

FACEBOOK - PERFIL

02/01/2022



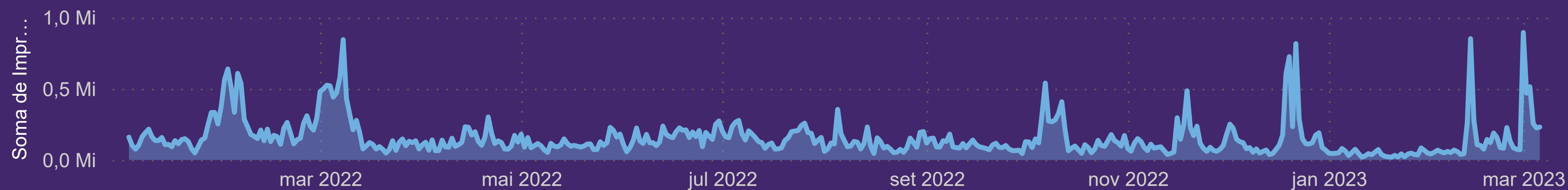
06/03/2023



Impressões

66.508.636

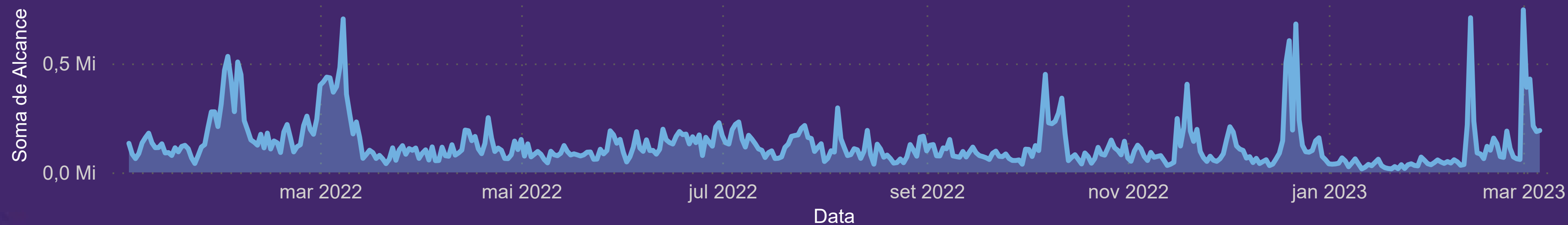
Impressões por Data



Alcance

55.423.871

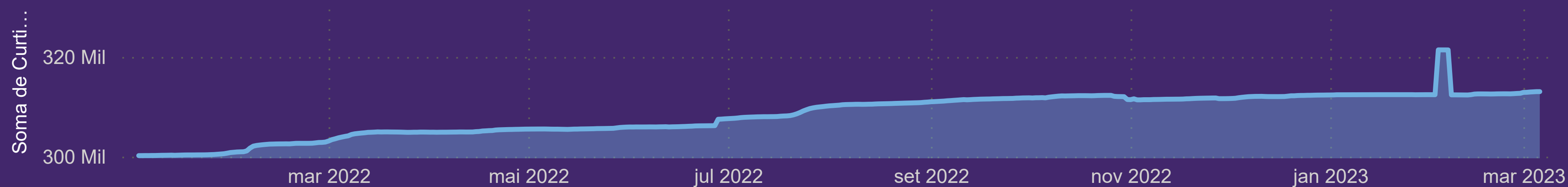
Alcance por Data



Curtidas

321.425

Curtidas por Data



FACEBOOK - POSTS

16/11/2022

06/03/2023

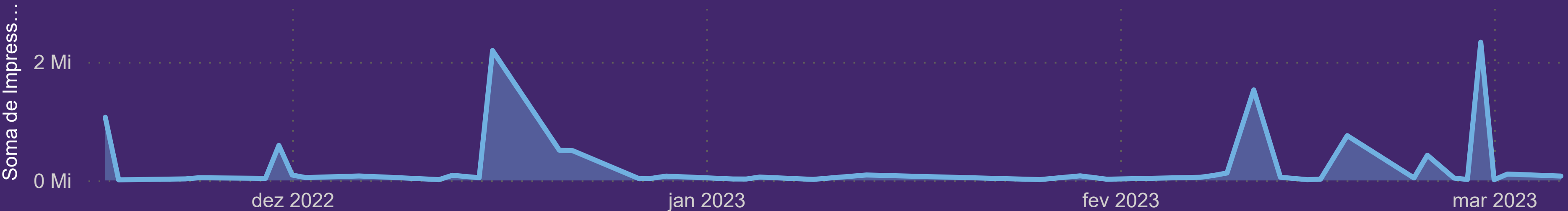
Alcance
9.627.199

Engajamento
215.206

Shares
27.587

Impressões
11.552.638

Impressões por Data



Data	Impressões	Alcance	Reações	Comentários	Compartilhamentos	Engajamento
terça-feira, 28 de fevereiro de 2023	2.333.087	1.944.239	61.063	3.976	10.371	65.039
sexta-feira, 16 de dezembro de 2022	2.192.077	1.826.731	3.403	1.026	277	4.429
sábado, 11 de fevereiro de 2023	1.528.436	1.273.697	29.510	2.154	5.006	31.664
quinta-feira, 17 de novembro de 2022	1.066.099	888.416	24.042	1.452	1.774	25.494
sábado, 18 de fevereiro de 2023	756.071	630.059	13.088	1.476	1.625	14.564
quarta-feira, 30 de novembro de 2022	591.334	492.778	5.198	273	1.239	5.471
quarta-feira, 21 de dezembro de 2022	510.811	425.676	7.763	1.760	1.268	9.523
quinta-feira, 22 de dezembro de 2022	502.356	418.630	10.129	558	2.330	10.687
sexta-feira, 24 de fevereiro de 2023	426.121	355.101	10.190	773	697	10.963
Total	11.552.638	9.627.199	198.126	17.080	27.587	215.206

