Melhor Envio

New Customer Acquisition Report

Comparative Analysis 2021 vs 2022 · Investment, Funnel & Acquisition Quality

Data Specialist | July 2024

Context & Key Definitions

Conceptual foundation of this report

📦 Registration

A user who completed the sign-up form on the Melhor Envio platform.

🚀 New Customer

A user who placed their first order during the analysed period.

📊 Conversion Rate

Percentage of new customers relative to total registrations in the period.

💰 Investment

Amount spent on paid media (ads) to acquire new customers.

Key KPIs

High-level overview 2021 vs 2022

Registrations

2021	2022
333,657	377,279

▲ +13.1%

New Customers

2021	2022
77,932	60,765

▼ −22.0%

Conversion Rate

2021	2022
23.19%	19.26%

▼ −3.93 p.p.

CAC (Cost per Acq.)

2021	2022
R$ 46	R$ 23

▲ −50% cost

Avg. Revenue / Customer

2021	2022
R$ 146.61	R$ 176.10

▲ +20.1%

Avg. Shipments / Customer

2021	2022
43	39

▼ −9.3%

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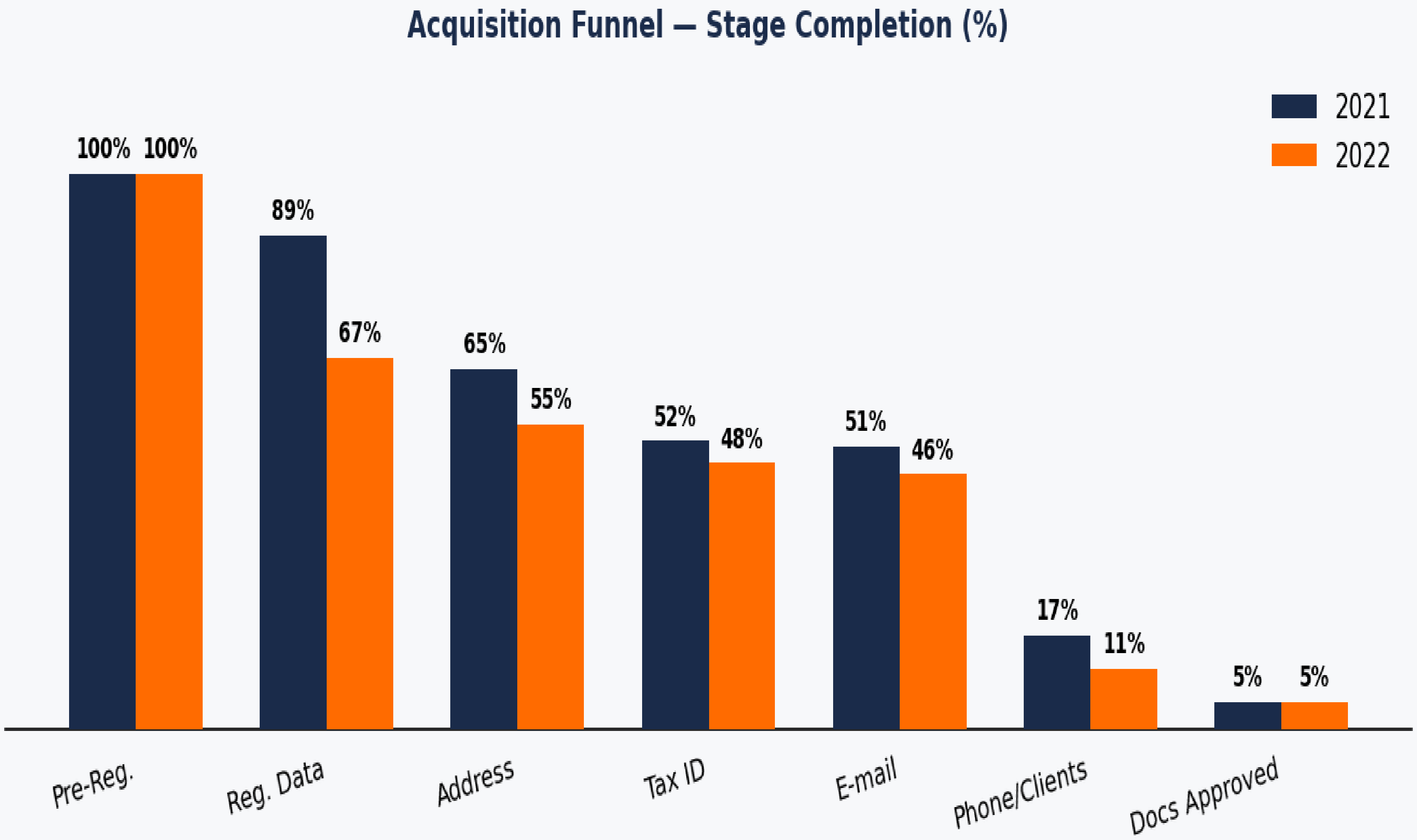
Acquisition Funnel

