



marketing analytics

INICIAR ANÁLISE

VISÃO GERAL DOS ANÚNCIOS

01/01/2021 28/12/2021



Total Spend

R\$ 8.95M

CAC

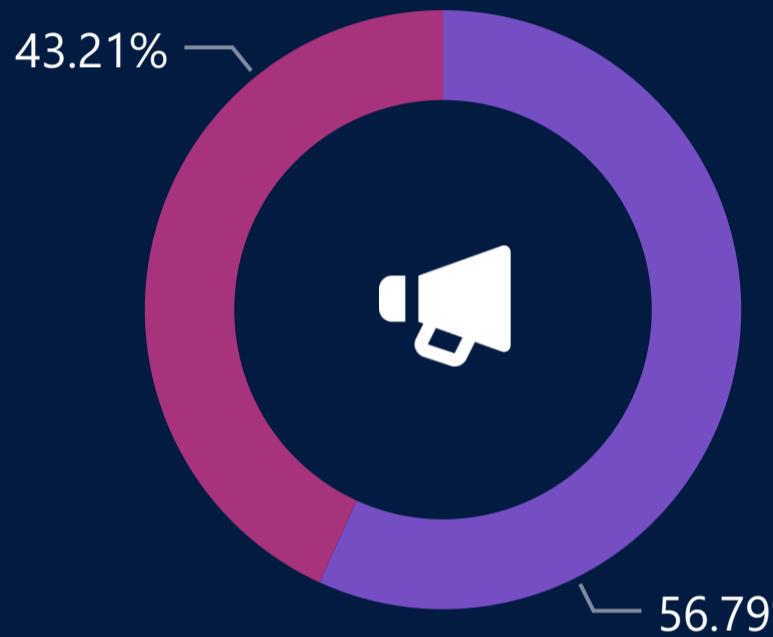
R\$ 9.45

ROAS

7.19

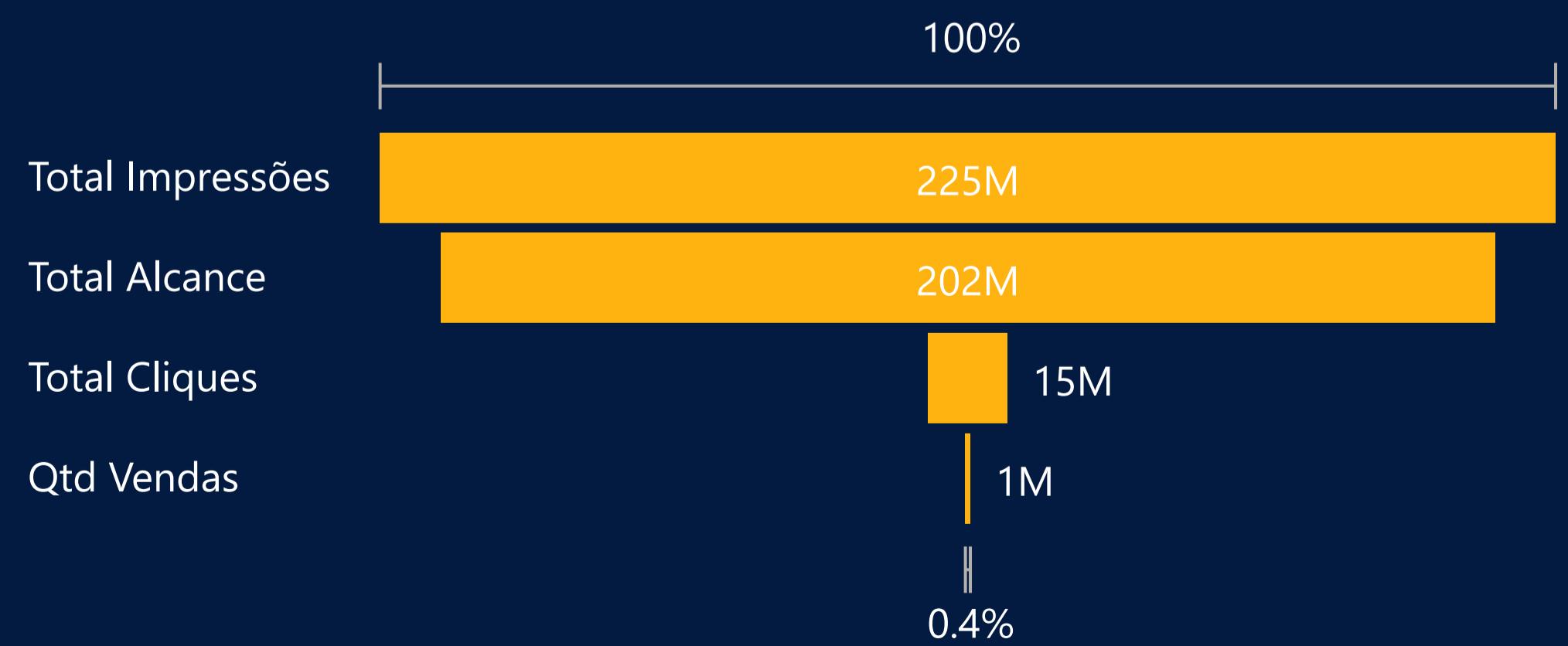
