

Overview

Google Ads



1 de jun. de 2020 - 30 de jun. de 2024



Campanha



Segmentação



Contas de Anúncio

Dados de amostra*

Big Numbers

Custo
R\$ 2.511,69
↑ 173.8%

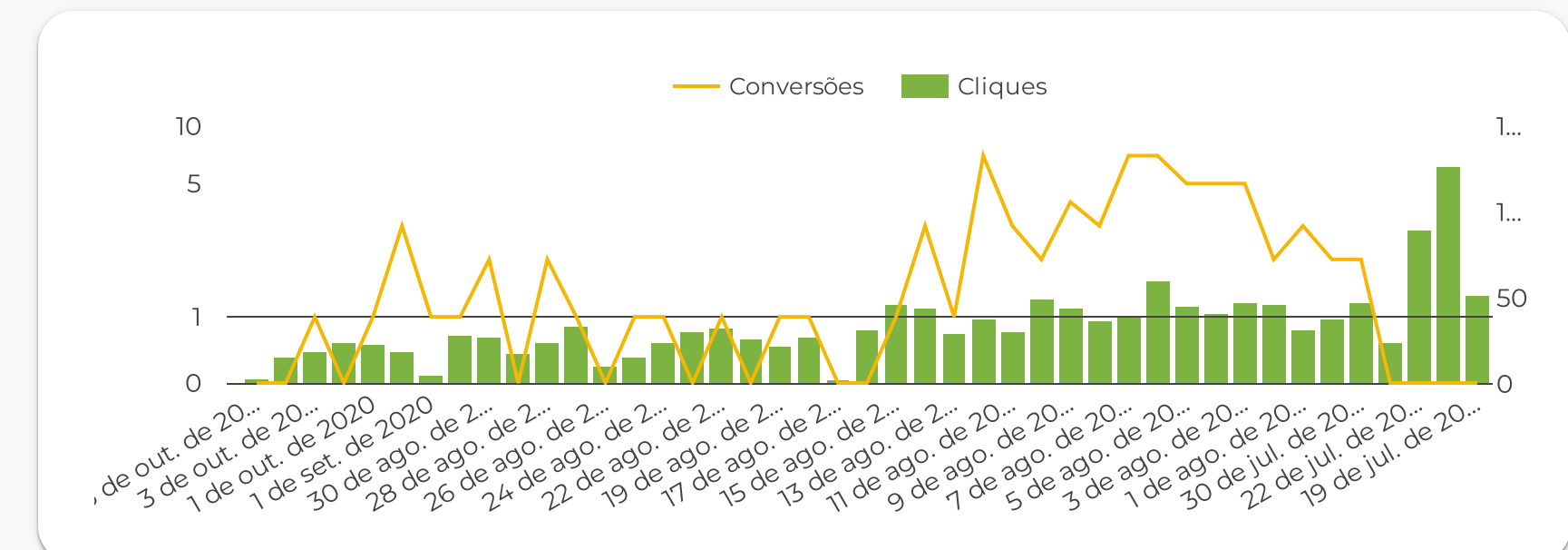
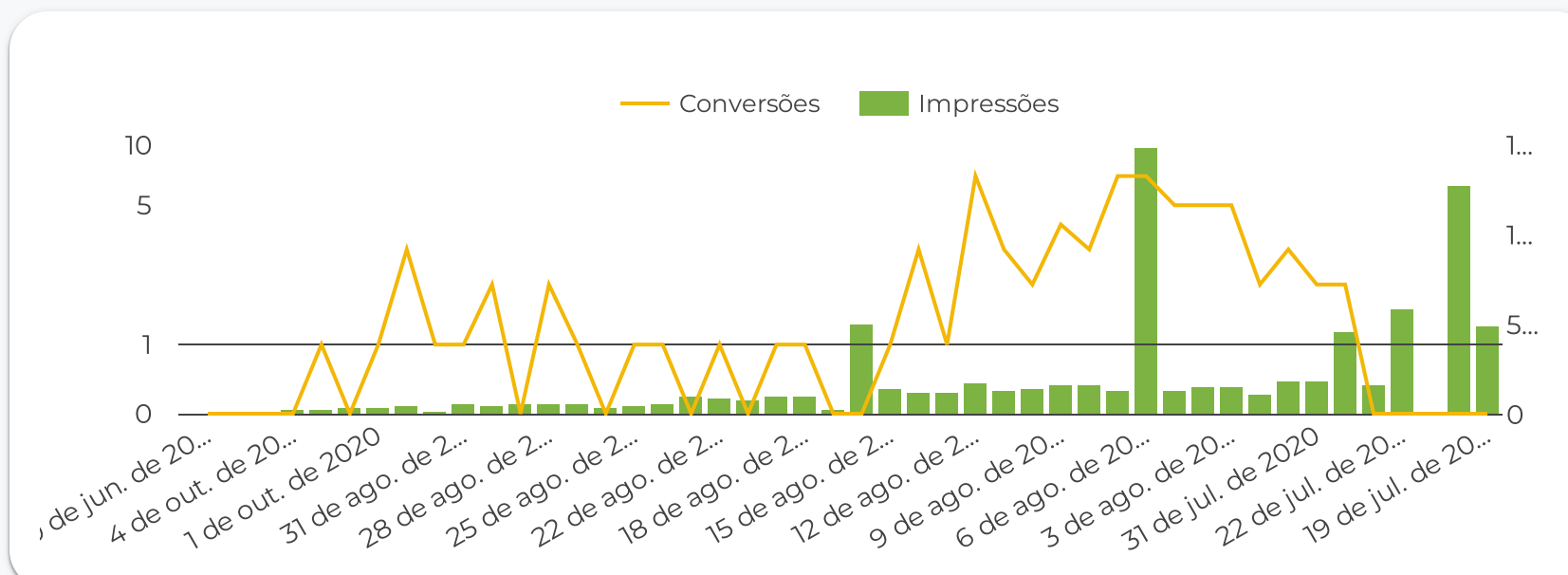
Impressões
84.869

