

CAMPAIGN COMPLETION REPORT

Whisper for women

11 Oct 2022 – 15 Feb 2023

Date of Completion	15 Feb 2023
Total number of samples	20000
Number of samples dispensed	4353
Number of ratings	3
Average rating	6.5
Number of open ended reviews	2
Users who answered feedback questions	
Net Promoter score	66.67
Clicks on BUY NOW	637

USER PROFILE



33.33%

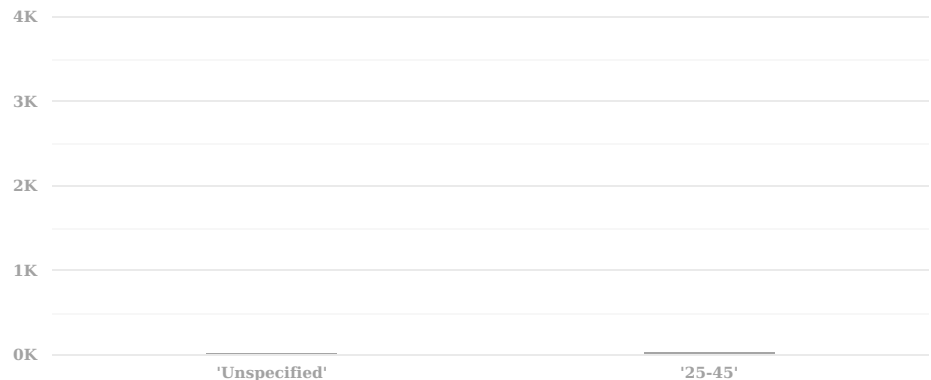


66.67%

Unknown
0.00%

GENDER WISE DISTRIBUTION

■ Unknown ■ Male ■ Female



Gender	Age Bracket	Count
Male	25-45	1
	Total	1
Female	25-45	1
	Unspecified	1
	Total	2

USER JOURNEY VIA PAGE

765

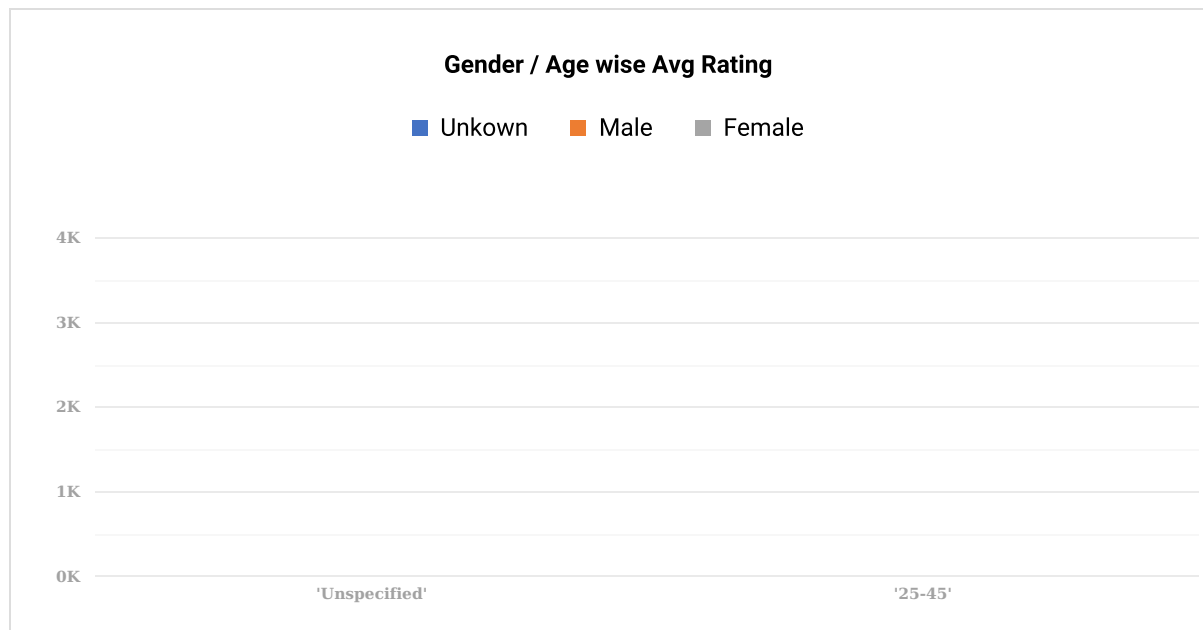
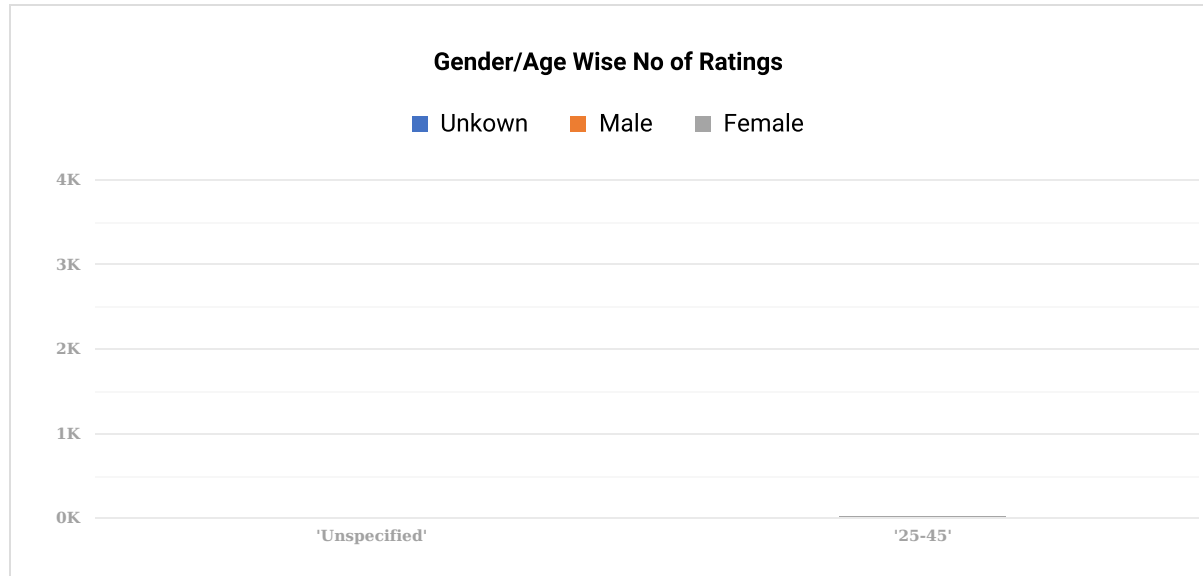
5367

