



Home



Visão Executiva



Marketing



Meta

# Dashboard de Performance

 Home

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 Marketing

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## Dashboard de Performance

Planejado

R\$ 9.810.000

Realizado

R\$ 9.580.000

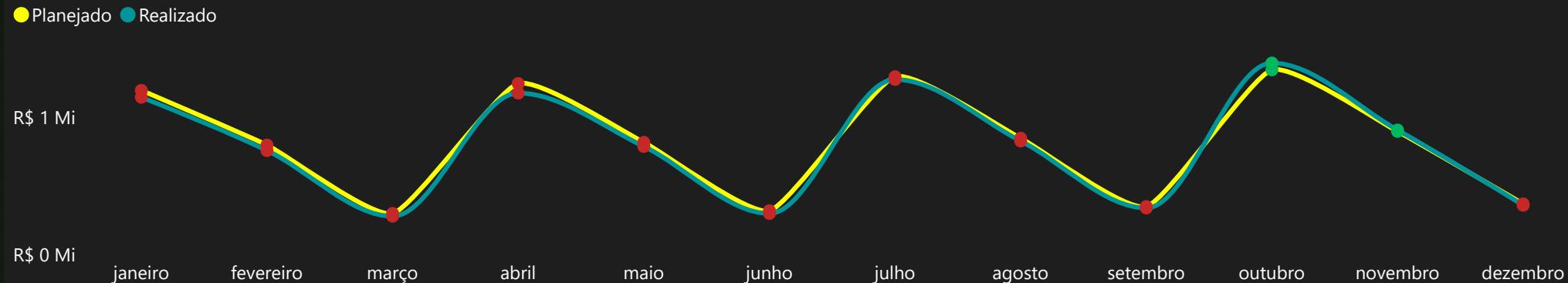
Gap vs Planejado

R\$ 230.000

Variação vs Planejado (%)

