

1 de ago. de 2024 - 31 de ago. de 2024

Canal

Campanha

Grupo de anúncio

Impressões

439.373

↑ 12.0%

Cliques

5.203

↑ 2.4%

Invest.

R\$ 11.198,58

↑ 12.8%

CPC

R\$ 2,15

↑ 14.8%

Leads

889

↑ 43.3%

CPL

R\$ 12,60

↑ 40.0%

CTR

118,42%

↓ 17.1%

Taxa cv

1709%

↓ 42.1%

CANAIS

Canal	Impressões	% Δ	CTR	% Δ	Cliques	% Δ	Leads	% Δ	CPL	% Δ	Invest.	% Δ	taxa cv	% Δ	CPC	% Δ	CPM	% Δ
facebook	413.527	-12.6%	184,43	115.9%	3.120	9.3%	759	45.1%	R\$ 11,35	-34.8%...	R\$ 8.615,27	-5.3%	24,33	32.8%	R\$ 2,76	-13.4%	505,19	70.6%
google	25.846	-12.0%	947,7	0.9%	2.083	-6.5%	130	47.7%	R\$ 19,87	-53.2%...	R\$ 2.583,31	-30.8%	6,24	57.9%	R\$ 1,24	-26.1%	1.167,37	-45.2%
Total geral	439.373	-12.6%...	1.132,13	10.5%	5.203	2.4%	889	45.5%	R\$ 12,6	-40.0...	R\$ 11.198,58	-12.8%	17,09	42.1%	R\$ 2,15	-14.8%	1.672,56	-31.1%

CAMPANHAS E GRUPOS DE ANUNCIO

Campanha	Impressões	% Δ	CTR	% Δ	Cli...	% Δ	Leads	% Δ	CPL	% Δ	Invest.	% Δ	taxa cv	% Δ	CPC	% Δ	CPM	% Δ
atr_leads Genérica [CBO]	82.650	-19.1%	49,9	74.1%	699	-25.0...	112	-31.3%	R\$ 17,91	26.0%...	R\$ 2.00...	-13.4%	16,02	-8.4%	R\$ 2,87	15.4...	140,91	100.4%...
atr_leads Promo HR [CBO]	51.069	-21.4%	4,53	-43.8%	156	-28.8...	12	-73.9%	R\$ 51,28	99.0%...	R\$ 615,35	-48.1%	7,69	-63.4%...	R\$ 3,94	-27.1...	20,89	-59.8%...
atr_leads avalie o seu usado [CBO] 2	64.594	-44.2%	3,9	-73.9%	307	-56.8...	43	-66.1%	R\$ 27,29	77.8%...	R\$ 1.17...	-39.8%	14,01	-21.6%...	R\$ 3,82	39.4...	14,97	-63.1%...
atr_leads promo - creta [CBO] 2	107.796	32.6%	62,54	202.4%	967	108.9...	309	259.3%	R\$ 7,72	-63.6...	R\$ 2.38...	30.8%	31,95	72.0%	R\$ 2,47	-37.3...	167,24	100.6%...
atr_leads promo - hb20 (CBO) 2	107.418	-1.6%	63,57	386.6%	991	87.0%...	283	180.2%	R\$ 8,61	-52.4...	R\$ 2.43...	33.4%	28,56	49.9%	R\$ 2,46	-28.7...	161,18	223.3%...
atr_search AsU	1.882	76.1%	290,01	287.2%	183	60.5%...	15	200.0%	R\$ 16,14	-47.9...	R\$ 242,03	56.4%	8,2	86.9%	R\$ 1,32	-2.6%...	354,52	259.2%...
atr_search Blumenau	535	-84.5%	82,46	-57.5%	78	-73.4...	13	62.5%	R\$ 9,69	-87.2...	R\$ 125,94	-79.2%	16,67	510.4%...	R\$ 1,61	-21.7...	123,58	-70.6%...
atr_search Jaraguá do Sul	688	-79.3%	51,08	-54.5%	49	-77.1...	13	160.0%	R\$ 6,87	-93.6...	R\$ 89,3	-83.3%	26,53	1.035.5...	R\$ 1,82	-27.0...	86,81	-80.4%...
atr_search Joinville	3.830	-46.8%	207,77	5.3%	265	-36.9...	16	-3.0%	R\$ 17,66	-56.2...	R\$ 282,57	-57.6%	6,04	53.7%	R\$ 1,07	-32.8...	214,44	-42.4%...
atr_search Ponta Grossa	3.451	-	38,31	-	126	-	6	-	R\$ 25,11	-	R\$ 150,66	-	4,76	-	R\$ 1,2	-	46,59	-
atr_search marca	15.460	10.5%	278,07	10.5%	1.382	22.4%...	67	32.7%	R\$ 25,27	-18.8...	R\$ 1.69...	7.7%	4,85	8.4%	R\$ 1,22	-12.0...	341,43	-3.8%
Total geral	439.373	-12.6%	1.132,13	10.5%	5.203	2.4%	889	45.5%	R\$ 12,6	-40.0...	R\$ 11.1...	-12.8%	17,09	42.1%	R\$ 2,15	-14.8...	1.672,56	-31.1%...