

Cliente: PROMPERÚ
Área: TURISMO
Campaña: Campaña Promoción Turismo Receptivo 2023
Quiero Perú Ahora USA - V4
Periodo : Octubre-Noviembre 2023
Óptico Total de Campaña



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| EEUU |
| Millennials + Generación X |

| | | | | OCTUBRE | | | NOVIEMBRE | | | DIC. | | | | | | | | | | | |
|----------------|-----------|--------------------------|---------------------------------|---------|--------|--------|-----------|--------|--------|--------|--------|-----------------------|--------------------|----------------------|--------------------|-----------------|-------------|---------------|--------------|--------------|-------|
| Codigo OI | Proveedor | Medio | Formato | SEM 42 | SEM 43 | SEM 44 | SEM 45 | SEM 46 | SEM 47 | SEM 47 | SEM 48 | MONEDA DE FACTURACIÓN | Total Neto (Euros) | Total Neto (Dolares) | Total Neto (SOLES) | SOI | Impactos | Alcance (000) | Alcance % +1 | Alcance % +3 | |
| TELEVISIÓN | | | | | | | | | | | | | 0.00 € | | \$266,600.00 | S/ 1,039,740.00 | 13.9% | | | | |
| ESTADOS UNIDOS | | | | | | | | | | | | | 0.00 | | \$266,600.00 | S/ 1,039,740.00 | 13.9% | 3,700,000 | 1,057 | 6.9% | 5.3% |
| USA07 | TIMH | CBS (Paramount +) | Spot | | | | | | | | | USD | | \$132,600.00 | S/ 517,140.00 | 6.9% | | | | | |
| | TIMH | NBC OTT Bundle (Peacock) | Spot | | | | | | | | | USD | | \$134,000.00 | S/ 522,600.00 | 7.0% | | | | | |
| DIGITAL | | | | | | | | | | | | | 390,280.00 € | | \$214,430.00 | S/ 2,436,425.00 | 32.5% | | | | |
| ESTADOS UNIDOS | | | | | | | | | | | | | 390,280.00 € | | \$214,430.00 | S/ 2,436,425.00 | 32.5% | 75,220,000 | 9,546 | 62% | 48.6% |
| USA08 | META | Redes Sociales | Page Post Video / Stories | | | | | | | | | USD | | \$24,000.00 | S/ 93,600.00 | 1.2% | | | | | |
| USA09 | TIKTOK | Redes Sociales | In-Feed Standard | | | | | | | | | USD | | \$82,200.00 | S/ 320,580.00 | 4.3% | | | | | |
| | TIKTOK | Redes Sociales | Top Feed | | | | | | | | | USD | | \$88,230.00 | S/ 344,097.00 | 4.6% | | | | | |
| USA10 | GOOGLE | Redes Sociales | True View | | | | | | | | | USD | | \$20,000.00 | S/ 78,000.00 | 1.0% | | | | | |
| USA11 | IDAP | Red de Cobertura | Display | | | | | | | | | EUR | 84,780.00 € | | S/ 347,598.00 | 4.6% | | | | | |
| USA12 | INVIBES | Red Premium | Mix Rich Media | | | | | | | | | EUR | 86,000.00 € | | S/ 352,600.00 | 4.7% | | | | | |
| USA13 | SOJERN | Portales de Viajes | Video + Native + Display | | | | | | | | | EUR | 163,500.00 € | | S/ 670,350.00 | 8.9% | | | | | |
| USA14 | SUNMEDIA | Red Engagement | Snack Content / Single Carrusel | | | | | | | | | EUR | 56,000.00 € | | S/ 229,600.00 | 3.1% | | | | | |
| OOH | | | | | | | | | | | | | 981,325.00 € | | \$0.00 | S/ 4,023,432.50 | 53.6% | | | | |
| ESTADOS UNIDOS | | | | | | | | | | | | | 981,325.00 € | | \$0.00 | S/ 4,023,432.50 | 53.6% | 50,811,760 | 8,540 | 56% | 44.6% |
| USA16 | LATCOM | Gran Formato | Spot 30 sec | | | | | | | | | EUR | 160,000.00 € | | S/ 656,000.00 | 8.7% | | | | | |
| | | Gran Formato | Spot 15 sec | | | | | | | | | EUR | 160,325.00 € | | S/ 657,332.50 | 8.8% | | | | | |
| USA15 | WORLDCOM | Gran Formato | spot 15 sec | | | | | | | | | EUR | 410,000.00 € | | S/ 1,681,000.00 | 22.4% | | | | | |
| USA17 | DRESLY | Gran Formato | spot 15 sec | | | | | | | | | EUR | 180,000.00 € | | S/ 738,000.00 | 9.8% | | | | | |
| USA15 | WORLDCOM | Gran Formato | spot 30 sec | | | | | | | | | EUR | 24,000.00 € | | S/ 98,400.00 | 1.3% | | | | | |
| USA15 | WORLDCOM | Gran Formato | spot 10 sec | | | | | | | | | EUR | 47,000.00 € | | S/ 192,700.00 | 2.6% | | | | | |
| TOTAL EEUU | | | | | | | | | | | | | 1,371,605.00 € | \$481,030.00 | S/ 7,499,597.50 | 100.0% | 129,731,760 | 11,890 | 77.7% | 62.2% | |

