

Boing Toys LATAM Dashboard Report

Plan-based spend | Live Boing mart snapshot

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Date range	2026-08-07 to 2026-08-23	Country	All
Brand	All	Channel	All
Season / Subcategory	All	Campaign	All

CSV exports contain the full filtered tables. This PDF is the shareable summary view.

Delivered Spots 292,848 Plan 287,080 Actual 292,848	VCR 63.5%	Spend \$8,644.03 Plan \$8,422.00 Actual \$8,644.03
Pacing to Date 102.6%	Remaining Budget \$3,171.13	

Campaign Performance

Campaign	Hierarchy	Channel	Planned Spots	Delivered	Spend	Pacing	Status
Paw Patrol Movie Vehículo...	Paw Patrol / Paw Patrol La...	YouTube	27,200	29,019	\$725.47	106.7%	Live
Paw Patrol Movie Megazauros	Paw Patrol / Paw Patrol La...	YouTube	27,200	28,274	\$706.85	103.9%	Live
Mr. Beast Lab Hybrids S2	Mr Beast / Hybrids / Mr. Be...	YouTube	27,200	27,850	\$696.25	102.4%	Live
One Piece Figuras	One Piece / One Piece / One...	YouTube	27,200	26,435	\$660.88	97.2%	Live
Paw Patrol Movie Vehículo...	Paw Patrol / Paw Patrol La...	Streaming TV	10,880	11,722	\$586.10	107.7%	Live
Mr. Beast Lab Hybrids S2	Mr Beast / Hybrids / Mr. Be...	Streaming TV	10,880	11,230	\$561.50	103.2%	Live
Bluey Camión de Bomberos S10	Bluey / S10 / Bluey Camión...	YouTube	21,760	21,261	\$531.53	97.7%	Live
Bluey Vehículo Basuras S12	Bluey / S12 / Bluey Vehícul...	YouTube	19,040	18,046	\$451.15	94.8%	Live
Paw Patrol Movie Megazauros	Paw Patrol / Paw Patrol La...	Streaming TV	6,800	7,038	\$351.90	103.5%	Live
Rainbocorns Mermaidcorn S7	Rainbocorns / Mermaidcorn /...	YouTube	13,600	13,869	\$346.73	102.0%	Live
Xshot Insanity	Xshot / Insanity / Xshot In...	YouTube	13,600	13,547	\$338.68	99.6%	Live
LLP Cerdito	Little Live Pets / My Walki...	YouTube	12,000	12,892	\$322.30	107.4%	Finished
CB Day Care W2	Cry Babies / Day Care / CB...	YouTube	12,000	12,759	\$318.97	106.3%	Finished
CB Mis Primeros Pasos S2	Cry Babies / Mis Primeros P...	YouTube	12,000	12,681	\$317.03	105.7%	Finished
Rainbocorns Surprise Mani...	Rainbocorns / Eggzania / Ra...	YouTube	13,600	12,414	\$310.35	91.3%	Live
K Pop Idol Muæeca	K Pop Idol / KPop / K Pop I...	YouTube	10,880	10,888	\$272.20	100.1%	Live
Rainbocorns Surprise Mani...	Rainbocorns / Eggzania / Ra...	Streaming TV	4,080	5,285	\$264.25	129.5%	Live
Xshot Insanity	Xshot / Insanity / Xshot In...	Streaming TV	4,080	4,409	\$220.45	108.1%	Live
Rainbocorns Mermaidcorn S7	Rainbocorns / Mermaidcorn /...	Streaming TV	4,080	4,092	\$204.60	100.3%	Live
CB Mis Primeros Pasos S2	Cry Babies / Mis Primeros P...	Streaming TV	3,000	3,098	\$154.90	103.3%	Finished
CB Day Care W2	Cry Babies / Day Care / CB...	Streaming TV	3,000	3,028	\$151.40	100.9%	Finished
LLP Cerdito	Little Live Pets / My Walki...	Streaming TV	3,000	3,011	\$150.55	100.4%	Finished

Country Breakdown

Country	Country Code	Planned Spots	Delivered	Spend	Pacing	Status
Colombia	CO	120,115	120,546	\$3,578.33	101.6%	Live
Peru	PE	64,584	67,782	\$2,013.50	104.8%	Live
Panama	PA	32,150	32,577	\$958.90	102.3%	Live
Costa Rica	CR	18,034	18,945	\$550.13	105.5%	Live
Guatemala	GT	18,265	18,383	\$531.85	101.2%	Live
Chile	CL	13,056	13,102	\$381.45	100.2%	Live
El Salvador	SV	7,276	7,649	\$214.95	105.4%	Live
Honduras	HN	5,984	5,695	\$153.58	94.1%	Live
Republica Dominicana	DO	3,808	4,240	\$133.85	109.4%	Live
Venezuela	VE	3,808	3,929	\$127.50	104.2%	Live

Premium Channel Highlights

Publishers	Impressions	Delivered Spots	VCR	Spend
YouTube	403,956	239,935	59.5%	\$5,998.37
Paramount Global - Kids N...	22,918	20,685	91.7%	\$1,034.25
Amazon Kids	8,486	7,650	91.7%	\$382.50
Roku Inc - Kids Channels	8,165	7,368	91.8%	\$368.40
TelevisaUnivision	6,364	5,761	92.1%	\$288.05
Max - Kids	5,037	4,562	92.0%	\$228.10
Mercado Libre	1,807	1,614	91.1%	\$80.70
DirecTV Latin America	1,351	1,214	91.8%	\$60.70
LG - Kids	1,087	976	91.1%	\$48.80
Kidoodle	1,084	960	90.7%	\$48.00
Canela Media	761	715	94.5%	\$35.75
SOMOS Group	762	710	93.8%	\$35.50
Fox/Tubi Kids	269	250	94.3%	\$12.50