

CAMPAIGN COMPLETION REPORT

NIVEA

18 Oct 2022 – 29 Mar 2023

Date of Completion	29 Mar 2023
Total number of samples	30000
Number of samples dispensed	10235
Number of ratings	22
Average rating	9.6
Number of open ended reviews	5
Users who answered feedback questions	
Net Promoter score	95.45
Clicks on BUY NOW	2443

USER PROFILE



68.18%

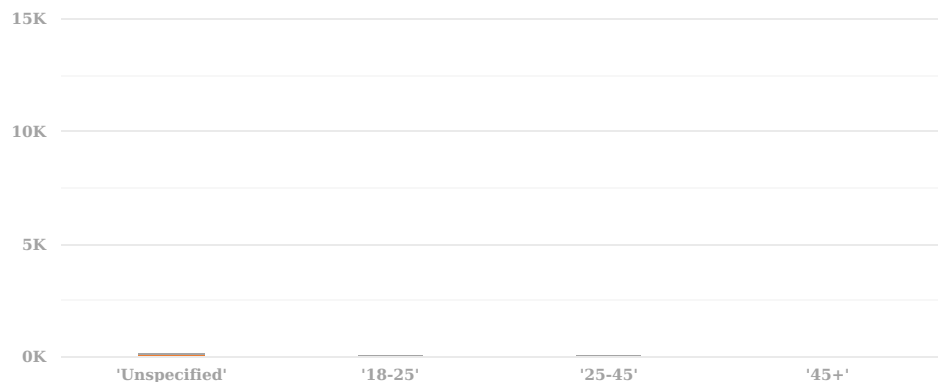


31.82%

Unknown
0.00%

GENDER WISE DISTRIBUTION

■ Unkown ■ Male ■ Female



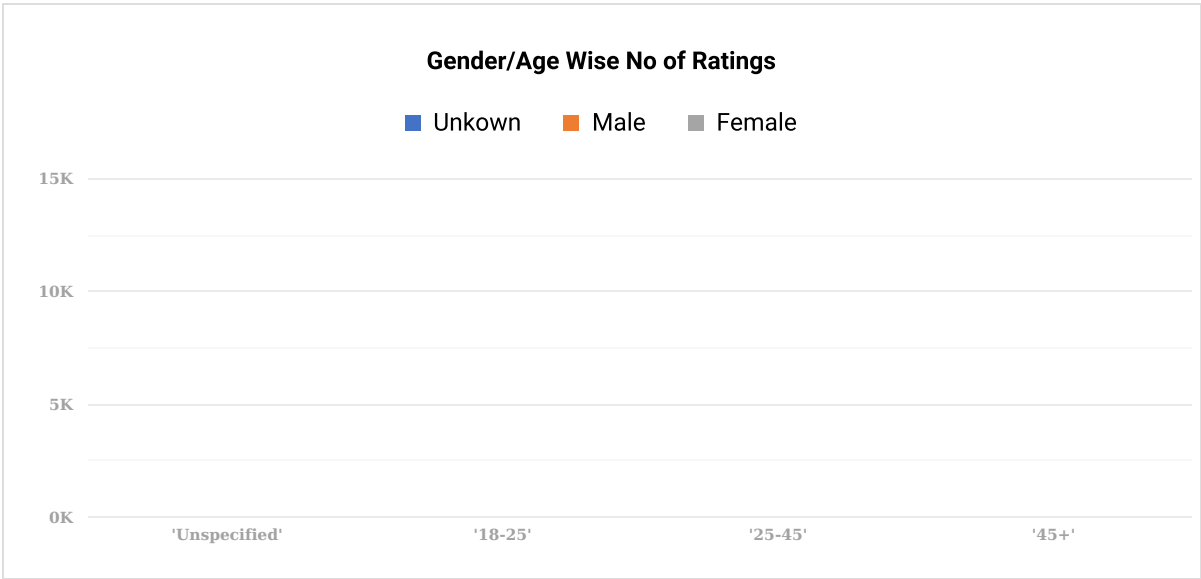
Gender	Age Bracket	Count
Male	18-25	1
	45+	1
	Unspecified	13
	Total	15
Female	18-25	3
	25-45	2
	Unspecified	2
	Total	7

USER JOURNEY VIA PAGE

235	13529	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
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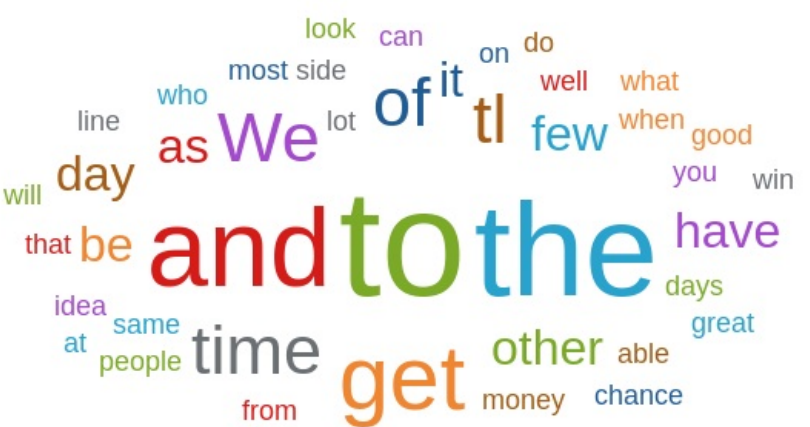
FEEDBACK QUESTIONS GENDER & AGE WISE

Gender	Age Bracket	Question	Answer	Count
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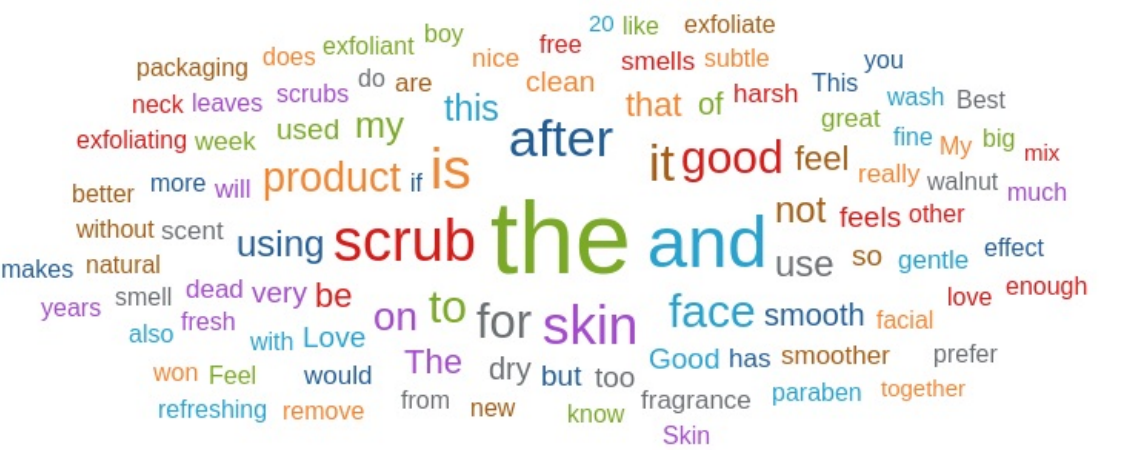
GENDER WISE RESPONSE DISTRIBUTION

Question	Response	Gender	Count
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ALL USERS



ALL USERS WHO RATED 8 TO 10



ALL USERS WHO RATED 1 TO 6