Moneda de facturación: € (tipo de cambio referencial. Pueden haber variaciones al momento de la contratación administrativa en soles)

TC (Euros a Soles): 4.10
TC (Euros a Dolares): 1.09
TC (Dolares a Soles): 3.90

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| TOTAL FINAL Euros | 1,371,605.00 € |
| TOTAL FINAL Dolares | \$ 481,030.00 |
| TOTAL FINAL Soles | S/ 7,499,597.50 |

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| Cuantificados | Ind. 25-54 (Ciudades de interés)* |
| USA | 15,303,010 |
| TOTAL | 15,303,010 |

Cliente: PROMPERÚ
Área: TURISMO
Campaña: Campaña Promoción Turismo Receptivo 2023
Período : Octubre-Noviembre 2023
Medio TELEVISION

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| EEUU |
| Millennials + Generación X |



| | | | | | | | | OCTUBRE | | | NOVIEMBRE | | | | DIC. | peru iris media | | | | | | | | | | | | | |
|------------------|-----------|--------------------------|--------------------------|--------|----------------------|--------------------------------------|---------|---------|--------|--------|-----------|--------|--------|--------|-------|-----------------------|--------------------|----------------------|--------------------|----------------------|-------------|-------------|-----------------|-----------|-----------------|-------------|------------|------|-----|
| Código OI | Proveedor | Medio / Soporte | Ámbito | Franja | Duración | Segmentación | Formato | SEM 42 | SEM 43 | SEM 44 | SEM 45 | SEM 46 | SEM 47 | SEM 48 | | MONEDA DE FACTURACIÓN | Total Neto (Euros) | Total Neto (Dolares) | Total Neto (SOLES) | Tipo de Contratación | Impresiones | CTR / VTR % | CPM-CPC-CPV-CPE | Impactos | Cobertura (Abs) | Cobertura % | Frecuencia | | |
| TV | | | | | | | | 16-22 | 23-29 | 30-05 | 06-12 | 13-19 | 20-26 | 27-03 | 04-10 | | | | | | | | | | | | | | |
| ESTADOS UNIDOS | | | | | | | | | | | | | | | | | | 0.00 € | \$266,600.00 | S/ 1,039,740.00 | | | | | | 3,700,000 | 1,057,143 | 6.9% | 3.5 |
| USA07 | TMH | CBS (Paramount +) | LA & NY DMA (Ind. 25-54) | - | Preroll: 30 SEC | Ciudades de Interés + Target (25-54) | Spot | | | | | | | | | USD | | \$132,600.00 | S/ 517,140.00 | CPM | 1,700,000 | 90% | \$78.00 | 1,700,000 | 1,057,143 | 7% | 3.5 | | |
| | TMH | NBC OTT Bundle (Peacock) | LA & NY DMA (Ind. 25-54) | - | Midroll: 15 / 30 SEC | Ciudades de Interés + Target (25-54) | Spot | | | | | | | | | USD | | \$134,000.00 | S/ 522,600.00 | CPM | 2,000,000 | 95% | \$67.00 | 2,000,000 | | | | | |
| TOTAL TELEVISIÓN | | | | | | | | | | | | | | | | | | 0.00 € | \$266,600.00 | S/ 1,039,740.00 | | | | | 3,700,000 | | 3,700,000 | | |

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| TOTAL FINAL Euros | - | € |
| TOTAL FINAL Dolares | \$ | 266,600.00 |
| TOTAL FINAL Soles | S/ | 1,039,740.00 |

Moneda de facturación: € (tipo de cambio referencial. Pueden haber variaciones al momento de la contratación administrativa en soles)
 TC (Euros a Soles): 4.10
 TC (Euros a Dolares) 1.09
 TC (Dolares a Soles) 3.90