INSTAGRAM - PERFIL

14/07/2022



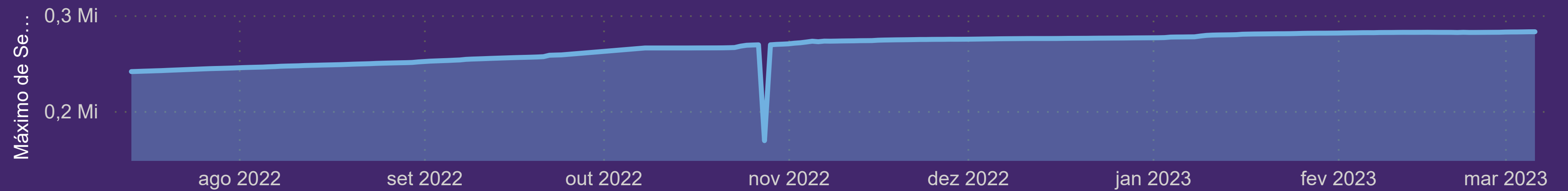
06/03/2023



Seguidores

282.833

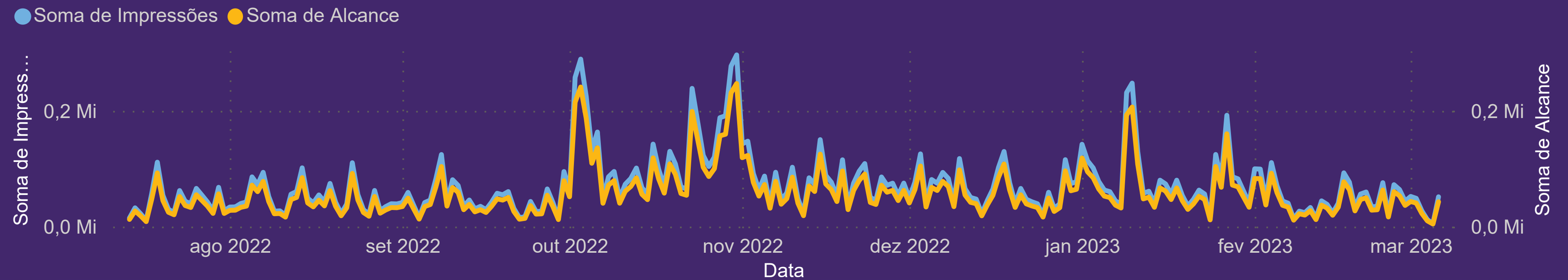
Seguidores por Data



Impressões

16.586.346

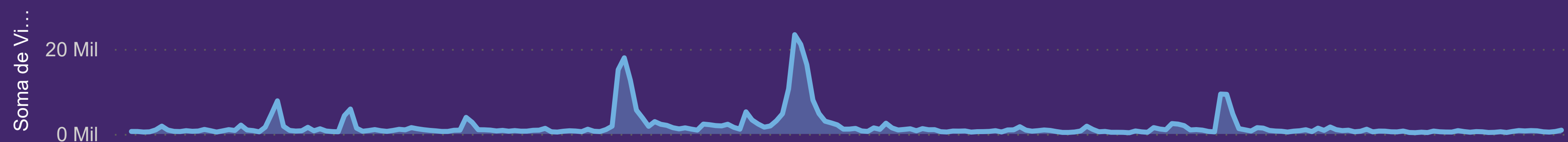
Impressões e Alcance por Data



Alcance

13.821.955

Visualizações de perfil por Date



Visitas

409.295

23/08/2022



06/03/2023



INSTAGRAM - POSTS

Impressões

17.281.415

Alcance

14.401.183

Engajamento

1.375.313

Likes

1.339.834

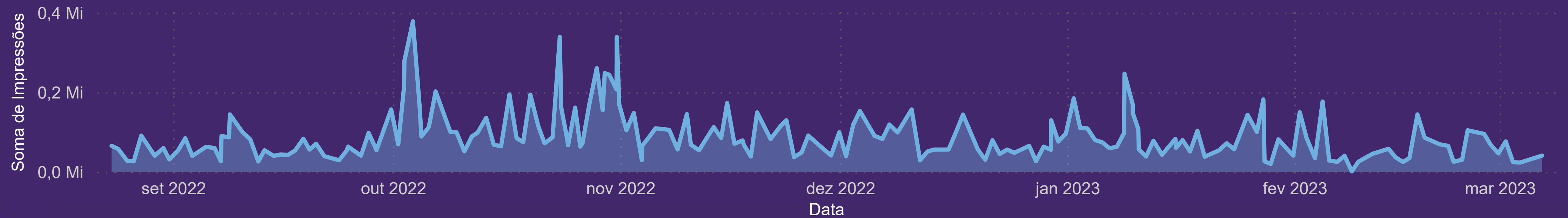
Comentários

35.479

Views

5.145.763

Impressões por Date



Data	Tipo	Impressões	Alcance	Likes	Comentários	Views	Engajamento
23/08/2022 14:35:00	VIDEO	65.587	54.656	4.904	134	59.418	5.038
24/08/2022 12:22:00	IMAGE	57.697	48.081	2.853	45		2.898
25/08/2022 17:24:00	IMAGE	28.206	23.505	1.035	12		1.047
26/08/2022 15:05:00	CAROUSEL_ALBUM	26.538	22.115	1.140	16		1.156
27/08/2022 15:47:00	CAROUSEL_ALBUM	91.198	75.998	4.259	67		4.326
29/08/2022 11:54:00	VIDEO	40.573	33.811	2.654	41	35.660	2.695
30/08/2022 16:09:00	CAROUSEL_ALBUM	59.999	49.999	4.012	76		4.088
31/08/2022 11:53:00	CAROUSEL_ALBUM	31.266	26.055	1.874	40		1.914
Total		17.281.415	14.401.183	1.339.834	35.479	5.145.763	1.375.313