Registration stage completion rates 2021 vs 2022



Biggest Drop

The address step fell from 65% to 55% — a 10 p.p. loss mid-funnel, suggesting friction in the form.

Stable Final Step

Docs Approved remained at 5% both years — a persistent bottleneck capping total conversion.

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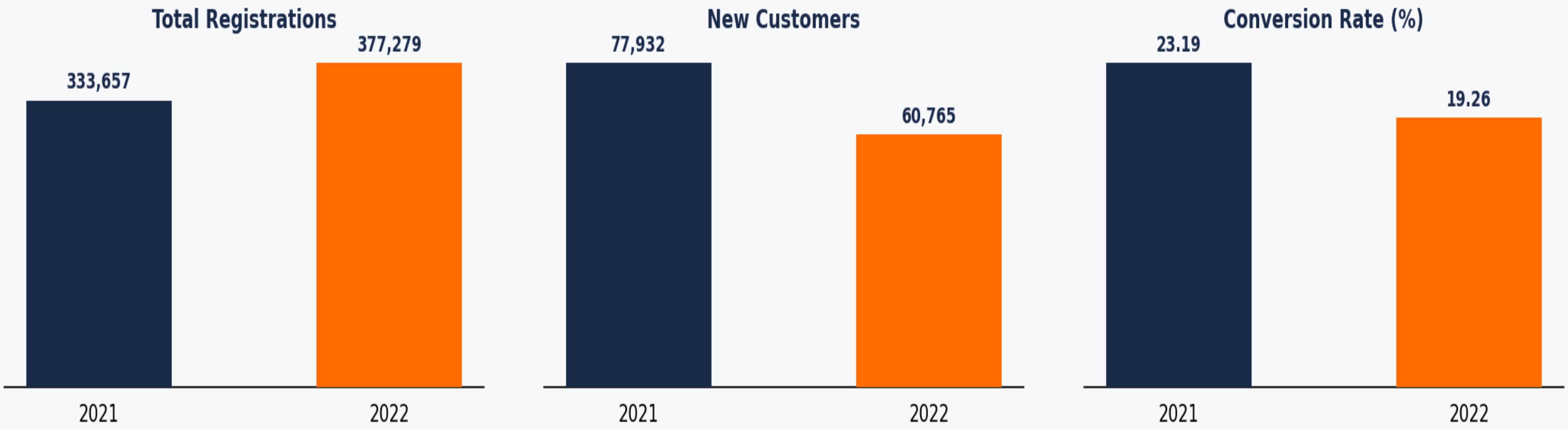
Registrations & New Customers

Volume evolution 2021 vs 2022



Analysis

Registrations grew +13.1% (333k → 377k), yet new customers dropped −22% (78k → 61k). The platform attracted more users but converted fewer — conversion rate fell from 23.19% to 19.26%. Next step: investigate funnel friction (address, tax ID steps) and ad traffic quality.

