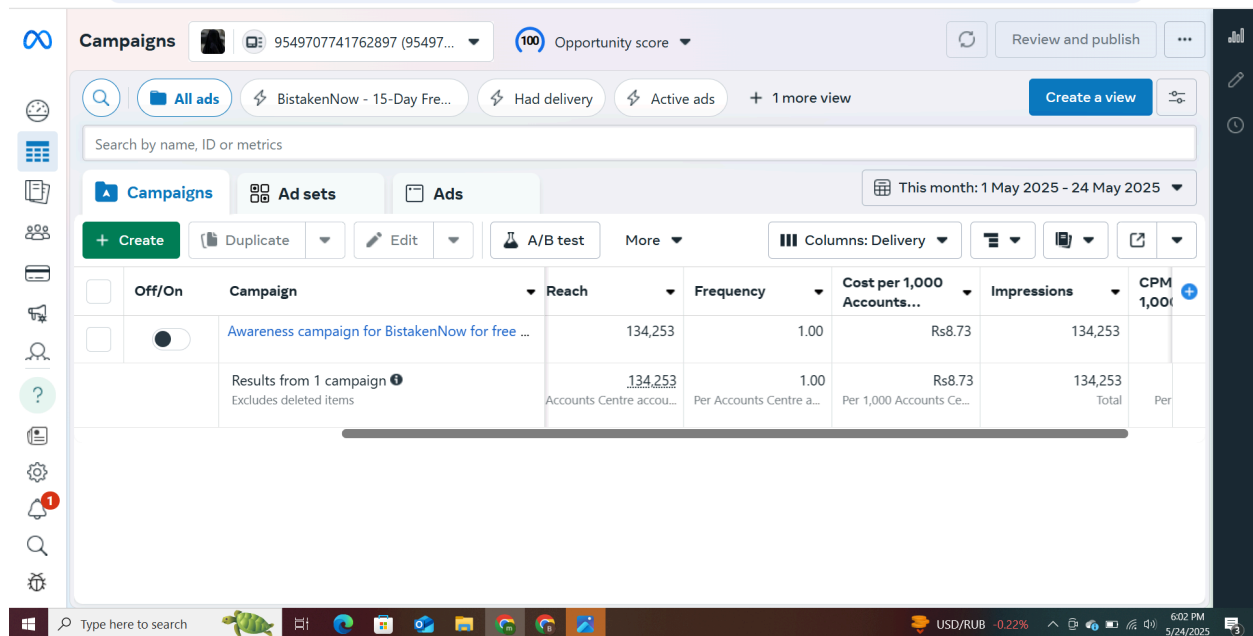


Case Study Of BistakenNow

Bistakennow is a dynamic new player in the ad industry. We work continuously every day to ensure its success.

We ran an awareness campaign for just two days — take a look at the impressive reach, impressions, and low CPC we achieved!



The screenshot displays the Facebook Ads Manager interface. At the top, the 'Campaigns' tab is selected, showing a search bar and filters for 'All ads', 'BistakenNow - 15-Day Fre...', 'Had delivery', and 'Active ads'. A 'Create a view' button is visible. Below the filters, a table lists the campaign details. The table has columns for 'Off/On', 'Campaign', 'Reach', 'Frequency', 'Cost per 1,000 Accounts...', 'Impressions', and 'CPM 1,000'. The first row shows an 'Awareness campaign for BistakenNow for free ...' with a reach of 134,253, frequency of 1.00, cost of Rs8.73, and impressions of 134,253. A second row shows 'Results from 1 campaign' with a reach of 134,253, frequency of 1.00, cost of Rs8.73, and impressions of 134,253. The table is filtered for 'This month: 1 May 2025 - 24 May 2025'.

Off/On	Campaign	Reach	Frequency	Cost per 1,000 Accounts...	Impressions	CPM 1,000
<input type="checkbox"/>	Awareness campaign for BistakenNow for free ...	134,253	1.00	Rs8.73	134,253	
	Results from 1 campaign ⓘ Excludes deleted items	134,253 Accounts Centre accou...	1.00 Per Accounts Centre a...	Rs8.73 Per 1,000 Accounts Ce...	134,253 Total	Per