INSTAGRAM - STORIES

01/10/2022



07/02/2023



Respostas

1.586

Cliques no link

12.721

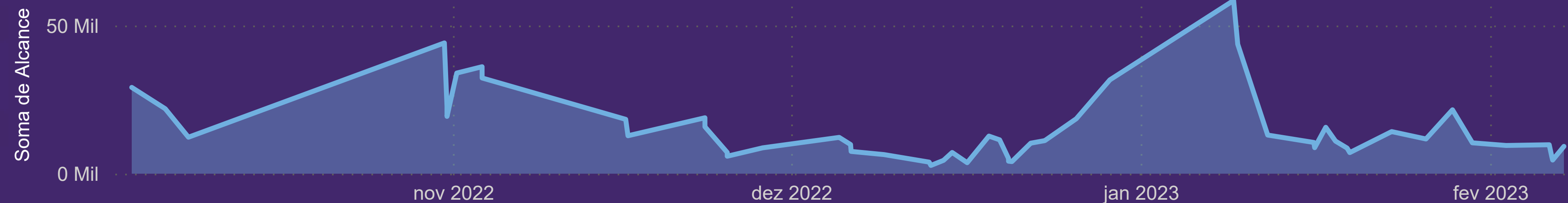
Shares

998

Alcance

801.601

Alcance por Data



Impressões por Data





Seguidores

1.800.000

Views

9.367.184

Likes

1.115.906

Comentários

6.898

Shares

7.260

Vídeos

81

Views por Data

Soma de Views

2 Mi
0 Mi

set 2022

out 2022

nov 2022

dez 2022

jan 2023

fev 2023

mar 2023

Data

Views

Likes

Shares

Comentários

14/09/2022 21:17:15

2.600.000

235.200

1.492

521

18/08/2022 19:26:47

945.600

19.400

15

48

21/09/2022 20:13:52

710.000

104.200

611

824

27/09/2022 23:00:00

669.600

58.900

63

341

17/12/2022 23:05:01

655.300

158.400

873

595

05/12/2022 17:57:18

504.100

35.600

273

255

13/08/2022 21:56:20

468.800

96.700

1.238

1.030

17/01/2023 19:59:42

308.000

41.800

686

209

13/12/2022 20:51:09

289.700

50.400

68

121

22/11/2022 21:25:29

232.200

30.500

52

45

Total

9.367.184

1.115.906

7.260

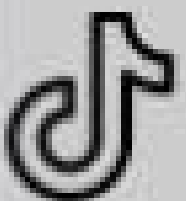
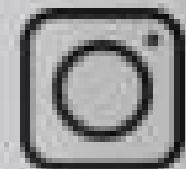
6.898