Distribuição por canal

Facebook ● Google

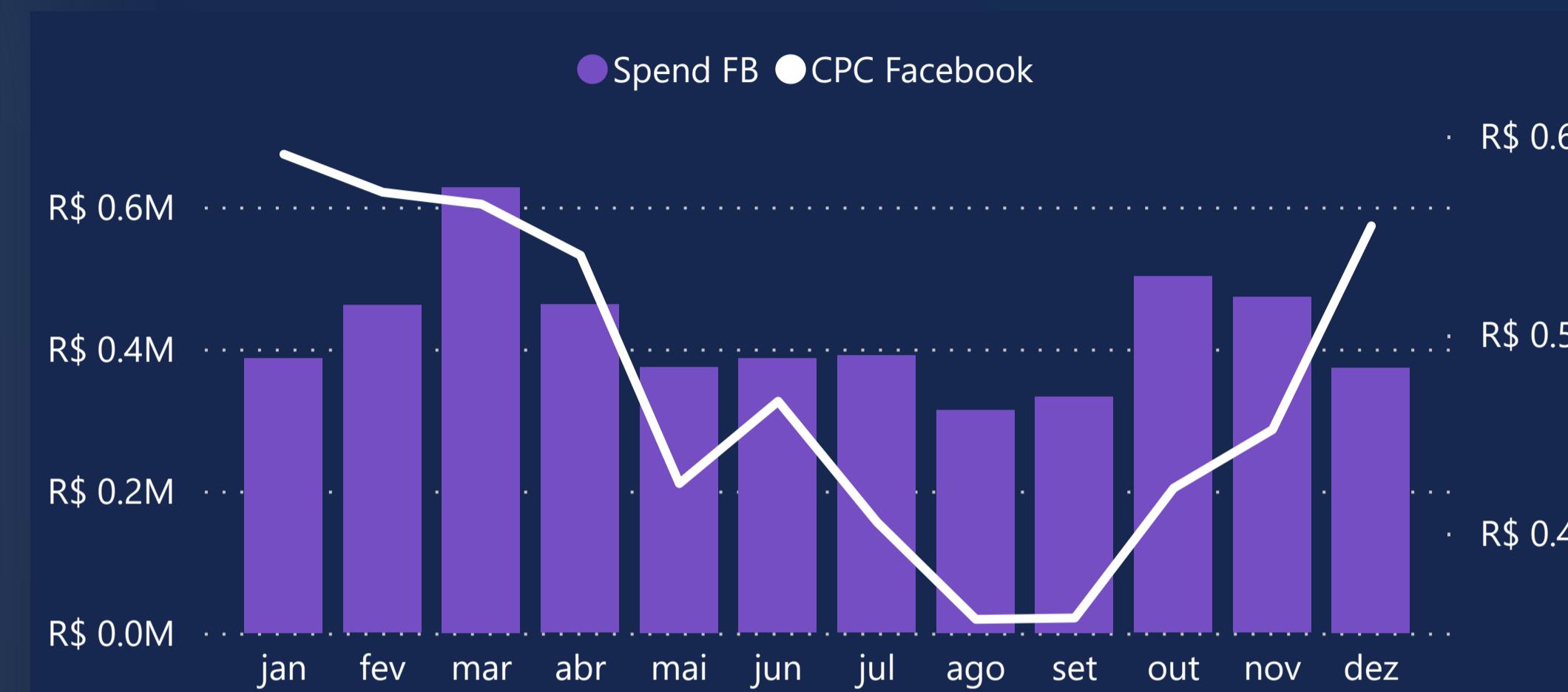


Funil de conversão de leads

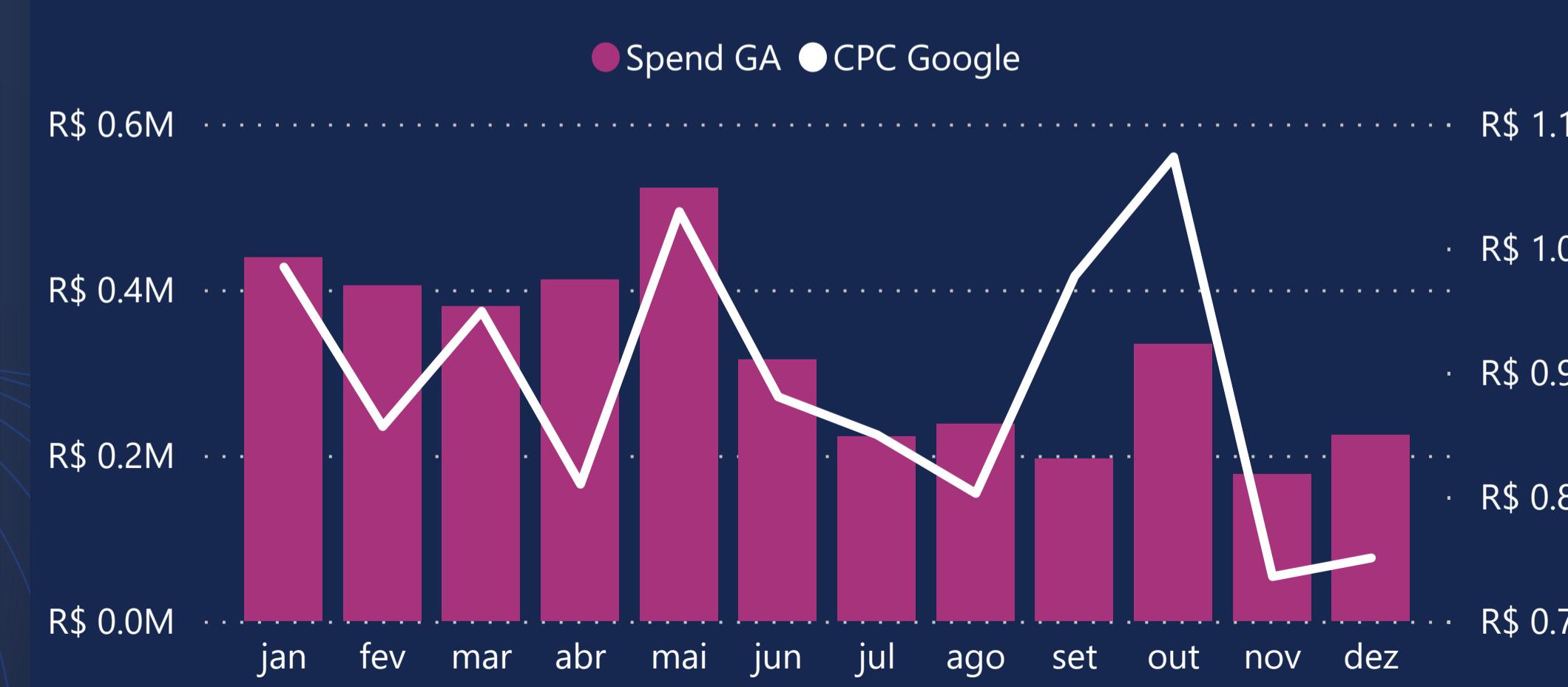
Total Impressões, Total Alcance, Total Cliques and Qtd Vendas



f Facebook Ads



a Google Ads

**126,115,650**

Impressões

104,898,330

Alcance

10,813,000

Cliques

R\$ 0.47

CPC Facebook

98,856,460

Impressões

96,797,414

Alcance

4,303,889

Cliques

R\$ 0.90

CPC Google