



Relatório de Monica Metran - Novembro

Análise de desempenho

Relatório gerado dos dados analisados entre 01/11/2025 e 30/11/2025.

R\$3.364,18		2,4%		R\$0,91		R\$21,97					
Impressões Totais		Alcance Total		Frequência		Total de cliques no link					
153.096		80.151		1,91		3.679					
Impressões por idade				Cliques por idade							
Campanhas de Audiência											
Nome da Campanha		Cliques nos Links	CPC	CTR (Taxa de cliques no link)	Valor investido	CPM	Alcance	Impressões			
[Audiencia] [Out/25] [4] [Tráfego → View Ig] [Frio] [IG] - Reels Post 24/10		92	R\$0,55	2,41%	R\$49,87	R\$13,08	3.501	3.812			
[Audiencia] [Out/25] [5] [Tráfego → View Ig] [Frio] [IG] - Reels Post 18/10		142	R\$0,35	2,77%	R\$48,44	R\$9,45	4.599	5.124			
[Audiencia] [Out/25] [6] [Tráfego → View Ig] [Frio] [IG] - Reels Post 13/10		121	R\$0,42	2,64%	R\$49,23	R\$10,72	3.926	4.592			
[New Collection] [Audiencia] [Nov/25] [Tráfego → View Ig] [Frio] [IG] - Reels Post 03/11		826	R\$0,57	3,11%	R\$452,85	R\$17,08	21.253	26.519			
[New Collection] [Audiencia] [2] [Nov/25] [Tráfego → View Ig] [Frio] [Feed] - Post Feed 04/11		731	R\$0,54	2,43%	R\$378,37	R\$12,57	25.186	30.106			
[New Collection] [Audiencia] [3] [Nov/25] [Tráfego → View Ig] [Frio] [IG] - Video Coleção		258	R\$0,58	2,06%	R\$138,31	R\$11,04	11.727	12.526			
[New Collection] [Audiencia] [Rmkt] [Tráfego → Visitas ao Perfil] - Cards + Videos		206	R\$0,44	3,06%	R\$89,69	R\$13,32	4.277	6.734			
[New Collection] [Audiencia] [Rmkt] [2] [Tráfego → View Ig] - Video Coleção		85	R\$0,57	3,64%	R\$45,20	R\$19,33	1.980	2.338			
[Origem] [Audiencia] [Post 22/11] [Tráfego → View Ig] [Frio] [IG] - POSTAGENS IG		174	R\$0,59	3,55%	R\$96,63	R\$19,70	4.227	4.906			
[Origem] [Audiencia] [Post 19/11] [Tráfego → View Ig] [Frio] [IG] - POSTAGENS IG — Cópia		356	R\$0,39	4,03%	R\$132,09	R\$14,94	7.395	8.839			
[Nova Loja] [Audiencia] [Tráfego → View Ig] [Goiania] [IG] - Post Loja		174	R\$0,22	6,02%	R\$37,34	R\$12,91	2.451	2.892			
[Nova Loja] [2] [Audiencia] [Tráfego → View Ig] [Goiania] [IG] - Post Loja		0	R\$0,00	0%	R\$0,04	R\$8,00	5	5			
[New Collection] [Audiencia] [3] [Post 11/11] [Tráfego → View Ig] [Frio] [IG] - POSTAGENS IG		75	R\$0,50	4,29%	R\$35,95	R\$20,58	1.485	1.747			
[New Collection] [Audiencia] [4] [Post 12/11] [Tráfego → View Ig] [Frio] [IG] - POSTAGENS IG		74	R\$0,53	5,22%	R\$36,29	R\$25,59	1.266	1.418			
Campanhas de Mensagem											
Nome da Campanha		Conversas iniciadas por mensagem	Custo por conversas iniciadas por mensagem	Cliques nos Links	CPC	CTR (Taxa de cliques no link)	Valor investido	CPM	Impressões		