TWITTER

31/07/2022



06/03/2023



Seguidores

28.530

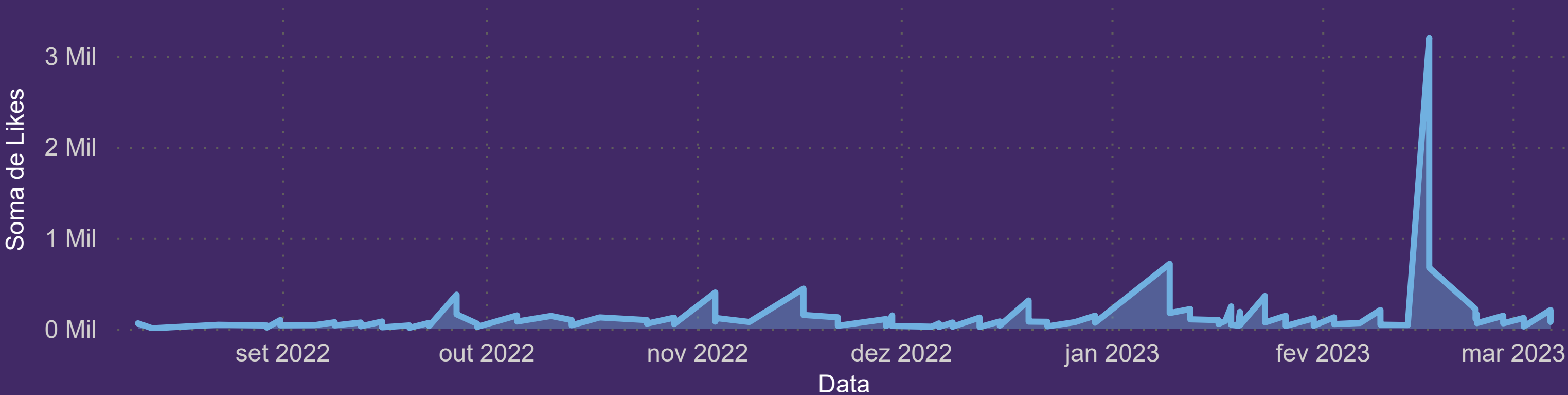
Likes

15.350

Tweets

111

Likes por Data



Data	Likes	Menções	Respostas	Retweets
10/08/2022 19:36:29	60	2	24	3
12/08/2022 18:35:44	9	0	1	0
12/08/2022 18:37:30	5	1	3	1
22/08/2022 15:10:19	44	0	5	2
29/08/2022 18:42:37	36	0	1	1
29/08/2022 18:43:05	14	0	0	1
31/08/2022 18:20:58	96	0	3	5
31/08/2022 18:21:15	38	0	1	1
05/09/2022 19:21:00	40	0	3	2
08/09/2022 18:11:40	72	1	18	1
Total	15.350	75	703	794