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| Cuantificados | Ind. 25-54 (Ciudades de interés)* |
| USA | 15,303,010 |
| TOTAL | 15,303,010 |

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Digital



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|----------------|-----------|--------------------|--------------------------|---------------------------------|---|---------------------------------|---------|--------|--------|-----------|--------|--------|--------|-------|-----------------------|--------------------|----------------------|--------------------|----------------------|-------------|---------|-----------|-------------|-------------------------|------------|-----------------|-------------|------------|--|--|--|--|--|--|--|--|
| | | | | | | | SEM 42 | SEM 43 | SEM 44 | SEM 45 | SEM 46 | SEM 47 | SEM 48 | | | | | | | | | | | | | | | | | | | | | | | |
| Código DI | Proveedor | Medio / Soporte | Ubicación | Ámbito | Segmentación | Formato | 10-22 | 23-29 | 30-05 | 06-12 | 13-19 | 20-26 | 27-03 | 04-10 | MONEDA DE FACTURACIÓN | Total Neto (Euros) | Total Neto (Dolares) | Total Neto (SOLES) | Tipo de Contratación | Impresiones | Clicks | Views | CTR / VTR % | CPM-CPV-CPV- COSTE FIJO | Impactos | Cobertura (Abs) | Cobertura % | Frecuencia | | | | | | | | |
| DIGITAL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ESTADOS UNIDOS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| USA08 | META | Redes Sociales | Facebook + Instagram | EEUU (Los Angeles y Nueva York) | Individuos: Millenial 25-34 años + Generación X 35- 54 años | Page Post Video / Stories | | | | | | | | | USD | 390,280.00 € | \$214,430.00 | \$/ 2,436,425.00 | | 75,220,000 | 133,726 | 5,200,000 | | | 75,220,000 | 9,545,685 | 62.4% | 7.88 | | | | | | | | |
| USA09 | TIKTOK | Redes Sociales | TIkTok | | | In-Feed Standard | | | | | | | | | | USD | \$24,000.00 | \$/ 93,600.00 | CPM (PPLV) | 8,000,000 | 6,400 | - | 0.08% | \$3.00 | 8,000,000 | 9,545,685 | 62% | 7.88 | | | | | | | | |
| | | | | | | Top Feed | | | | | | | | USD | \$82,200.00 | \$/ 320,580.00 | CPM | 12,000,000 | - | 4,800,000 | 40.00% | \$6.85 | 12,000,000 | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | USD | \$88,230.00 | \$/ 344,097.00 | CPM | 8,500,000 | 42,500 | - | 0.50% | \$10.38 | 8,500,000 | | | | | | | | | | | | |
| USA10 | GOOGLE | Redes Sociales | Youtube | | | True View | | | | | | | | | USD | \$20,000.00 | \$/ 78,000.00 | CPV | 800,000 | - | 400,000 | 50.00% | \$0.05 | 800,000 | | | | | | | | | | | | |
| USA11 | IDAP | Red de Cobertura | Canal RON | | | Display | | | | | | | | | EUR | 84,780.00 € | \$/ 347,598.00 | CPM | 9,420,000 | 2,826 | - | 0.03% | \$9.00 | 9,420,000 | | | | | | | | | | | | |
| USA12 | INVIBES | Red Premium | Canal RON | | | Mix Rich Media | | | | | | | | | EUR | 86,000.00 € | \$/ 352,600.00 | CPM | 4,000,000 | 12,000 | - | 0.30% | 21.50 € | 4,000,000 | | | | | | | | | | | | |
| USA13 | SOJERN | Portales de Viajes | Canal Travel Cualificado | | | Video + Native + Display | | | | | | | | | EUR | 163,500.00 € | \$/ 670,350.00 | CPM | 15,000,000 | - | - | - | 10.90 € | 15,000,000 | | | | | | | | | | | | |
| USA14 | SUNMEDIA | Red Engagement | Canal RON | | | Snack Content / Single Carrusel | | | | | | | | | | EUR | 56,000.00 € | \$/ 229,600.00 | CPC | 17,500,000 | 70,000 | - | 0.40% | 0.80 € | 17,500,000 | | | | | | | | | | | |
| TOTAL DIGITAL | | | | | | | | | | | | | | | | 390,280.00 € | \$214,430.00 | \$/ 2,436,425.00 | | 75,220,000 | 133,726 | 5,200,000 | | | 75,220,000 | | | | | | | | | | | |

OBSERVACIONES

Los resultados y datos de compra pueden modificarse en función a los objetivos de comunicación y optimización de resultados de campaña (para la mejora de ratios como el CTR y el VTR). Asimismo, los niveles de costos unitarios (CPC, CPM, etc.) son referenciales y mediante subasta (pay/bid), para variar según la cobertura del mercado y el inventario disponible de cada plataforma como Facebook y Google.

