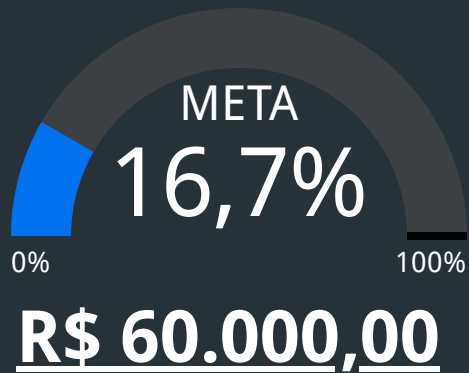


On Veículos



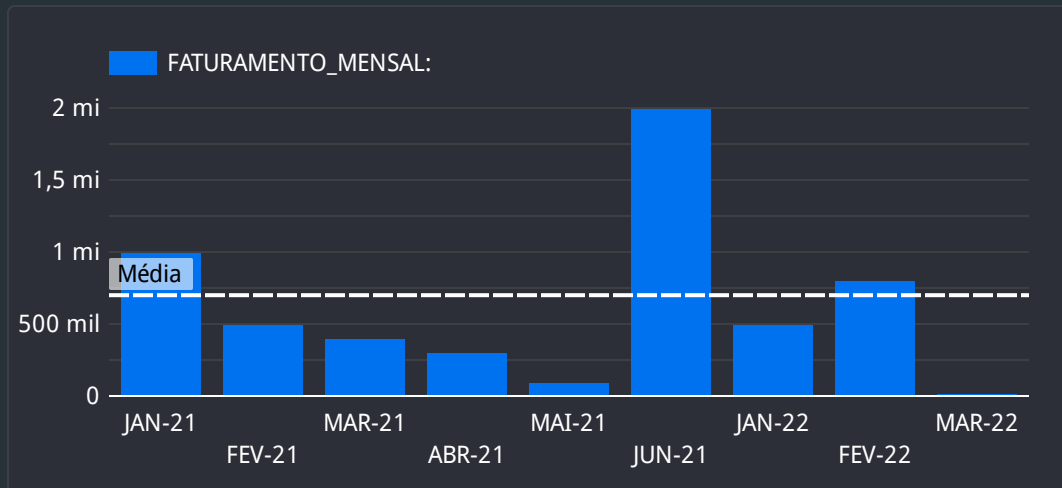
Análise Comercial

FATURAMENTO

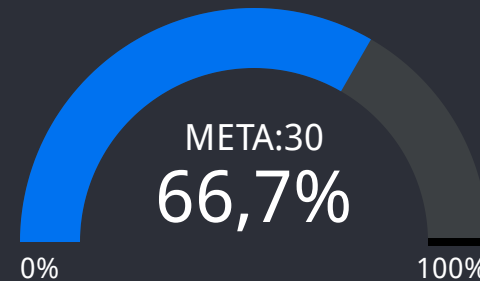


Faturamento Atual:
R\$ 10.000,00

Faturamento Médio:
R\$ 700.000,00

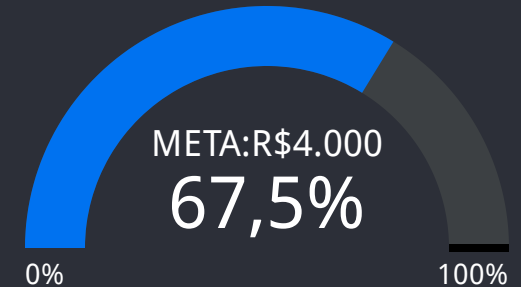


NOVOS CLIENTES



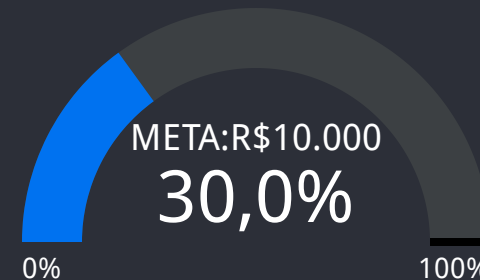
ATUAL: 20
MÉDIO: 26.63

TICKET MÉDIO



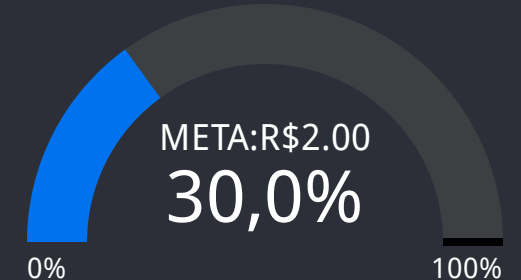
ATUAL: R\$2.700
MÉDIO: R\$2.937

CROSS SELLING



ATUAL: R\$3.000
MÉDIO: R\$975

UP SELLING

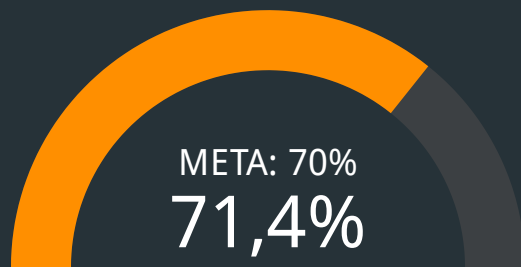


