

## PLAN DE MEDIOS

### Turismo In



| MEDIO                 | 1° Periodo  |    |    |    |    |       |    |    |    |      |    |    | 2° Periodo  |    |   |    |           |    |   |    | IMPACTOS<br>(000)  | TOTAL \$            | TOTAL S/. + IGV     | SOI         |
|-----------------------|-------------|----|----|----|----|-------|----|----|----|------|----|----|-------------|----|---|----|-----------|----|---|----|--------------------|---------------------|---------------------|-------------|
|                       | MARZO       |    |    |    |    | ABRIL |    |    |    | MAYO |    |    | OCTUBRE     |    |   |    | NOVIEMBRE |    |   |    |                    |                     |                     |             |
|                       | 3           | 10 | 17 | 24 | 31 | 7     | 14 | 21 | 28 | 5    | 12 | 19 | 26          | 29 | 6 | 13 | 20        | 27 | 3 | 10 |                    |                     |                     |             |
| <b>DIGITAL</b>        |             |    |    |    |    |       |    |    |    |      |    |    |             |    |   |    |           |    |   |    |                    |                     |                     |             |
| Pauta Regular         |             |    |    |    |    |       |    |    |    |      |    |    |             |    |   |    |           |    |   |    |                    |                     |                     |             |
| Alc+1 por mes (%)     | 20.27%      |    |    |    |    |       |    |    |    |      |    |    | 19.89%      |    |   |    |           |    |   |    | <b>30.06%</b>      |                     |                     |             |
| Alc+1 por mes (000)   | 1,956       |    |    |    |    |       |    |    |    |      |    |    | 1,920       |    |   |    |           |    |   |    | <b>2,901</b>       |                     |                     |             |
| Impactos (000)        | 10,714      |    |    |    |    |       |    |    |    |      |    |    | 10,708      |    |   |    |           |    |   |    | <b>21,421</b>      |                     |                     |             |
| Inversión \$. Digital | \$12,500.00 |    |    |    |    |       |    |    |    |      |    |    | \$12,500.00 |    |   |    |           |    |   |    |                    | <b>\$25,000.00</b>  | <b>S/100,000.00</b> | <b>100%</b> |
|                       |             |    |    |    |    |       |    |    |    |      |    |    |             |    |   |    |           |    |   |    | <b>\$25,000.00</b> | <b>S/100,000.00</b> | <b>100%</b>         |             |

**Resumen de Inversión***Montos expresado en dólares*

| <b>NOMBRE COMERCIAL</b> | <b>RAZÓN SOCIAL</b>                | <b>RUC</b>    | <b>MEDIO</b> | <b>INVERSION PERIODO 1</b> | <b>INVERSION PERIODO 2</b> | <b>INVERSIÓN TOTAL \$</b> | <b>INVERSIÓN TOTAL S/</b> | <b>INVERSIÓN TOTAL S/ + IGV</b> |
|-------------------------|------------------------------------|---------------|--------------|----------------------------|----------------------------|---------------------------|---------------------------|---------------------------------|
| GOOGLE                  | GOOGLE LLC                         | INTERNACIONAL | DIGITAL      | \$3,000.00                 | \$3,000.00                 | \$6,000.00                | S/24,000.00               | S/24,000.00                     |
| FACEBOOK                | META PLATFORMS IRELAND LIMITED     | INTERNACIONAL | DIGITAL      | \$5,500.00                 | \$5,500.00                 | \$11,000.00               | S/44,000.00               | S/44,000.00                     |
| LINKEDIN                | LINKEDIN IRELAND UNLIMITED COMPANY | INTERNACIONAL | DIGITAL      | \$2,000.00                 | \$2,000.00                 | \$4,000.00                | S/16,000.00               | S/16,000.00                     |
| TIKTOK                  | TIKTOK INC.                        | INTERNACIONAL | DIGITAL      | \$2,000.00                 | \$2,000.00                 | \$4,000.00                | S/16,000.00               | S/16,000.00                     |
| <b>TOTAL</b>            |                                    |               |              | <b>\$12,500.00</b>         | <b>\$12,500.00</b>         | <b>\$25,000.00</b>        | <b>S/100,000.00</b>       | <b>S/100,000.00</b>             |

