



NET CENTER MINUTE

Date of Meeting	10 de Diciembre del 2020	Hour: 11:00 am
Place of Meeting	Zoom Meetings	
Attendees	Eduardo Barragán, Maricarmen Gutiérrez, Jaime Ruvalcaba y Carlos Acevedo	
Purpose of Meeting	Revisión de resultados	

- o EB: Definirá Fecha para lluvia de ideas y las personas que participarán para taller de naming y propuestas de logo.
- o EB: Propondrá fecha y hora para junta de pitch con CA EB JR y PF
- o EB: Confirma que subirá leads de campañas mailing a Eplat
- o JR: Pone atención en la baja de Effort Index





JUNTA QUINCENAL

BALFER

10 DIC - 22 DIC





Resultados BALFER/AM-PVO/LEADS/11.20

	Riviera Maya499/12.20	Relacion-Vacaciones/12.20	ANIVERSARIO	399/NYSALE		ANIVERSARIO /1220	AMAZING TRAVELERS CANCUN	TOTAL
Ad name	GIRL499/12.20	Nuevo anuncio	Cancun-Couple	CHICA-399	FAMILY-399 -	Cancun-Couple	Cancun-Couple	
Clicks	4537	2728	797	199	5	55	11	8332
% Conversion	8.27%	7.44%	4.64%	11.06%	0.00%	1.82%	9.09%	7.67%
Leads	375	203	37	22	0	1	1	639
CPL	\$1.73	\$2.73	\$4.22	\$1.58		\$10.86	\$6.13	\$2.21
Investment	\$648.94	\$554.21	\$155.97	\$34.84	\$1.74	\$10.86	\$6.13	\$1,412.69



Resultados BALFER/AM-PVO/LEADS/SALE399

	399LOOKALIKE/12.20		399REMARKETING/12.20		TOTAL
Ad name	PAREJA/12.2020	HAMACA/12.2020 anuncio	FAMILY/12.2020	COUPLE/12.2020	
Clicks	88	19	93	28	228
% Conversion	9.09%	10.53%	8.60%	3.57%	8.33%
Leads	8	2	8	1	19
CPL	\$3.10	\$4.13	\$3.17	\$6.30	\$3.40
Investment	\$24.78	\$8.25	\$25.35	\$6.30	\$64.68



Resultados
Balfer/AM-PVO/Leads/Sale/12.20

	XmasSale-Loading/12.20	Winter Sale\$499	TOTAL
Ad name	XmasLoading/12.20	Winter/Sillas	
Clicks	33	19	52
% Conversion	6.06%	5.26%	5.77%
Leads	2	1	3
CPL	\$18.77	\$14.02	\$17.19
Investment	\$37.54	\$14.02	\$51.56

Resultados
Balfer/AM-PVO/Leads/Winter

	WinterSale/hispanos/12.20	WinterSale/12.20	TOTAL
Ad name	PAREJA/12.2020	FAMILY/12.2020	
Clicks	41	24	65
% Conversion	4.88%	4.17%	4.62%
Leads	2	1	3
CPL	\$5.76	\$7.71	\$6.41
Investment	\$11.51	\$7.71	\$19.22