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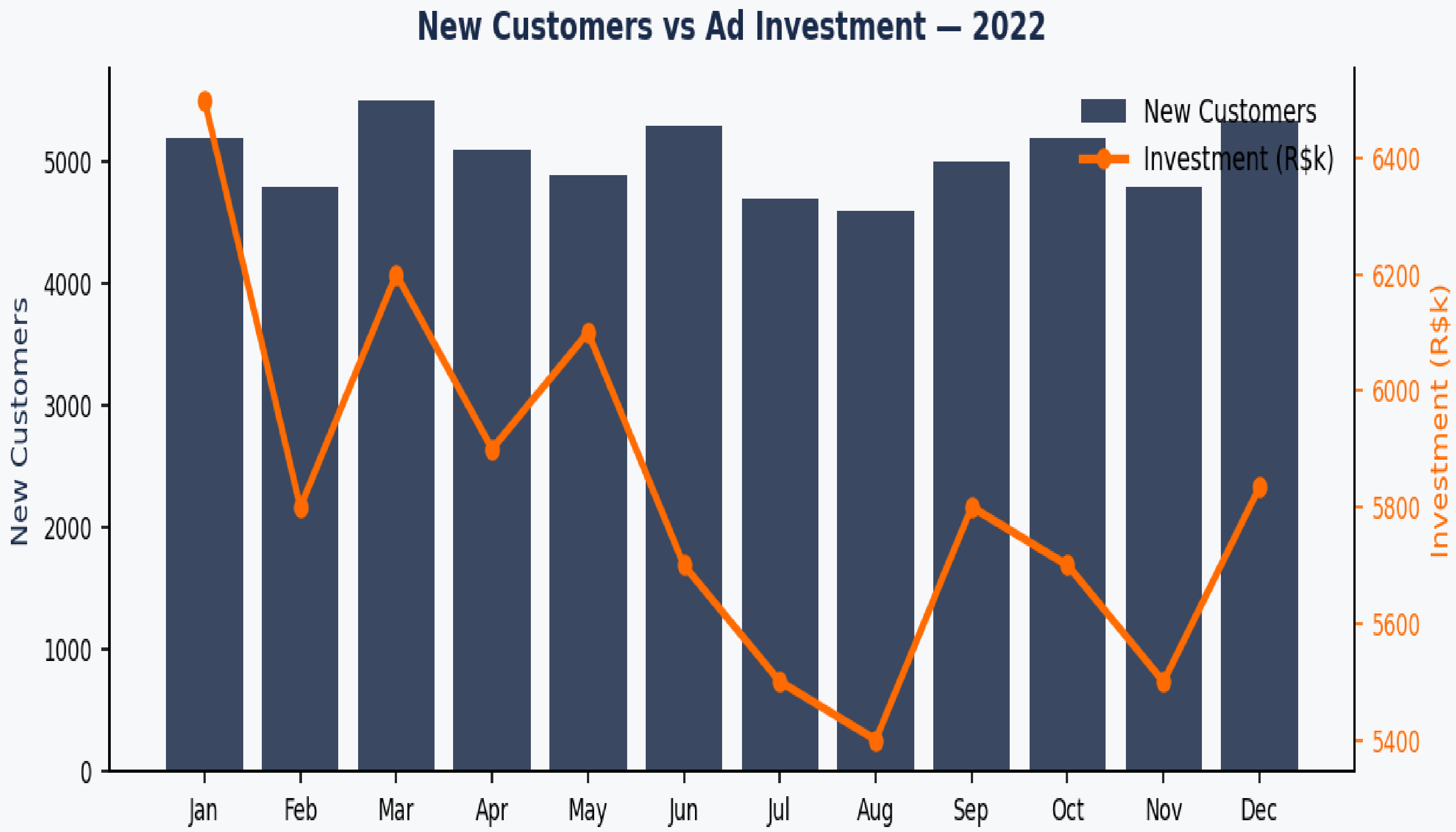
Investment & Customer Acquisition Cost (CAC)

Paid media efficiency analysis



CAC 2021

R$ 46

CAC 2022

R$ 23

CAC Reduction

−50%

CAC halved — acquiring customers at half the cost year-over-year.