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=\_tipo de cambio referencial

CLIENTE  
CAMPAÑA  
PERIODO  
TARGET

Promperu  
Turismo In  
marzo - mayo  
HM 18+ Sector Turismo | Perú



| OBJETIVO                       | SOPORTE                               | MEDIO  | FORMATO   | LANDING   | TIPO DE COMPRA                         |  | Alcance           | Impresiones    | Clics/ Vistas | Visitas / Sesiones | VTR / CTR | CPC    | Cpvisitas | CPMu | CPM                | TOTAL \$           | TOTAL \$ + IGV     | TOTAL S/.          | TOTAL S/. + IGV    | SOI         |
|--------------------------------|---------------------------------------|--|---|---|--|--|-------------------|----------------|---------------|--------------------|-----------|--------|-----------|------|--------------------|--------------------|--------------------|--------------------|--------------------|-------------|
| Brand Awareness<br>Video Views | Social                                | Linkedin   | Sponsored content   | Web Turismo   | CPM                                    | Impresiones                                |                   | 285,714        |               |                    |           |        |           |      | \$7.00             | \$2,000.00         | \$2,000.00         | S/. 8,000.00       | S/. 8,000.00       | 16%         |
|                                |                                       |  |   |   |  |  |                   | 285,714        |               |                    |           |        |           |      |                    |                    | \$2,000.00         | \$2,000.00         | S/8,000.00         | S/8,000.00  |
| Demand Generation              | Social<br>Social<br>Social<br>Display | Facebook/Instagram<br>Facebook/Instagram<br>Tiktok<br>Google | PPL / Carrusel<br>PPL<br>Video In feed<br>Performance max | Web Turismo<br>Whatsapp Turismo<br>Web Turismo<br>Web Turismo | CPVisita a la web<br>CPC<br>CPC<br>CPC | Visita a la web<br>Clics<br>Clics<br>Clics |                   | 1,334,349      | 50,000        | 13,636             | 1.5%      | \$0.06 | \$0.22    |      | \$2.25             | \$3,000.00         | \$3,000.00         | S/. 12,000.00      | S/. 12,000.00      | 24%         |
|                                |                                       |  |   |   |  |  |                   | 1,906,213      | 62,500        | 7,143              | 1.0%      | \$0.04 | \$0.35    |      | \$1.31             | \$2,500.00         | \$2,500.00         | S/. 10,000.00      | S/. 10,000.00      | 20%         |
|                                |                                       |  |   |   |  |  |                   | 1,100,035      | 22,222        |                    | 2.0%      | \$0.09 |           |      | \$1.82             | \$2,000.00         | \$2,000.00         | S/. 8,000.00       | S/. 8,000.00       | 16%         |
|                                |                                       |  |   |   |  |  |                   | 6,087,422      | 42,857        |                    | 2.4%      | \$0.07 |           |      | \$0.49             | \$3,000.00         | \$3,000.00         | S/. 12,000.00      | S/. 12,000.00      | 24%         |
| <b>Total</b>                   |                                       |  |   |   |  |  | <b>10,428,019</b> | <b>177,579</b> | <b>20,779</b> |                    |           |        |           |      | <b>\$10,500.00</b> | <b>\$10,500.00</b> | <b>S/42,000.00</b> | <b>S/42,000.00</b> | <b>84%</b>         |             |
|                                |                                       |  |   |   |  |  | <b>10,713,734</b> | <b>177,579</b> | <b>20,779</b> |                    |           |        |           |      |                    | <b>\$12,500.00</b> | <b>\$12,500.00</b> | <b>S/50,000.00</b> | <b>S/50,000.00</b> | <b>100%</b> |

T.C. 4  
\*Tarifas proyectadas en base a la segmentación propuesta, de haber solicitud de cambios en las implementaciones las tarifas podrían incrementar

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 (CPC, CPM, e+tc.) son referenciales y mediante subasta (puja), pues varía según la coyuntura del mercado y el inventario disponible de cada plataforma.