YOUTUBE - CANAL

16/12/2022



06/03/2023



Impressões

74.883.599

Impressões de
anúncios

6.608.706

Visualizações

4.864.724

Horas assistidas

6.090.633.285

Inscritos

15.451

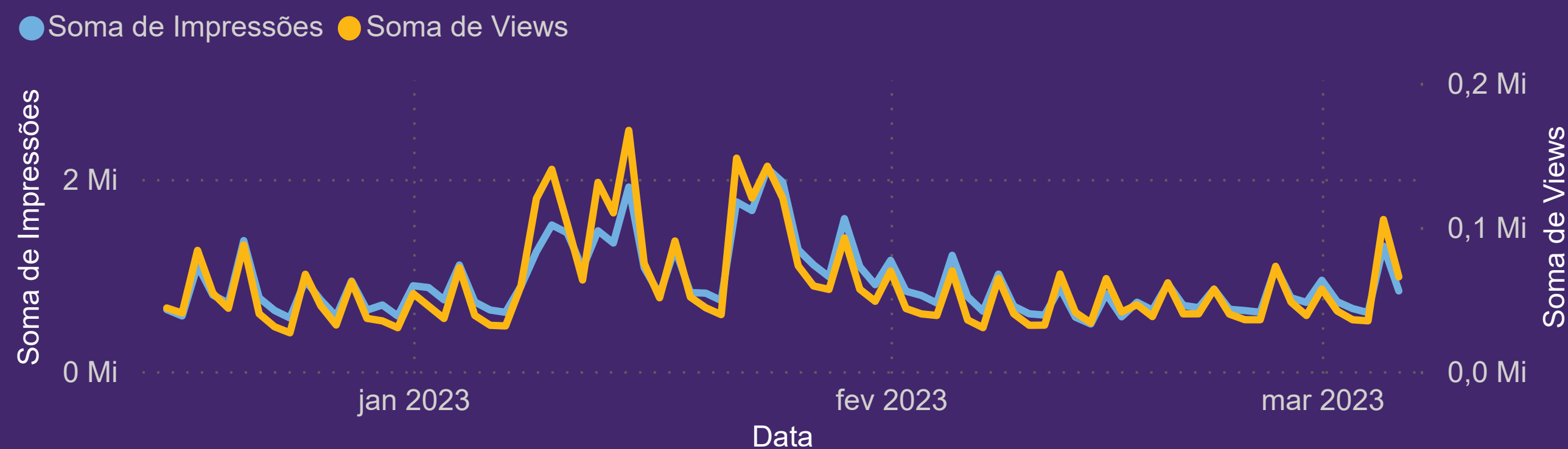
Receita total

R\$76.371.594...

