



Facebook-Dados

Análise do dataset

Investimento
R\$ 1.917.103,16

CPC
R\$ 164,22

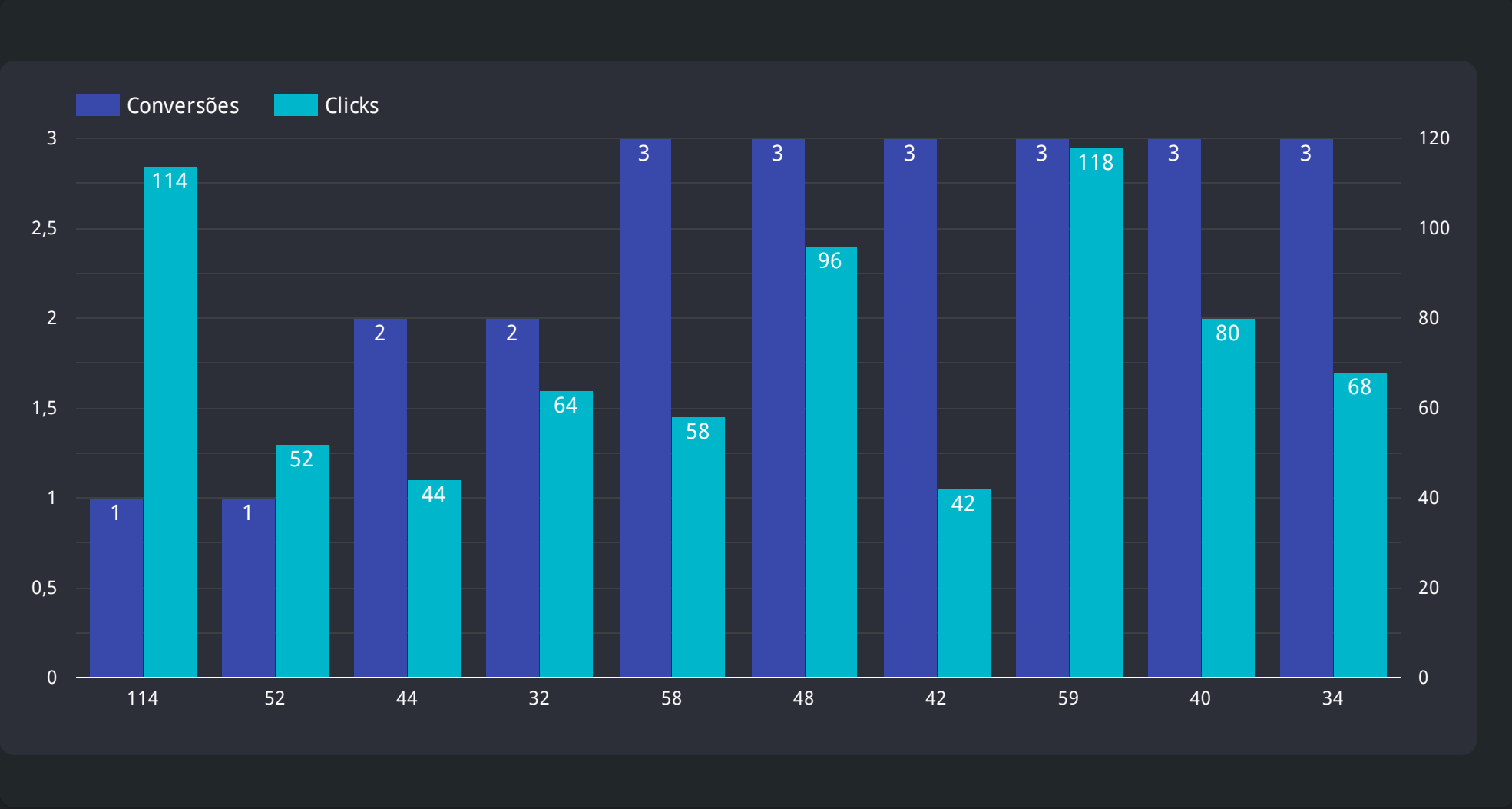
CTR
0,01%

Campanha

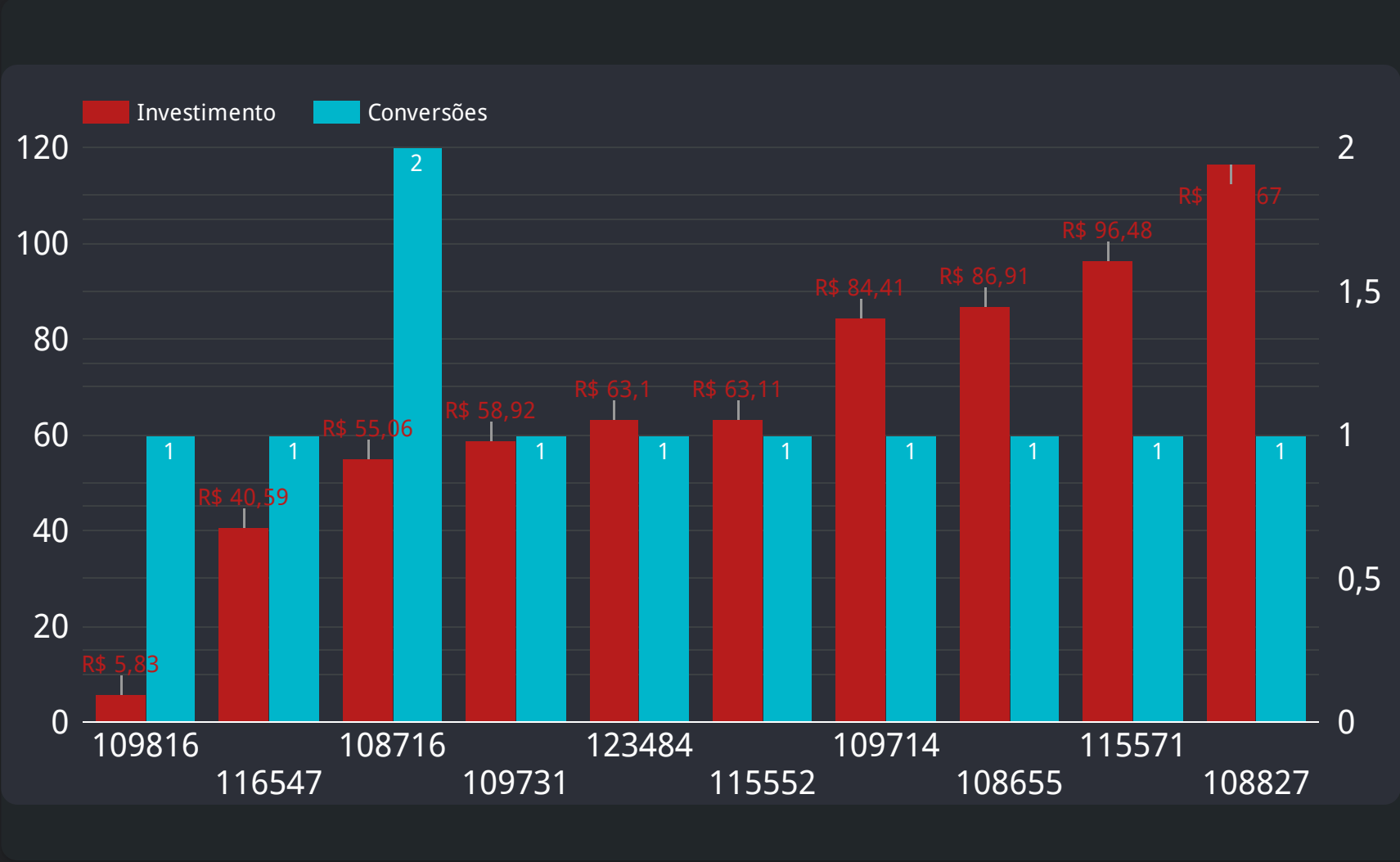
Data

Gênero

Campanhas x Clicks x Conversões



Campanhas x Investimento x Conversões



Campanha		Investimento ▾	Impressões	Conversões
1.	144599	R\$ 17.550,67	4.221.211	38
2.	144562	R\$ 16.541,81	433.287	11
3.	144570	R\$ 16.509,99	1.493.264	33
4.	144531	R\$ 15.815,24	3.066.478	58
5.	144571	R\$ 14.429,34	568.427	6
6.	144611	R\$ 13.909,59	1.940.528	15
7.	144602	R\$ 13.484,4	1.360.100	17
8.	144534	R\$ 13.429,57	1.989.526	18
9.	144597	R\$ 13.329,48	1.679.307	19
10.	144556	R\$ 13.129,68	747.050	12
11.	144538	R\$ 13.079,39	592.486	8
12.	144537	R\$ 12.807,55	546.558	12
13.	144552	R\$ 12.713,93	2.598.213	47
14.	144572	R\$ 12.368,14	1.711.393	26
15.	144575	R\$ 12.254,62	715.937	9
16.	144622	R\$ 12.030,25	2.548.863	25
17.	144580	R\$ 11.608,69	564.048	6
18.	144532	R\$ 11.551,46	4.737.422	94

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