Sub: Details of enquiries received from classified and classified display Jan - July 2024

Preaperd by: Prasad

Prepared date: 02-09-2024

Sl. No.	Ad type	Media	SOV	BRGV	GMR	GHT	AGH	NE	NGH	MPL	Total calls	Total given ads	Ad cost	Total expenses	Per lead cost
1	Classified ad	DC	13	9	10	6		12	7	9	**66**	28	3,360.00	94,080.00	1,425.45
2	Classified ad	TOI	8	11	8	9		7	9	9	**61**	25	1,260.00	31,500.00	516.39
3	Classified ad	Eenadu	14	9	12	9	22	11	9	10	**96**	29	4,650.00	1,34,850.00	1,404.69
4	Classified ad	Sakshi	12	8	11	10	18	10	8	9	**86**	30	2,960.00	88,800.00	1,032.56
5	Display classified	TOI	13	18	19	12	11	13	12	14	**112**	60	3,187.00	1,91,220.00	1,707.32
6	Display classified	Eenadu	12	11	11	8	12	9	9	10	**82**	31	11,520.00	3,57,120.00	4,355.12
7	Display classified	Sakshi	9	8	14	9	10	8	11	7	**76**	30	4,895.00	1,46,850.00	1,932.24
	Total		**81**	**74**	**85**	**63**	**73**	**70**	**65**	**68**	**579**			10,44,420.00	1805