La implementación de formatos podría variar a lo largo de la campaña con el objetivo de optimizar los resultados de la misma, y de los nuevos formatos que se susciten en dicho periodo.

CTR=Clics/Impresiones  
CPM=Costo/Impresiones\*1000  
VTR= Visualizaciones/Impresiones  
Fijo=Reserva

CLIENTE  
CAMPAÑA  
PERIODO  
TARGET

Promperu  
Turismo In  
octubre - noviembre  
HM 18+ Sector Turismo | Perú



| OBJETIVO                       | SOPORTE                               | MEDIO  | FORMATO   | LANDING   | TIPO DE COMPRA                         |  | Alcance           | Impresiones    | Clics/ Vistas | Visitas / Sesiones | VTR / CTR | CPC    | Cpvisitas | CPMu | CPM                | TOTAL \$           | TOTAL \$ + IGV     | TOTAL S/.          | TOTAL S/. + IGV    | SOI          |
|--------------------------------|---------------------------------------|--|---|---|--|--|-------------------|----------------|---------------|--------------------|-----------|--------|-----------|------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------|
| Brand Awareness<br>Video Views | Social                                | Linkedin   | Sponsored content   | Web Turismo   | CPM                                    | Impresiones                                |                   | 279,720        |               |                    |           |        |           |      | \$7.15             | \$2,000.00         | \$2,000.00         | S/. 8,000.00       | S/. 8,000.00       | 16%          |
|                                |                                       |  |   |   |  |  |                   | 279,720        |               |                    |           |        |           |      |                    |                    | \$2,000.00         | \$2,000.00         | S/. 8,000.00       | S/. 8,000.00 |
| Demand Generation              | Social<br>Social<br>Social<br>Display | Facebook/Instagram<br>Facebook/Instagram<br>Tiktok<br>Google | PPL / Carrusel<br>PPL<br>Video In feed<br>Performance max | Web Turismo<br>Whatsapp Turismo<br>Web Turismo<br>Web Turismo | CPVisita a la web<br>CPC<br>CPC<br>CPC | Visita a la web<br>Clics<br>Clics<br>Clics |                   | 1,334,349      | 50,000        | 13,636             | 1.5%      | \$0.06 | \$0.22    |      | \$2.25             | \$3,000.00         | \$3,000.00         | S/. 12,000.00      | S/. 12,000.00      | 24%          |
|                                |                                       |  |   |   |  |  |                   | 1,906,213      | 62,500        | 7,143              | 1.0%      | \$0.04 | \$0.35    |      | \$1.31             | \$2,500.00         | \$2,500.00         | S/. 10,000.00      | S/. 10,000.00      | 20%          |
|                                |                                       |  |   |   |  |  |                   | 1,100,035      | 20,000        |                    | 2.0%      | \$0.10 |           |      | \$1.82             | \$2,000.00         | \$2,000.00         | S/. 8,000.00       | S/. 8,000.00       | 16%          |
|                                |                                       |  |   |   |  |  |                   | 6,087,422      | 37,500        |                    | 2.4%      | \$0.08 |           |      | \$0.49             | \$3,000.00         | \$3,000.00         | S/. 12,000.00      | S/. 12,000.00      | 24%          |
| <b>Total</b>                   |                                       |  |   |   |  |  | <b>10,428,019</b> | <b>170,000</b> | <b>20,779</b> |                    |           |        |           |      | <b>\$10,500.00</b> | <b>\$10,500.00</b> | <b>S/42,000.00</b> | <b>S/42,000.00</b> | <b>84%</b>         |              |
|                                |                                       |  |   |   |  |  | <b>10,707,740</b> | <b>170,000</b> | <b>20,779</b> |                    |           |        |           |      |                    | <b>\$12,500.00</b> | <b>\$12,500.00</b> | <b>S/50,000.00</b> | <b>S/50,000.00</b> | <b>100%</b>  |

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