[Msg] [New Collection] [2] [Rmkt All] [Engaj. → Conversas Wpp] [Cbo] - Video		2	R\$112,22	61	R\$2,55	0,88%	R\$224,44	R\$32,56	6.893		
[New Collection] [Msg] [Rmkt] [Engaj. → Wpp] [Abo] [St/Reels] - Videos e Carrosséis		11	R\$36,28	44	R\$3,53	0,47%	R\$399,10	R\$42,88	9.308		
[New Collection] [Msg] [Rmkt] [Engaj. → Wpp] [Cbo] [St] - Carrossel St		7	R\$36,13	30	R\$3,28	0,74%	R\$252,89	R\$62,66	4.036		
[New Collection] [Msg] [Rmkt] [Engaj. → Wpp] [Cbo] - Video		7	R\$34,72	40	R\$3,04	0,63%	R\$243,05	R\$38,45	6.321		
[Msg] [New Collection] [Rmkt All] [3] [Engaj. → Conversas Wpp] [Cbo] - Carrossel [2] - Novo 17/11		9	R\$23,39	76	R\$1,71	1,16%	R\$210,49	R\$32,24	6.528		
[Msg] [New Collection] [Rmkt All] [Engaj. → Conversas Wpp] [Cbo] - Carrossel		34	R\$12,68	109	R\$2,18	1,36%	R\$431,24	R\$53,97	7.991		
[New Collection] [Msg] [Rmkt] [2] [Engaj. → Wpp] [Cbo] [St] - Carrossel St		3	R\$4,22	5	R\$1,15	1,08%	R\$12,67	R\$27,48	461		
Anúncios de Audiência											
Anúncio	Nome da Campanha	Cliques nos Links	CPC	CTR (Taxa de cliques no link)	Valor investido	CPM	Alcance	Impressões	Reproduções de 25% do vídeo	Reproduções de 50% do vídeo	Repro de
	Ad 4 - Post Reels 24/10	[Audiencia] [Out/25] [4] [Tráfego → View Ig] [Frio] [IG] - Reels Post 24/10	29	R\$0,87	1,31%	R\$25,37	R\$11,44	2.086	2.218	82	46
	Ad 4 - Post Reels 24/10	[Audiencia] [Out/25] [4] [Tráfego → View Ig] [Frio] [IG] - Reels Post 24/10	63	R\$0,40	3,95%	R\$24,50	R\$15,37	1.476	1.594	58	28
	Ad 5 - Post Reels 18/10	[Audiencia] [Out/25] [5] [Tráfego → View Ig] [Frio] [IG] - Reels Post 18/10	59	R\$0,42	1,83%	R\$24,11	R\$7,48	2.863	3.225	436	214
	Ad 5 - Post Reels 18/10	[Audiencia] [Out/25] [5] [Tráfego → View Ig] [Frio] [IG] - Reels Post 18/10	83	R\$0,30	4,37%	R\$24,33	R\$12,81	1.666	1.899	364	186
	Ad 6 - Post Reels 13/10	[Audiencia] [Out/25] [6] [Tráfego → View Ig] [Frio] [IG] - Reels Post 13/10	65	R\$0,40	3,37%	R\$24,22	R\$12,56	1.668	1.929	87	52
	Ad 6 - Post Reels 13/10	[Audiencia] [Out/25] [6] [Tráfego → View Ig] [Frio] [IG] - Reels Post 13/10	56	R\$0,45	2,1%	R\$25,01	R\$9,39	2.289	2.663	115	54
	Ad 0 - Post Reels 02/11	[New Collection] [Audiencia] [Nov/25] [Tráfego → View Ig] [Frio] [IG] - Reels Post 03/11	210	R\$0,70	1,83%	R\$150,26	R\$12,56	9.220	11.962	517	284
	Ad 0 - Post Reels 02/11	[New Collection] [Audiencia] [Nov/25] [Tráfego → View Ig] [Frio] [IG] - Reels Post 03/11	291	R\$0,54	4,07%	R\$151,04	R\$21,11	6.211	7.155	432	197