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TC (Euros a Dolares): 1.09
TC (Dolares a Soles): 3.90


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| Cuantificados | Ind. 25-54 (Ciudades de Interés)* |
| USA | 15,303,010 |
| TOTAL | 15,303,010 |

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| TOTAL FINAL Euros | 390,280.00 € |
| TOTAL FINAL Dolares | \$ 214,430.00 |
| TOTAL FINAL Soles | \$ / 2,436,425.00 |

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Área: TURISMO
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Quiero Perú Ahora USA - V4
Periodo : Octubre-Noviembre 2023
Medio OOH



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|----------------------------|
| EEUU |
| Millennials + Generación X |

| | | | | | nº sem | OCTUBRE | | | NOVIEMBRE | | | DIC. |  | | | | | | | | | |
|------------------------|-----------|-----------------|-------------|--|-------------|---------|--------|--------|-----------|--------|--------|--------|---|-----------------------|--------------------|----------------------|--------------------|----------------------|------------------|-------------|------------|--|
| Código OI | Proveedor | Medio / Soporte | Ámbito | Ubicación | Formato | SEM 42 | SEM 43 | SEM 44 | SEM 45 | SEM 46 | SEM 47 | SEM 48 | Cantidad | MONEDA DE FACTURACIÓN | Total Neto (Euros) | Total Neto (Dólares) | Total Neto (SOLES) | Impactos (estimados) | Cobertura (Abs.) | Cobertura % | Frecuencia | |
| OOH | | | | | | | | | | | | | | | | | | | | | | |
| ESTADOS UNIDOS | | | | | | | | | | | | | | | 981,325.00 € | \$0.00 | S/ 4,023,432.50 | 50,811,760 | 8,539,792 | 55.8% | 6.0 | |
| USA16 | LATCOM | Gran Formato | Nueva York | American Eagle, Times Square | Spot 30 sec | | | | | | | | 12 | EUR | 160,000.00 € | | S/ 656,000.00 | 21,750,000 | 8,539,792 | 56% | 6.0 | |
| | | Gran Formato | Nueva York | Times Square Domination - Spot en pantallas NASDAQ + Midtown Financial | Spot 15 sec | | | | | | | | 3 | EUR | 160,325.00 € | | S/ 657,332.50 | 13,350,400 | | | | |
| USA15 | WORLDCOM | Gran Formato | Los Ángeles | The Moxy | spot 15 sec | | | | | | | | 1 | EUR | 410,000.00 € | | S/ 1,681,000.00 | 2,885,120 | | | | |
| USA17 | DRESLY | Gran Formato | Los Ángeles | Sunset Blvd and Holloway Dr | spot 15 sec | | | | | | | | 2 | EUR | 180,000.00 € | | S/ 738,000.00 | 6,585,600 | | | | |
| USA15 | WORLDCOM | Gran Formato | Los Ángeles | Fox Theatre- Hollywood Blvd | spot 30 sec | | | | | | | | 2 | EUR | 24,000.00 € | | S/ 98,400.00 | 3,010,560 | | | | |
| USA15 | WORLDCOM | Gran Formato | Los Ángeles | Roosevelt Hotel – Hollywood Blvd | spot 10 sec | | | | | | | | 1 | EUR | 47,000.00 € | | S/ 192,700.00 | 3,230,080 | | | | |
| TOTAL OOH NORTEAMÉRICA | | | | | | | | | | | | | | | 981,325.00 € | \$0.00 | S/ 4,023,432.50 | 50,811,760 | | | | |

Moneda de facturación: € (tipo de cambio referencial. Pueden haber variaciones al momento de la contratación administrativa en soles)

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 TC (Euros a Dólares): 1.09
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| | |
|---------------------|------------------|
| TOTAL FINAL Euros | 981,325.00 € |
| TOTAL FINAL Dolares | \$ - |
| TOTAL FINAL Soles | \$/ 4,023,432.50 |

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| Cuantificados | Ind. 25-54 (Ciudades de interés)* |
| USA | 15,303,010 |
| TOTAL | 15,303,010 |