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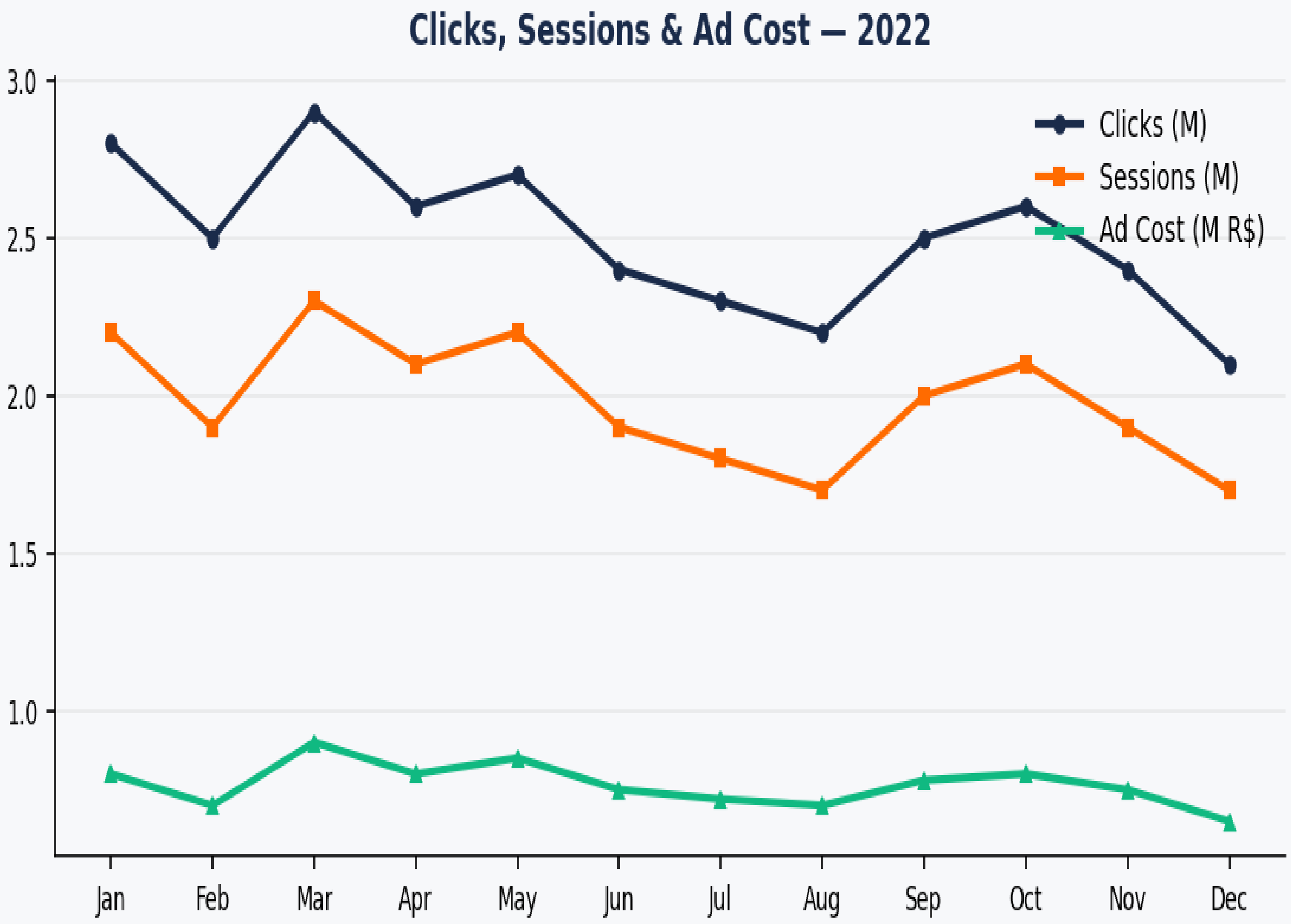
Ad Campaign Performance