ATUAL: R\$600
MÉDIO: R\$343

On Veículos Análise Customer Success

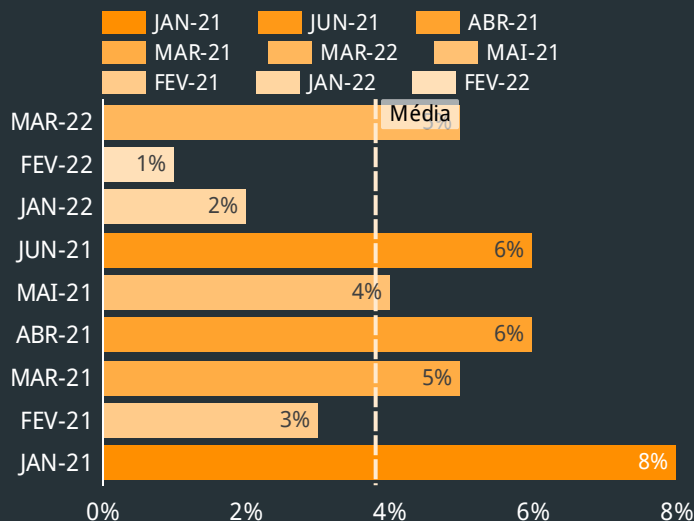
NPS

NPS ATUAL:
50,00%



NPS MÉDIO: 40%

CHURN

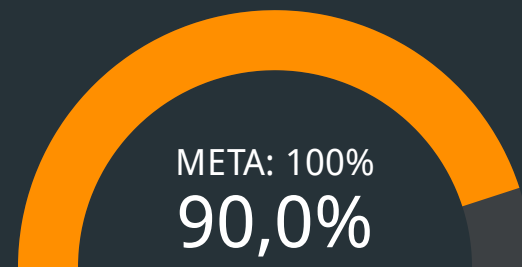


CHN ATUAL:
5,00%

META: 2%
+250%

DELIVERABLES

Deliverables
90,00%



DLVB MÉDIO: 68.75%

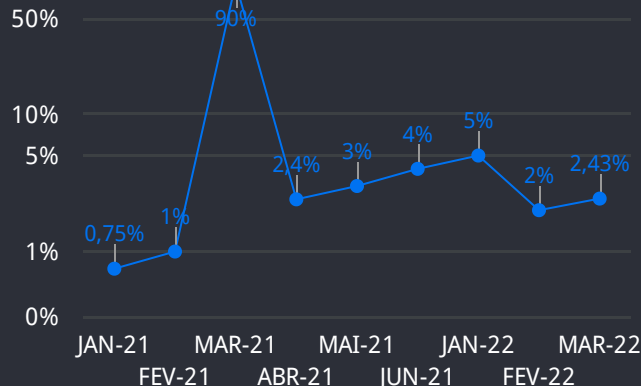
On Veículos Análise de Marketing

CAC ATUAL:
R\$200

MÉDIA CAC:
R\$ 975,00

CAC

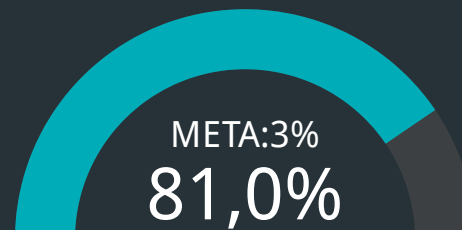
META: R\$500
40,0%



CTR

CTR ATUAL:
2.4%

META: 3%
81,0%



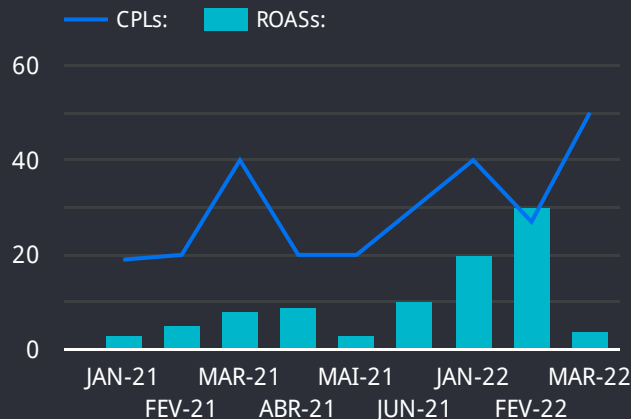