Cliques
1.476
↑ 43.2%

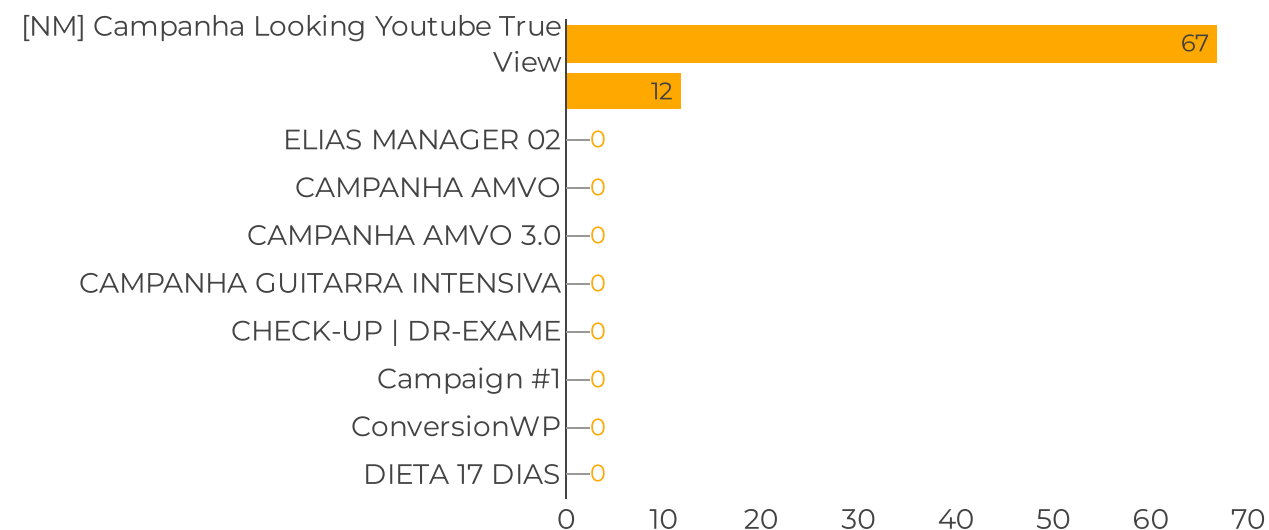
CTR
1,74%
↓ -37.8%

Conversões
79
↑ 172.4%

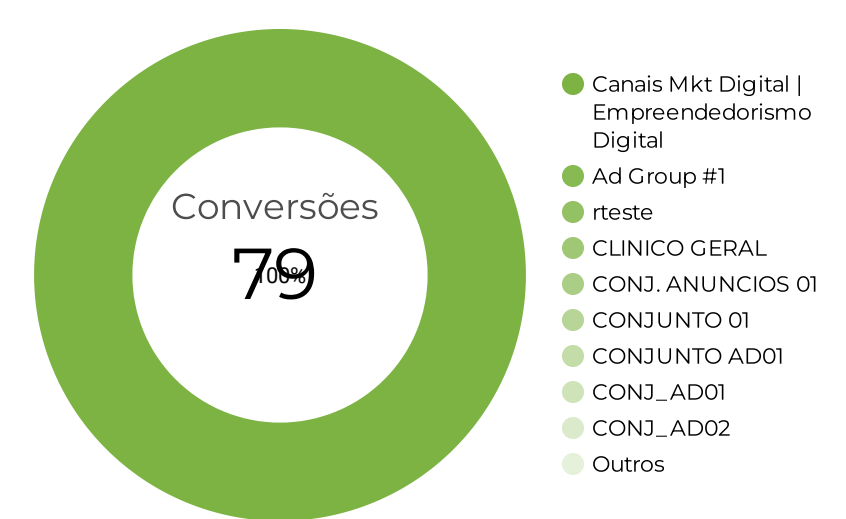
Custo/conv.
R\$ 31,79
↑ 42.2%



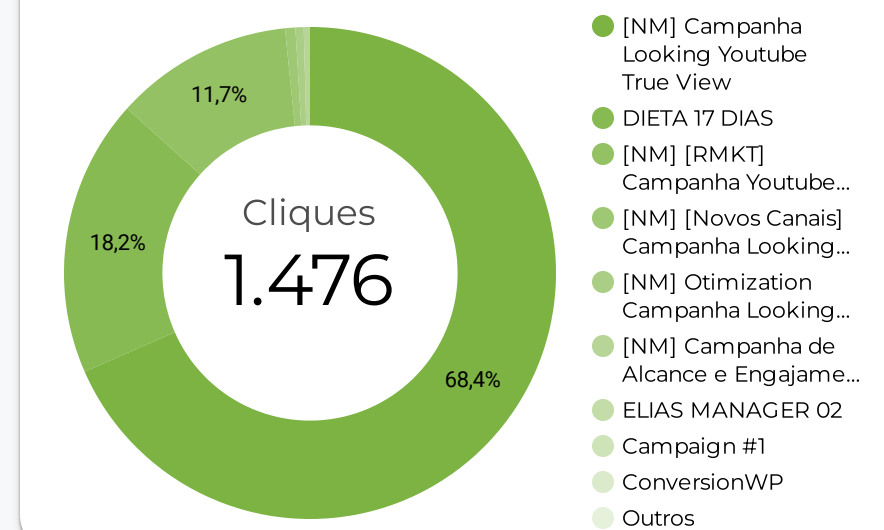
Campanha vs Conversões



Segmento vs Conversões



Campanha vs Vendas



Overview

Google Ads



1 de jun. de 2020 - 30 de jun. de 2024



Campanha



Segmentação



Contas de Anúncio

Investimento

R\$ 2.511,69

↑ 173.8%

Conversões

79

↑ 172.4%

Receita

R\$ 2.419,43

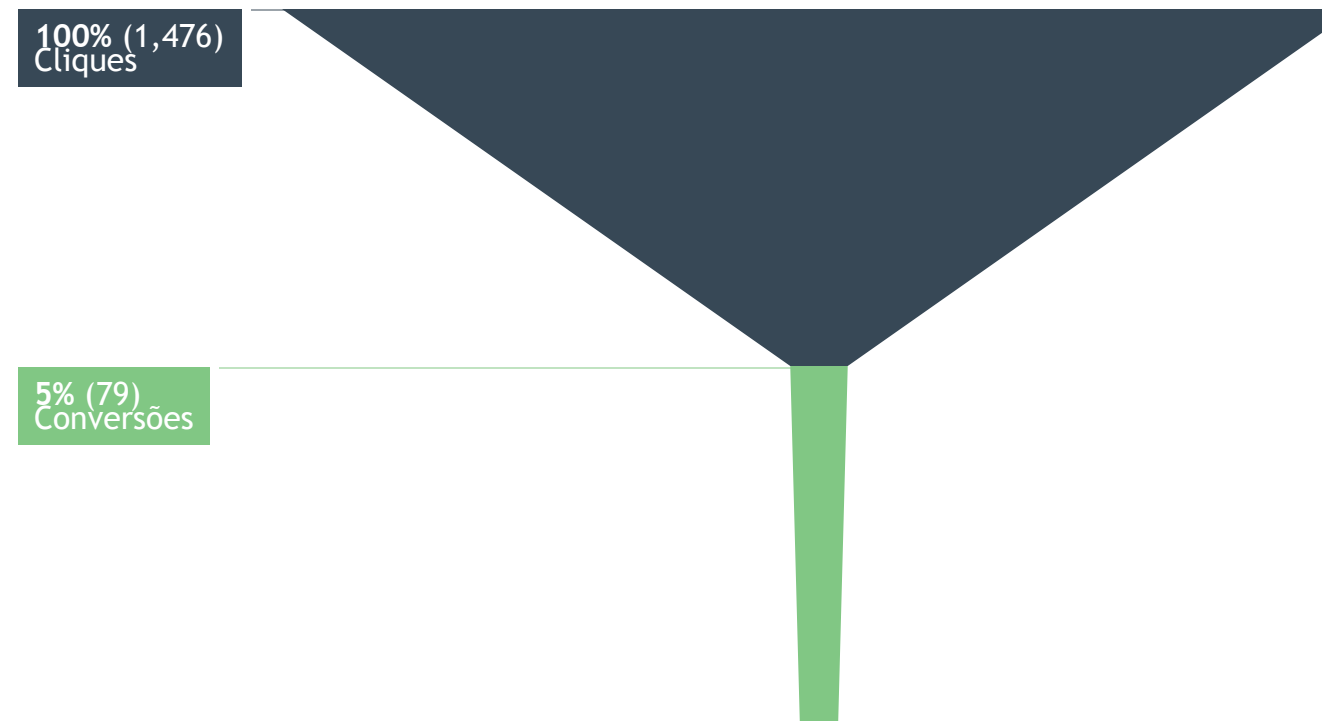
↑ 241,843.0%

CPA

R\$ 31,79

↑ 42.2%

Funil de Conversão



Overview



Funil



Receita



Público

Campanha	Grupo de anúncios	Custo	Receita	Cliques	CTR	Conversões	CPA
[NM] Campanha Looking Youtube Tru...	Canais Mkt Digital Empreendedorismo ...	R\$ 2.007,44	R\$ 2.069	1.008	2,91%	67	R\$ 30
[NM] [RMKT] Campanha Youtube True ...	Canais Mkt Digital Empreendedorismo ...	R\$ 320,25	R\$ 351	173	2,32%	12	R\$ 27
Campaign #1	Ad Group #1	R\$ 0	R\$ 0	0	0%	0	R\$ 0
CHECK-UP DR-EXAME	rteste	R\$ 0	R\$ 0	0	0%	0	R\$ 0
CAMPANHA AMVO	CONJ. ANUNCIOS 01	R\$ 0	R\$ 0	0	0%	0	R\$ 0
FUNIL VIRAL MICRO FRANQUIA BUILD...	CONJUNTO 01	R\$ 0	R\$ 0	0	0%	0	R\$ 0
CAMPANHA AMVO 3.0	CONJUNTO AD01	R\$ 0	R\$ 0	0	0%	0	R\$ 0

