



Firmado digitalmente por:
VELASQUEZ GARCIA Maria
Del Sol FAU 20307167442 soft
Motivo: En señal de
conformidad
Fecha: 08/01/2025 17:40:08-0500



Firmado digitalmente por:
CAVERO GARCIA Daniel
Ricardo FAU 20307167442 hard
Motivo: Doy V° B°
Fecha: 18/12/2024 12:54:54-0500



Firmado digitalmente por:
BARAYBAR GUTIERREZ DE LA
FUENTE Luis Ricardo FAU
20307167442 hard
Motivo: En señal de
conformidad
Fecha: 08/01/2025 15:04:40-0500



PROMPERÚ TURISMO

Paddington in Perú USA+Canada+LATAM - 2da parte Enero-Febrero 2025

18/12/2024



irismedia



Firmado digitalmente por:
BERRIOCAL PEREZ ALBELA
Cecilia Mlagros FAU 20307167442
hard
Motivo: Doy V° B°
Fecha: 08/01/2025 10:50:59-0500



Firmado digitalmente por:
MONTA YA SANCHEZ Henry
William FAU 20307167442 soft
Motivo: Doy V° B°
Fecha: 18/12/2024 10:31:23-0500



Firmado digitalmente por:
DIAZ PALOMARES Angiela
Maria FAU 20307167442 hard
Motivo: Por encargo
Fecha: 08/01/2025 11:03:34-0500

Total Sales (€ mil)	Total Sales (€ mil)	Clicks	Views	CTR / VTR %	CPA / CPL / CPC / Cost/1000	Impressions	Conversion Rate	Conversion %	Revenue
8,818.00 €	59,243.00 €	27,000	1,930,000	-	0.00%	1,930,000	2,322,275	40.0%	6.10
	51,542.00 €	CPM	5,000.00	-	-	5,000.00			
	51,500.00 €	CPV	3,000.00	-	750.00%	5,000			
	51,900.00 €	CPV	400.00	-	250.00%	50.00			
14,000.00 €	57,910.00 €	CPM	2,000.00	-	0.00%	2,000.00	2,262,205	60.0%	6.10
	57,910.00 €	CPM	2,000.00	-	-	2,000.00			
	57,910.00 €	CPV	2,000.00	-	70.00%	€	22.15		
50,832.00 €	50,832.00 €	CPM	5,400.00	6.69%	750.00%	5,400.00	1,576,141	26.7%	3.10
	51,447.00 €	CPM	1,500.00	7.50%	0.00%	€	52.50		
	51,667.50 €	CPM	1,500.00	7.50%	15.00%	€	52.85		
	52,300.00 €	CPV	100.00	-	50.00%	50.00	1,000.00		
	52,300.00 €	CPV	1,100.00	-	0.00%	0.00%	€	9.00	
	51,472.00 €	CPV	1,100.00	-	70.00%	€	22.15		
50,832.00 €	50,832.00 €	CPM	5,400.00	6.69%	750.00%	5,400.00	1,576,141	26.7%	3.10
	51,447.00 €	CPM	1,500.00	7.50%	0.00%	€	52.50		
	51,667.50 €	CPM	1,500.00	7.50%	15.00%	€	52.85		
	52,300.00 €	CPV	100.00	-	50.00%	50.00	1,000.00		
	52,300.00 €	CPV	1,100.00	-	0.00%	0.00%	€	9.00	
	51,472.00 €	CPV	1,100.00	-	70.00%	€	22.15		
50,832.00 €	50,832.00 €	CPM	5,400.00	6.69%	750.00%	5,400.00	1,576,141	26.7%	3.10
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	52,300.00 €	CPV	1,100.00	-	0.00%	0.00%	€	9.00	
	51,472.00 €	CPV	1,100.00	-	70.00%	€	22.15		
50,832.00 €	50,832.00 €	CPM	5,400.00	6.69%	750.00%	5,400.00	1,576,141	26.7%	

TOTAL FINAL Euros	249,126.25 €
TOTAL FINAL Dollars	\$ 101,543.75
TOTAL FINAL Sales	\$ 1,499,976.13