	Ad 0 - Post Reels 02/11	[New Collection] [Audiencia] [Nov/25] [Tráfego → View Ig] [Frio] [IG] - Reels Post 03/11	316	R\$0,51	4,27%	R\$151,55	R\$20,47	6.125	7.402	463	220
	Ad 0 - Carrossel Feed 04/11	[New Collection] [Audiencia] [2] [Nov/25] [Tráfego → View Ig] [Frio] [Feed] - Post Feed 04/11	239	R\$0,56	2,56%	R\$125,81	R\$13,49	8.694	9.326	57	25
	Ad 0 - Carrossel Feed 04/11	[New Collection] [Audiencia] [2] [Nov/25] [Tráfego → View Ig] [Frio] [Feed] - Post Feed 04/11	221	R\$0,60	1,69%	R\$127,54	R\$10,91	8.861	11.692	63	24
	Ad 0 - Carrossel Feed 04/11	[New Collection] [Audiencia] [2] [Nov/25] [Tráfego → View Ig] [Frio] [Feed] - Post Feed 04/11	271	R\$0,48	2,98%	R\$125,02	R\$13,76	8.405	9.088	67	28
	Ad 0 - Video Coleção Origem	[New Collection] [Audiencia] [3] [Nov/25] [Tráfego → View Ig] [Frio] [IG] - Video Coleção	79	R\$0,66	1,97%	R\$47,38	R\$11,79	3.943	4.019	150	118
	Ad 0 - Video Coleção Origem	[New Collection] [Audiencia] [3] [Nov/25] [Tráfego → View Ig] [Frio] [IG] - Video Coleção	87	R\$0,62	2,32%	R\$48,21	R\$12,88	3.547	3.743	117	92
	Ad 0 - Video Coleção Origem	[New Collection] [Audiencia] [3] [Nov/25] [Tráfego → View Ig] [Frio] [IG] - Video Coleção	92	R\$0,48	1,93%	R\$42,72	R\$8,97	4.071	4.764	173	163
	Ad 0 - Cards + Videos (feed)	[New Collection] [Audiencia] [Rmkt] [Tráfego → Visitas ao Perfil] - Cards + Videos	81	R\$0,57	3,2%	R\$45,70	R\$18,04	2.053	2.533	1.286	747
	Ad 0 - Cards + Videos (St)	[New Collection] [Audiencia] [Rmkt] [Tráfego → Visitas ao Perfil] - Cards + Videos	125	R\$0,36	2,98%	R\$43,99	R\$10,47	2.731	4.201	101	51
	Ad 0 - Video Coleção Origem	[New Collection] [Audiencia] [Rmkt] [2] [Tráfego → View Ig] - Video Coleção	85	R\$0,57	3,64%	R\$45,20	R\$19,33	1.980	2.338	121	82
	Ad 0 - Video Post 21/11	[Origem] [Audiencia] [Post 22/11] [Tráfego → View Ig] [Frio] [IG] - POSTAGENS IG	54	R\$0,59	2,93%	R\$29,86	R\$16,18	1.560	1.845	128	66
	Ad 0 - Video Post 21/11	[Origem] [Audiencia] [Post 22/11] [Tráfego → View Ig] [Frio] [IG] - POSTAGENS IG	120	R\$0,59	3,92%	R\$66,77	R\$21,81	2.699	3.061	209	112
	Ad 0 - Video Post 19/11	[Origem] [Audiencia] [Post 19/11] [Tráfego → View Ig] [Frio] [IG] - POSTAGENS IG — Cópia	149	R\$0,46	3,08%	R\$66,12	R\$13,66	3.923	4.840	504	222
	Ad 0 - Video Post 19/11	[Origem] [Audiencia] [Post 19/11] [Tráfego → View Ig] [Frio] [IG] - POSTAGENS IG — Cópia	207	R\$0,34	5,18%	R\$65,97	R\$16,50	3.490	3.999	501	222
	Ad 0 - Video Post 21/11	[Nova Loja] [Audiencia] [Tráfego → View Ig] [Goiania] [IG] - Post Loja	174	R\$0,22	6,02%	R\$37,34	R\$12,91	2.451	2.892	209	118