0

SMS**App****Messenger**

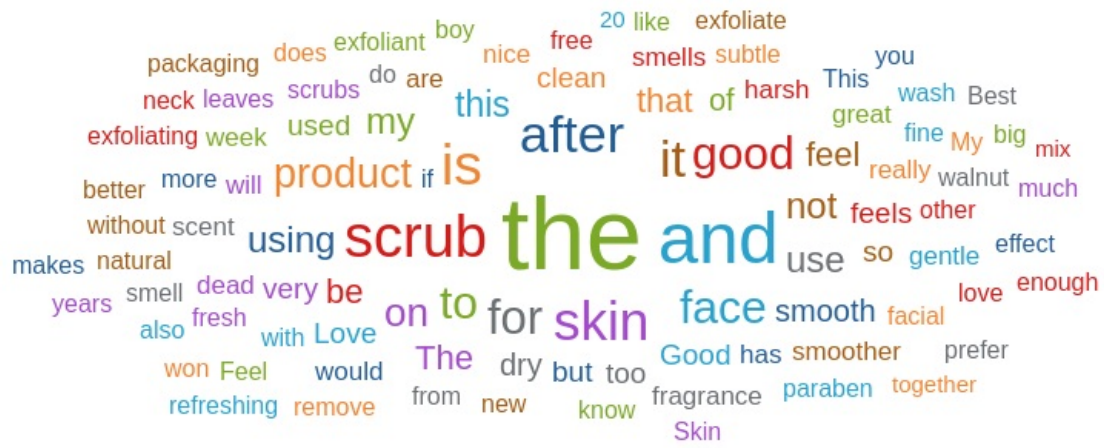
	Users without Consent	Users with Consent
Number of mobile phones	0	0
Number of email ids	0	0
Number of facebook ids	0	0

RATINGS AND REVIEWS



FEEDBACK QUESTIONS ALL USERS

Question	Response	Count
Did you use the Whisper Ultra Nights sample that you got?	Yes	1
Did you buy Whisper nights after trying the sample?	Yes	1



ALL USERS WHO RATED 1 TO 6