Overview

E-commerce



1 de jun. de 2020 - 30 de jun. de 2024



Campanha



Segmentação



Contas de Anúncio

Advertising channel type

Investimento

R\$ 2.511,69

↑ 173.8%

Receita

R\$ 2.419,43

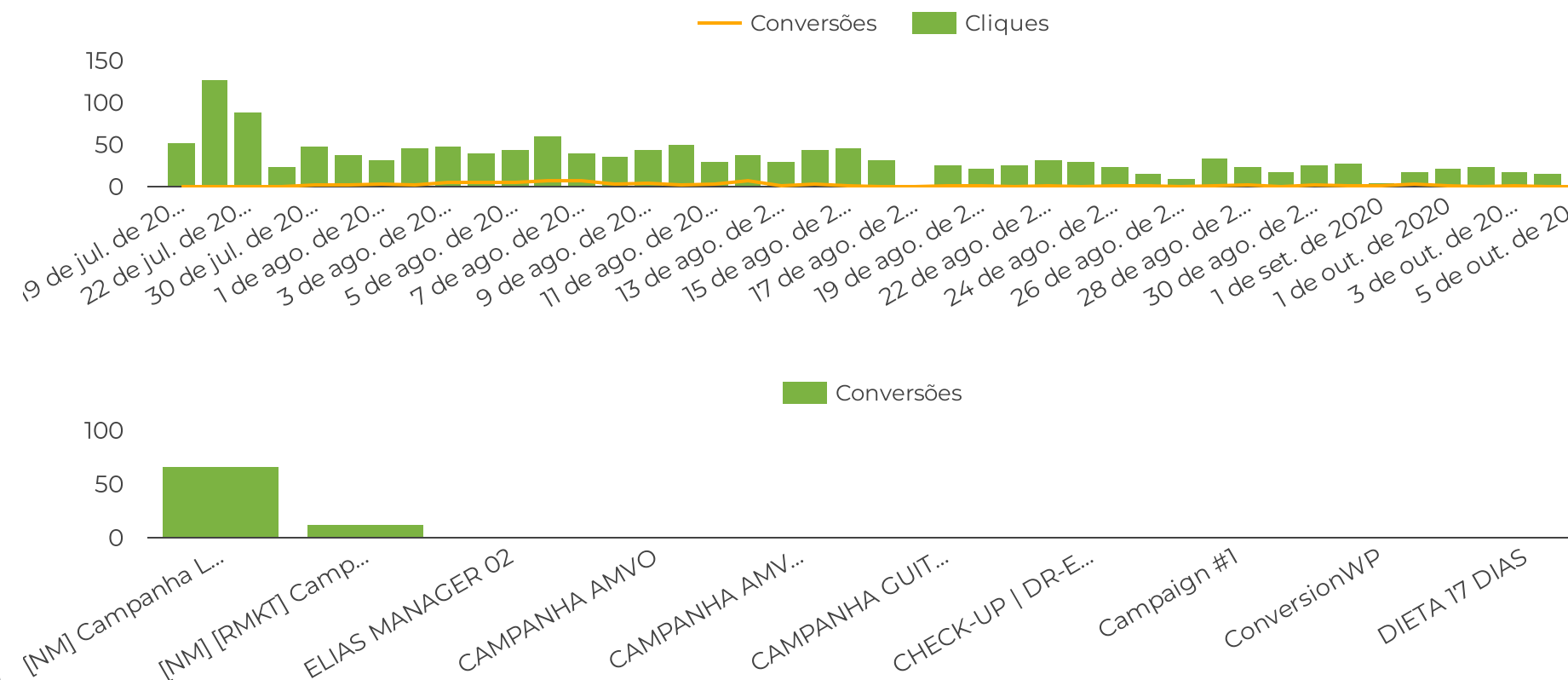
↑ 241,843.0%

Conversões

79

↑ 172.4%

Evolução



Advertising channel ty...	Ad group type	Impressões ▾	Cliques	Conversões	Valor de todas as conv.
Video	In-stream	61.134	1.207	79	2.419,43
Search	Search	23.732	269	0	0
Video	Video discovery	3	0	0	0