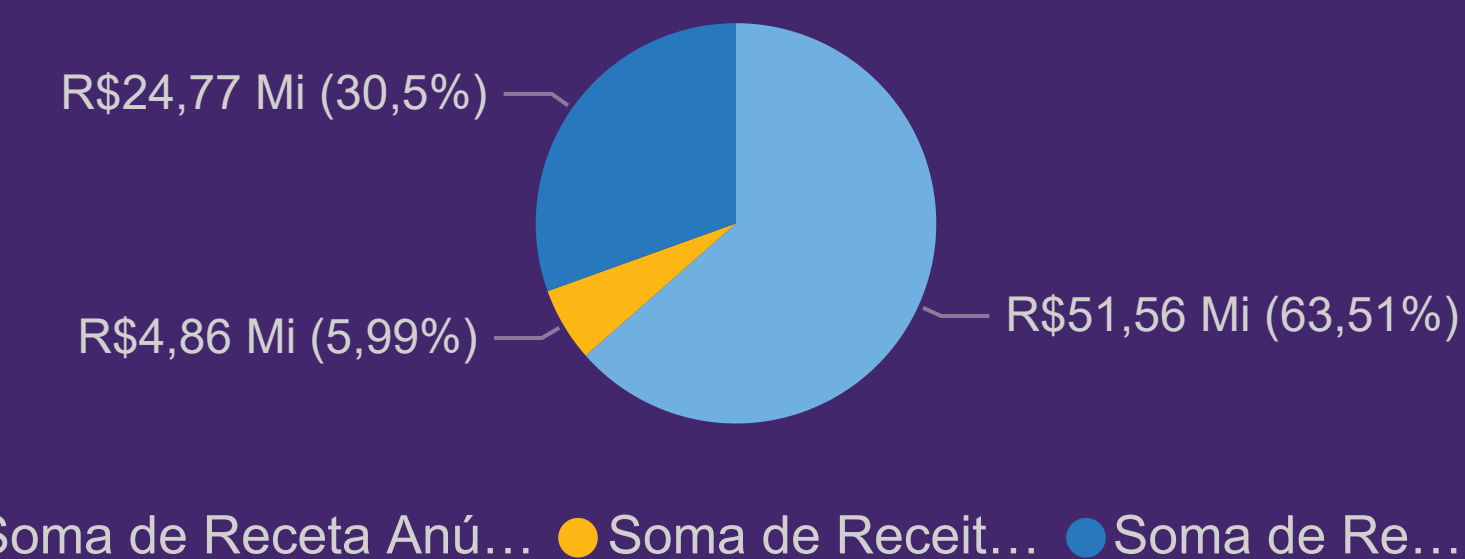
Vídeos
publicados

31

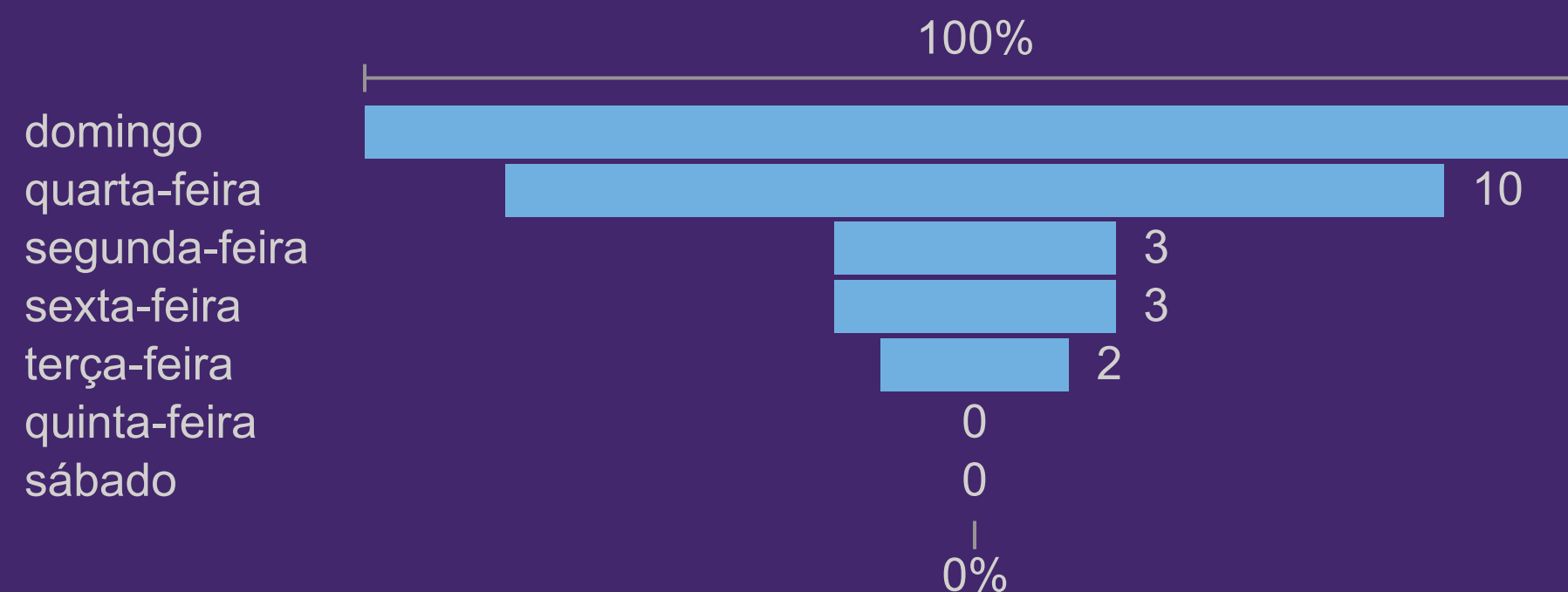