Clicks, Sessions and Investment Correlation



Click×Cost Correlation 2021

0.96

High correlation:
Ads → Customers

Click×Cost Correlation 2022

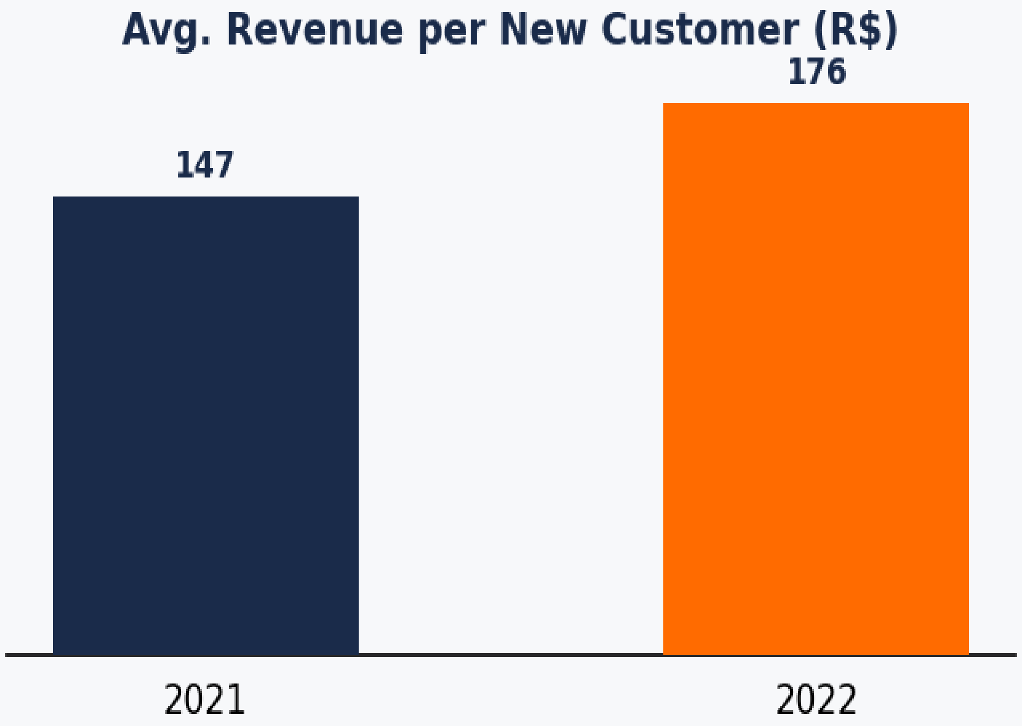
0.24

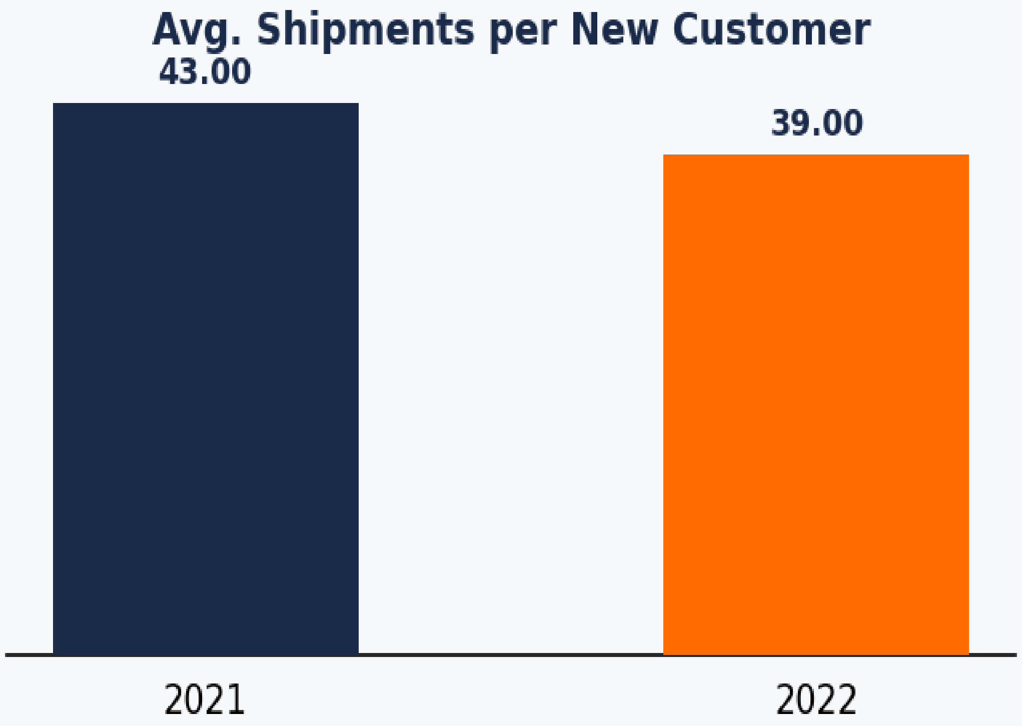
Weak correlation:
Ads disconnected

⚠️ *In 2022, ad spend no longer translated into new customers — correlation collapsed from 0.96 to 0.24.*

Acquisition Quality

