

PLAN DE MEDIOS

Biblioteca Virtual - Exportaciones



| MEDIO | OCTUBRE | | | | | NOVIEMBRE | | | | ALCANCE % | IMPACTOS (000) | ALCANCE (000) | TOTAL \$, NETO | TOTAL S/, Inc IGV | |
|--------------------------------------|------------|---|----|----|------------|------------|----|----|----|-----------|----------------|---------------|----------------|-------------------|-------------|
| | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | | | | | | |
| DIGITAL | | | | | | | | | | 30.03% | 17,074 | | | | |
| Pauta Regular Alcance Impactos | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | 950 | | | | | 16,124 | | | | | | | | | |
| Inversión \$. Digital | \$1,130.43 | | | | | \$8,119.57 | | | | 30.03% | 17,074 | 1,344 | \$9,250.00 | S/37,000.00 | |
| \$1,130.43 | | | | | \$8,119.57 | | | | | | | | | \$9,250.00 | S/37,000.00 |

TC S/ 4.00

Resumen de Inversión

Montos expresado en dólares

| RAZÓN SOCIAL | RUC | MEDIO | INVERSIÓN TOTAL \$ | INVERSIÓN TOTAL S/ |
|------------------------------------|-----|---------|--------------------|--------------------|
| META PLATFORMS IRELAND LIMITED | - | DIGITAL | \$5,500.00 | S/22,000.00 |
| GOOGLE LLC | - | DIGITAL | \$1,500.00 | S/6,000.00 |
| LINKEDIN IRELAND UNLIMITED COMPANY | - | DIGITAL | \$2,250.00 | S/9,000.00 |
| TOTAL | | | \$9,250.00 | S/37,000.00 |

TC S/4.00

Google y Facebook no incluyen IGV porque tienen facturación Internacional

CLIENTE
PRODUCTO
MOTIVO
CAMPAÑA
PERIODO
TARGET

PROMPERÚ
EXPORTACIONES
DIFUSION
BLIBLIOTECA VIRTUAL EXPORTACIONES
16/10 - 30/11
HyM 25 - 45 Exportadores



| PERFORMANC | OBJETIVO | | MEDIO | FORMATO | SEGMENTACIÓN | TIPO DE COMPRA | IMPRESIONES | ALCANCE | CLICS | Visitas | Sesiones | VISTAS | CTR / VTR / ETR | CPC | CPV | CPMu | CPM | TOTAL \$, NETO | TOTAL \$, Inc IGV | TOTAL S/, NETO | TOTAL S/, Inc IGV | Share | | | | | | |
|------------------------|-------------------|---------------------------|----------|-------------------------|--------------------------|----------------|-------------|-----------|--------|---------|----------|--------|-----------------|--------|--------|--------|---------|----------------|-------------------|----------------|-------------------|-------------|-------------|------------|-------------|-------------|-------------|------|
| | AWARENESS | BrandAwareness VideoViews | Facebook | PPA / PPV | Demográfico e Intereses | CPMu | 14,280,000 | 3,400,000 | | | | | 2.00% | | | \$1.10 | \$0.26 | \$3,750.00 | \$3,750.00 | S/15,000.00 | S/15,000.00 | 41% | | | | | | |
| | | | Linkedin | Sponsored Content Video | Demográfico e Intereses | CPV | 62,500 | | | | | 9,375 | 15.00% | | \$0.24 | | \$36.00 | \$2,250.00 | \$2,250.00 | S/9,000.00 | S/9,000.00 | 24% | | | | | | |
| | Sub-Total | | | | | | 14,342,500 | | | | | | 9,375 | | | | | | \$6,000.00 | | \$6,000.00 | S/24,000.00 | S/24,000.00 | 65% | | | | |
| | DEMAND GENERATION | Clickstowebsite | Facebook | Page Post Link | Demográfico e Intereses | CPC | 1,620,370 | 648,148 | 19,444 | 6,222 | 2,722 | | 1.20% | \$0.09 | | | \$1.08 | \$1,750.00 | \$1,750.00 | S/7,000.00 | S/7,000.00 | 19% | | | | | | |
| | | | Google | PMAX | Demográfico y Contextual | CPC | 1,111,111 | | 16,667 | | 6,833 | | 1.50% | \$0.09 | | | \$1.35 | \$1,500.00 | \$1,500.00 | S/6,000.00 | S/6,000.00 | 16% | | | | | | |
| | Sub-Total | | | | | | 2,731,481 | | | | | | 36,111 | | | | | | 6,222 | | 9,556 | \$3,250.00 | | \$3,250.00 | S/13,000.00 | S/13,000.00 | 35% | |
| Total Inversión medios | | | | | | | 17,073,981 | | | | | | 36,111 | | | | | | 6,222 | | 9,556 | 9,375 | \$9,250.00 | | \$9,250.00 | S/37,000.00 | S/37,000.00 | 100% |

T.C. 4

Nota: Los formatos y tipos de compra pueden modificarse en función a los objetivos de comunicación y optimización de resultados de campaña. Asimismo, los niveles de costos unitarios (CPM, CPV, etc.) son referenciales y mediante subasta (puja), pues varía según la coyuntura del mercado y el inventario disponible de cada plataforma.