Impressões e Views por Data



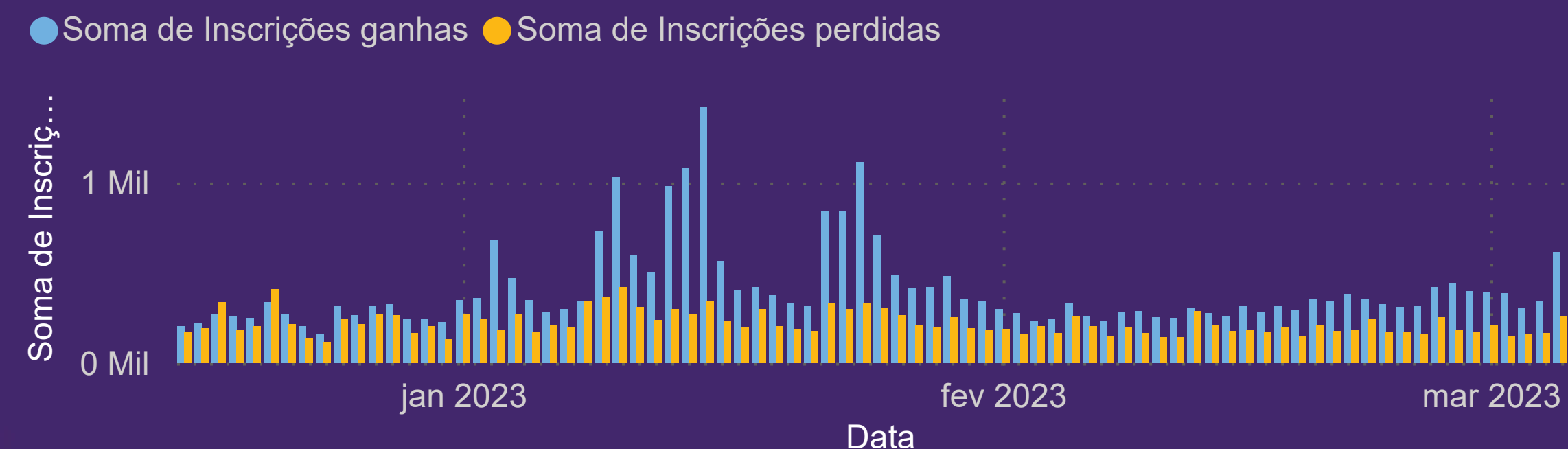
Porcentagem Receita Anúncios x YT Premium x Transações