2,34%

### Planejado x Realizado por Mês



### Acompanhamento do Desvio Planejado Mensal



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Investimento

R\$ 1.057.000

Receita

R\$ 7.160.000

Custo por Cliente

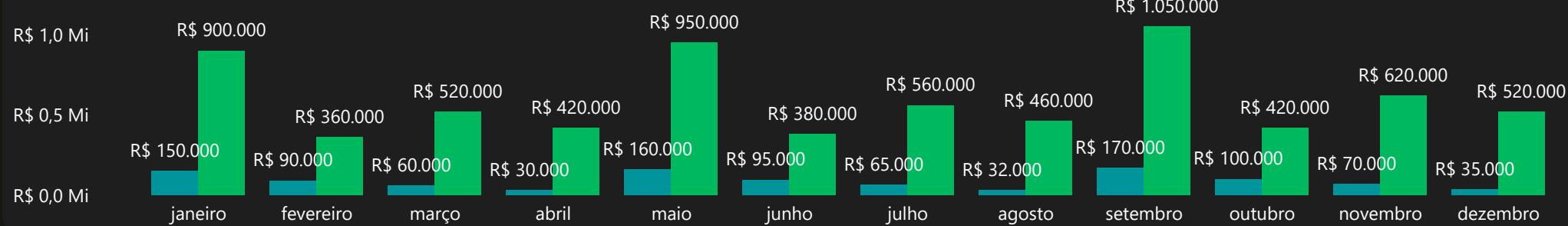
R\$ 257,80

Taxa de Conversão

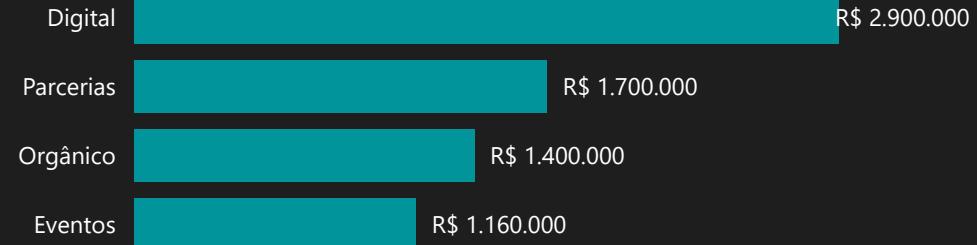
10,30%

## Investimentos x Receita Gerada

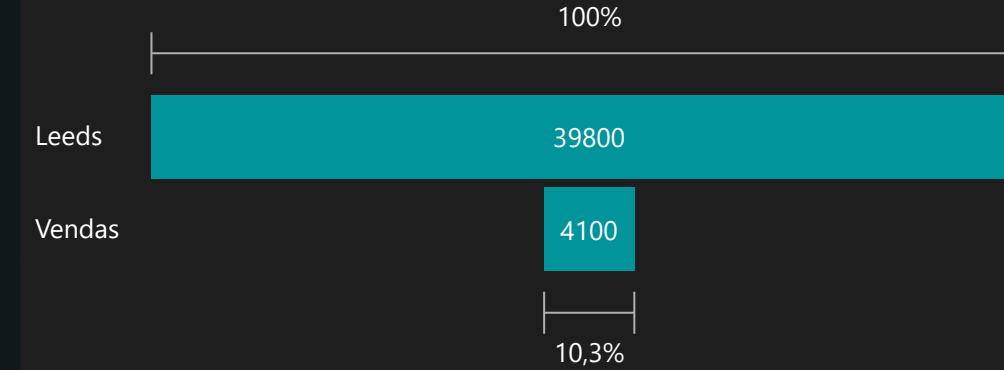
● Investimentos ● Receita Gerada



## Receita por Canal



## Leeds x Vendas



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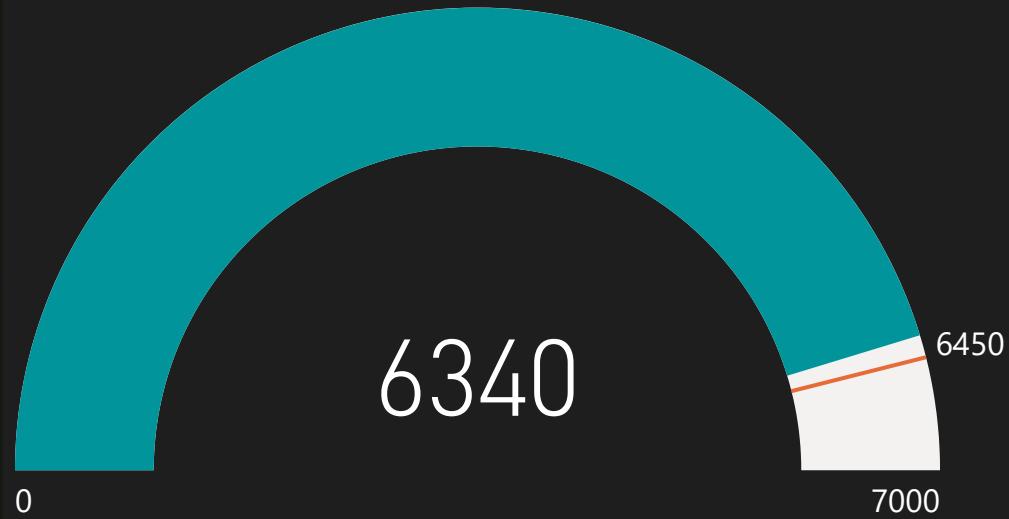


Marketing



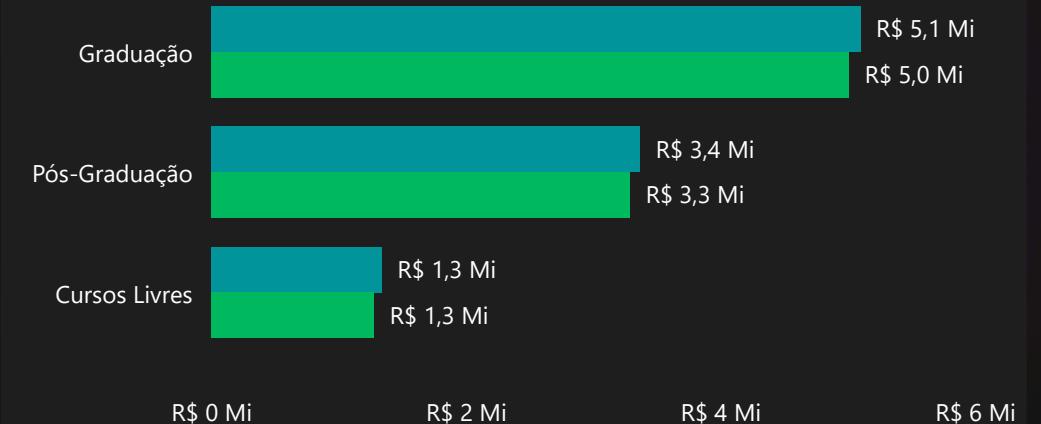
Meta

## Vendas Realizadas

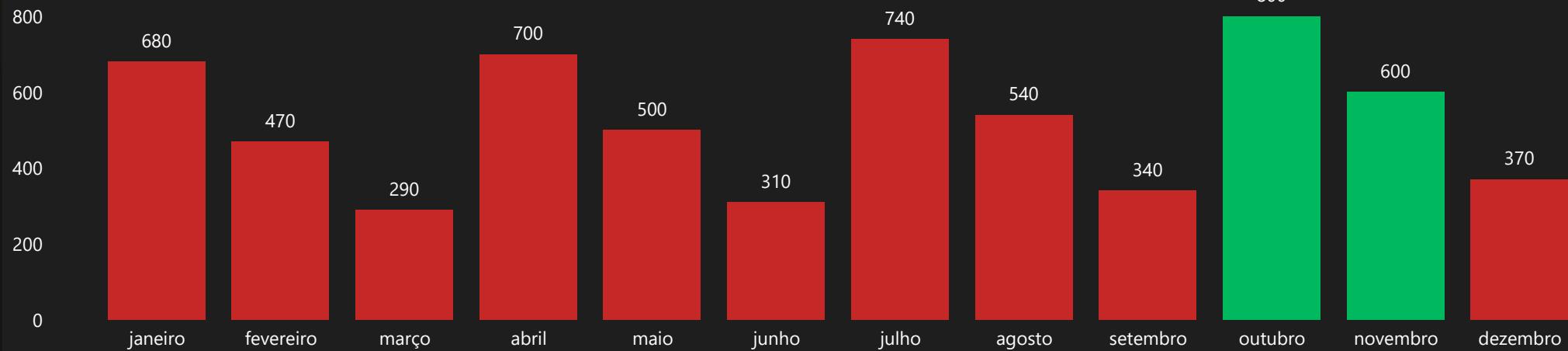


## Meta Planejada x Meta Realizada por Produto

● Meta Planejada ● Meta Realizada



## Acompanhamento da Meta Mensal



Canal

Todos

Mês

Todos