Overview



Funil



Receita



Público

Overview

Google Ads



1 de jun. de 2020 - 30 de jun. de 2024



Campanha



Segmentação

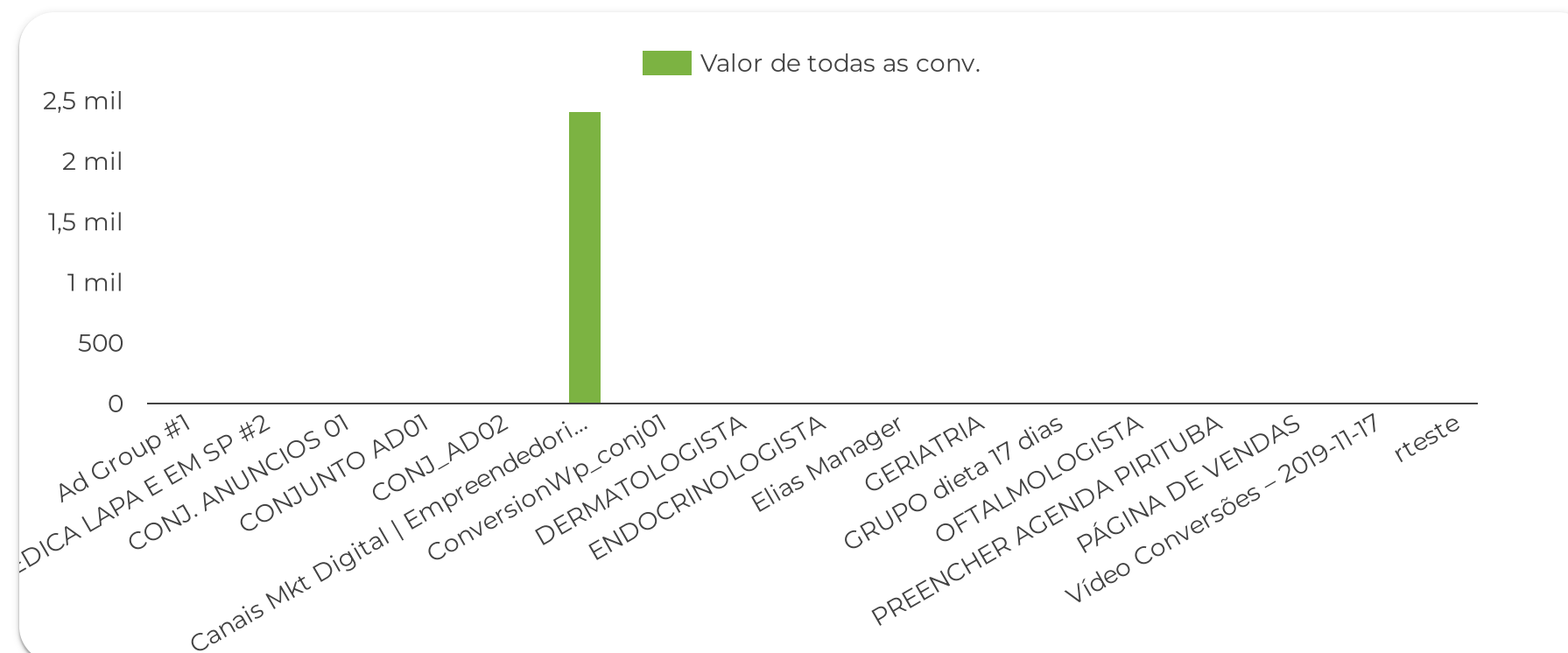


Contas de Anúncio

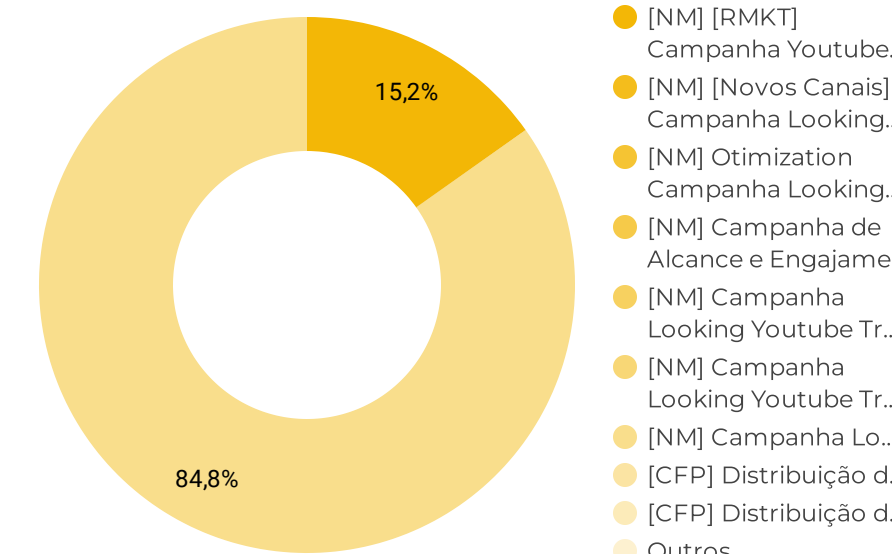
Público vs Receita



Receita



Grupo de anúncios	Impressões	Cliques	Conversões	Custo / todas as conv.	Valor de todas as co...
Canais Mkt Digital ...	60.015	1.199	79	R\$ 29,9	2.419,43
Ad Group #1	0	0	0	R\$ 0	0
rteste	0	0	0	R\$ 0	0
CLINICO GERAL	0	0	0	R\$ 0	0
CONJ. ANUNCIOS 01	0	0	0	R\$ 0	0
CONJUNTO 01	0	0	0	R\$ 0	0
CONJUNTO AD01	0	0	0	R\$ 0	0
CONJ. AD02	0	0	0	R\$ 0	0



Overview

Funil

Receita

Público