Vídeos publicados por Dia da semana



Inscritos ganhos e perdidos por Data



YOUTUBE - VÍDEOS

19/05/2018

09/11/2022

Visualizações
19.695.522

Views YT
Premium
2.435.093

Horas assistidas
25.866.391.763

Duração view
00:00:26

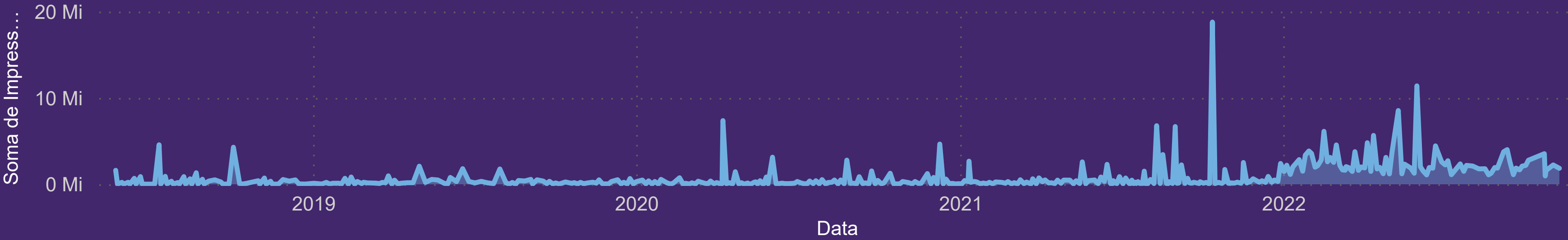
Likes
1.866.405

Dislikes
52.108

Comments
70.897

Impressões
356.968.168

Impressões por Data



Data	Views	Duração média/view	Horas assistidas	Likes	Dislikes	Inscritos	Comentários	Shares	Receita
quarta-feira, 1 de junho de 2022	437.744	00:07:16	530.282.489,00	32.608	701	5.614	1.082	11.293	R\$3.617.436,00
quarta-feira, 11 de agosto de 2021	446.371	00:10:27	778.203.525,00	21.920	2.189	2.141	2.066	8.191	R\$3.323.757,00
domingo, 30 de janeiro de 2022	287.319	00:07:44	370.384.394,00	34.874	4.025	-245	3.021	6.808	R\$2.341.276,00
quarta-feira, 1 de setembro de 2021	265.313	00:09:59	441.838.856,00	18.449	369	3.285	550	6.147	R\$2.151.216,00
quarta-feira, 16 de maio de 2022	319.959	00:11:44	626.210.429,00	28.975	721	961	1.071	5.797	R\$2.452.782,00
Total	19.695.522		25.866.391.763,00	1.866.405	52.108	80.137	70.897	294.190	R\$178.491.710,00