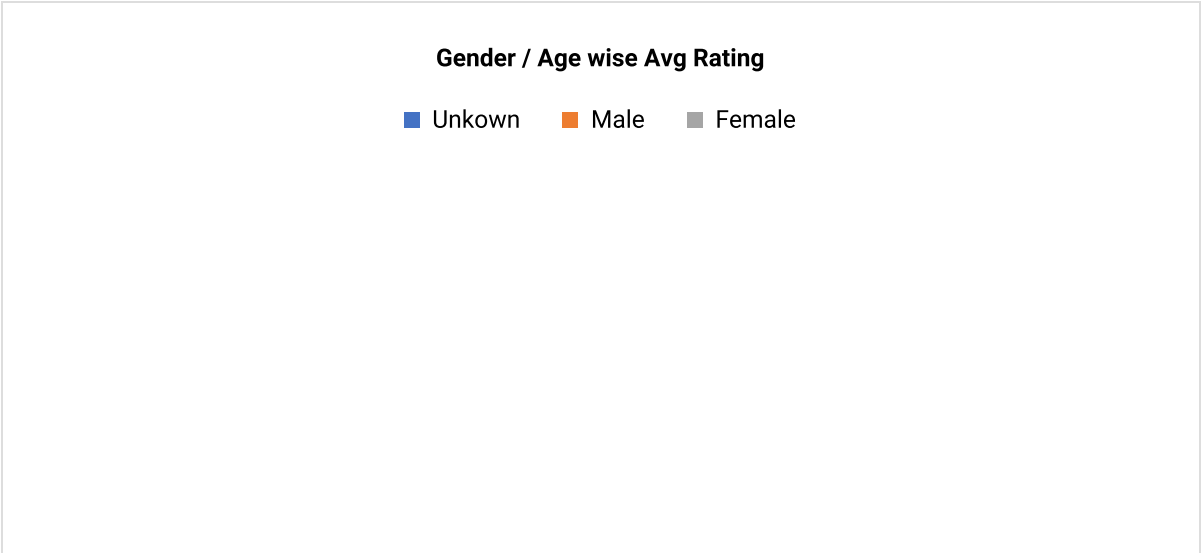
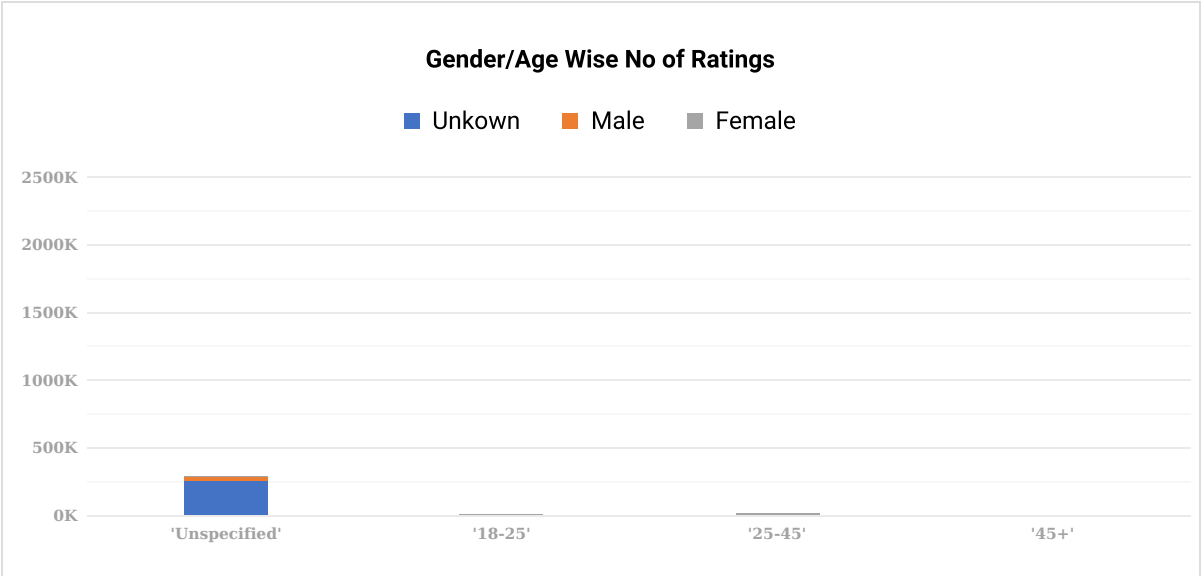
Female	25-45	37
	45+	10
	Unspecified	15
	Total	94

USER JOURNEY VIA PAGE

44211	13576	1
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



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

GENDER WISE RESPONSE DISTRIBUTION

Greatsmell scrub young real moisturizer
good feel for It the too makes
smells suitable nice not me Clean
quickly face
But clean old use and to have gentle
refresh everyday from skin rough you Fresh meant great
scentSo on awake After
after inexpensive