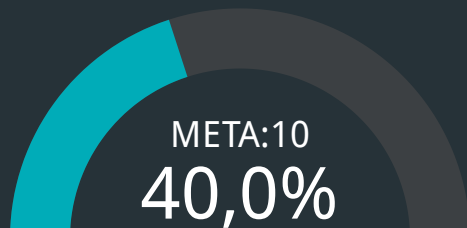
MEDIANA CTR:
2,43%

ROAS ATUAL:
4

MÉDIA ROAS:
10,22

ROAS

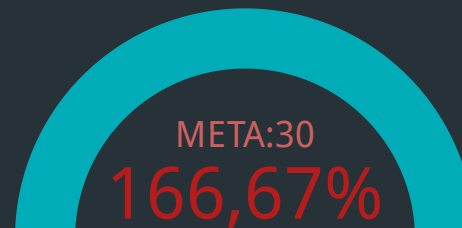
META: 10
40,0%



CPL

CPL ATUAL:
50

META: 30
166,67%



MÉDIA CPL:
29,56

COMERCIAL

CUSTOMER SUCCESS

MARKETING

METAS:
42,2%

Faturamento
R\$ 10,00 mil

Ticket médio
R\$ 2,70 mil

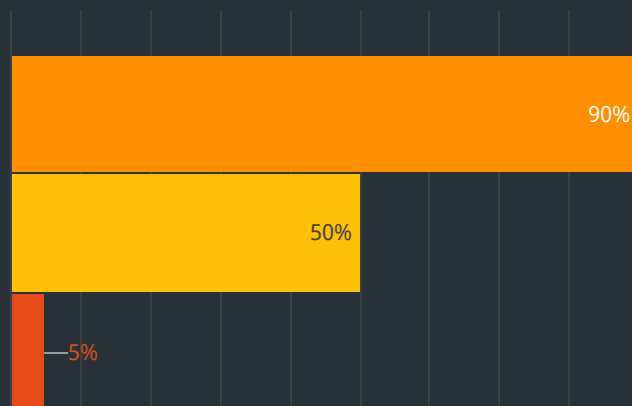
Cross Selling
R\$ 3,00 mil

Up Selling
R\$ 600,00

Abertura de clientes
20,0

METAS:
3,8%

Deliverables NPS Churn



METAS:
23,6%

CAC
R\$ 200,00

CTR
2,4%

ROAS
4,0

CPL
50,0