	Ad 0 - Video Post 17/11	[Nova Loja] [2] [Audiencia] [Tráfego → View Ig] [Goiania] [IG] - Post Loja	0	R\$0,00	0%	R\$0,04	R\$8,00	5	5	0	0
	Ad 0 - Video Post 11/11	[New Collection] [Audiencia] [3] [Post 11/11] [Tráfego → View Ig] [Frio] [IG] - POSTAGENS IG	75	R\$0,50	4,29%	R\$35,95	R\$20,58	1.485	1.747	265	116
	Ad 0 - Video Post 12/11	[New Collection] [Audiencia] [4] [Post 12/11] [Tráfego → View Ig] [Frio] [IG] - POSTAGENS IG	74	R\$0,53	5,22%	R\$36,29	R\$25,59	1.266	1.418	201	67
Anúncios de Mensagem											
Anúncio	Nome da Campanha	Conversas iniciadas por mensagem	Custo por conversas iniciadas por mensagem	Cliques nos Links	CPC	CTR (Taxa de cliques no link)	Valor investido	CPM	Alcance	Impressões	
	Ad 0 - Video New Collection "shop now"	[Msg] [New Collection] [2] [Rmkt All] [Engaj. → Conversas Wpp] [Cbo] - Video	2	R\$112,22	61	R\$2,55	0,88%	R\$224,44	R\$32,56	2.808	6.893
	Ad 0 - Video New Collection (origem)	[New Collection] [Msg] [Frio] [Engaj. → Wpp] [Abo] [St/Reels] - Videos e Carrosséis	4	R\$46,54	22	R\$3,80	0,48%	R\$186,17	R\$40,30	2.631	4.620
	Ad 0 - Carrossel New Collection	[New Collection] [Msg] [Rmkt] [Engaj. → Wpp] [Cbo] [St] - Carrossel St	7	R\$35,41	30	R\$3,26	0,76%	R\$247,86	R\$62,59	1.691	3.960
	Ad 0 - Video New Collection (origem)	[New Collection] [Msg] [Rmkt] [Engaj. → Wpp] [Cbo] - Video	7	R\$34,69	40	R\$3,04	0,63%	R\$242,80	R\$38,48	2.517	6.310
	Ad 0 - Video New Collection (origem)	[New Collection] [Msg] [Frio] [Engaj. → Wpp] [Abo] [St/Reels] - Videos e Carrosséis	6	R\$29,85	18	R\$3,04	0,44%	R\$179,11	R\$43,67	2.837	4.101
	Ad 1 - New Carrossel (17/11)	[Msg] [New Collection] [Rmkt All] [3] [Engaj. → Conversas Wpp] [Cbo] - Carrossel [2] - Novo 17/11	9	R\$23,39	76	R\$1,71	1,16%	R\$210,49	R\$32,24	3.329	6.528
	Ad 1 - Carrossel Coleção Origem	[New Collection] [Msg] [Frio] [Engaj. → Wpp] [Abo] [St/Reels] - Videos e Carrosséis	1	R\$22,99	3	R\$5,75	1,11%	R\$22,99	R\$85,15	242	270
	Ad 0 - Carrossel New Collection "shop now"	[Msg] [New Collection] [Rmkt All] [Engaj. → Conversas Wpp] [Cbo] - Carrossel	34	R\$12,68	109	R\$2,18	1,36%	R\$431,24	R\$53,97	3.001	7.991
	Ad 0 - Carrossel Origem (post nos stories)	[New Collection] [Msg] [Rmkt] [2] [Engaj. → Wpp] [Cbo] [St] - Carrossel St	3	R\$3,14	5	R\$0,94	1,32%	R\$9,41	R\$24,83	340	379
Dados por Regiões											
Regiões	Cliques nos Links	CPC	CTR (Taxa de cliques no link)		Alcance +	Impressões	Frequência	Valor investido	CPM		
Goiás	1.447	R\$1,03	1,82%		35.295	79.697	2,26	R\$1611,95	R\$20,23		
São paulo (state)	1.182</										