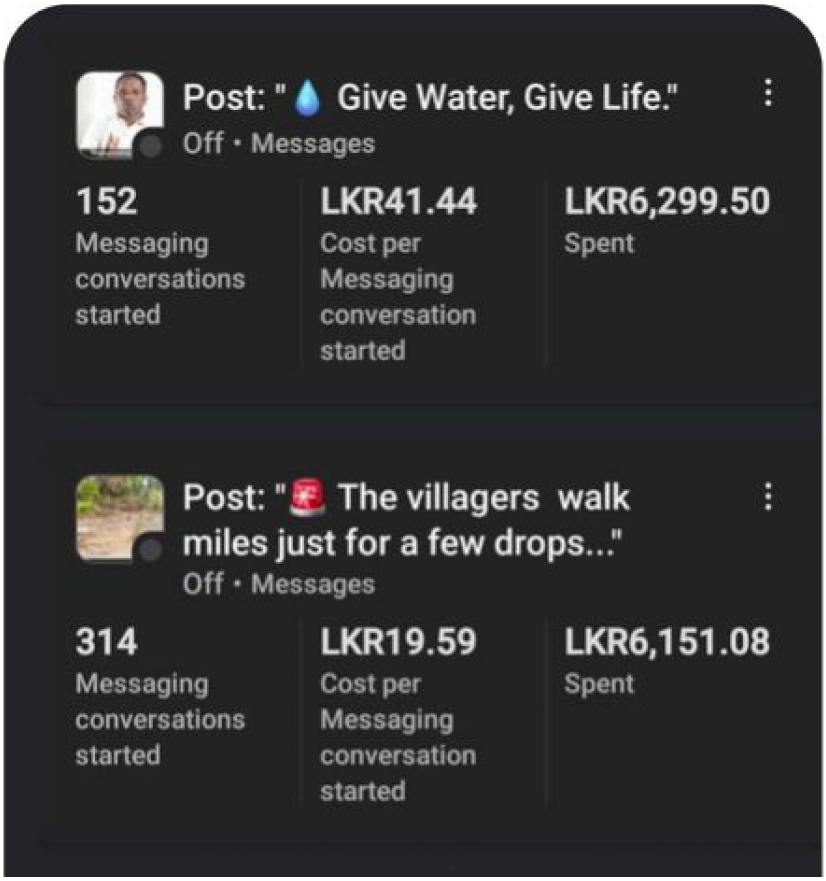
# Water campaign

## Two-ad evidence extract

Screenshot source: MASL Performance Report, physical PDF page 7. The image below is an unaltered crop containing the two water-ad entries. Exact ad reporting dates are not visible.




| Ad entry | Conversations | Spend (LKR) |
|---|---|---|
| Give Water, Give Life | 152 | 6,299.50 |
| The villagers walk miles… | 314 | 6,151.08 |
| Combined | 466 | 12,450.58 |

Calculated weighted cost: LKR 12,450.58 / 466 = **LKR 26.72 per conversation**.

These are messaging conversations started, not unique donors or confirmed donations. Organisation-wide fundraising totals are not attributed to these two ads.