Profile and behaviour of new customers





Higher-value customers in 2022

Despite fewer new customers (−22%), average revenue per customer grew +20.1% (R$146 → R$176). 2022 cohort generates more individual revenue, partially offsetting the volume decline. The slight shipment drop (43 → 39) points to a higher average-ticket profile.

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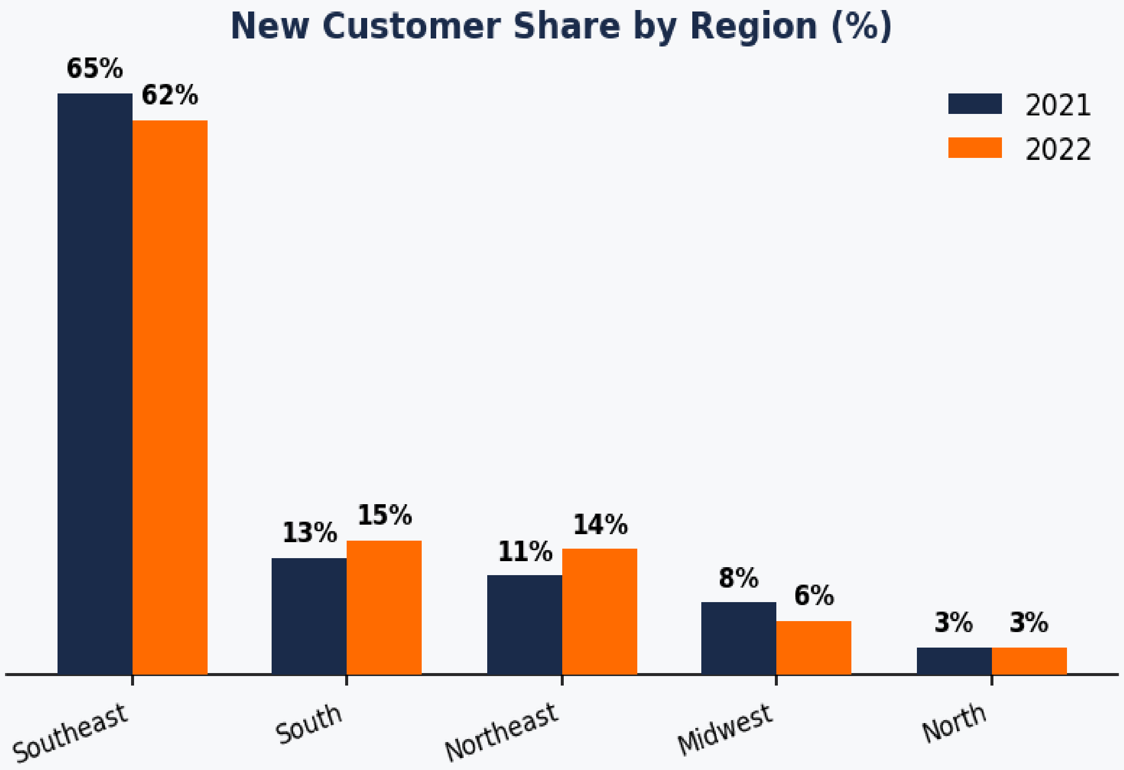
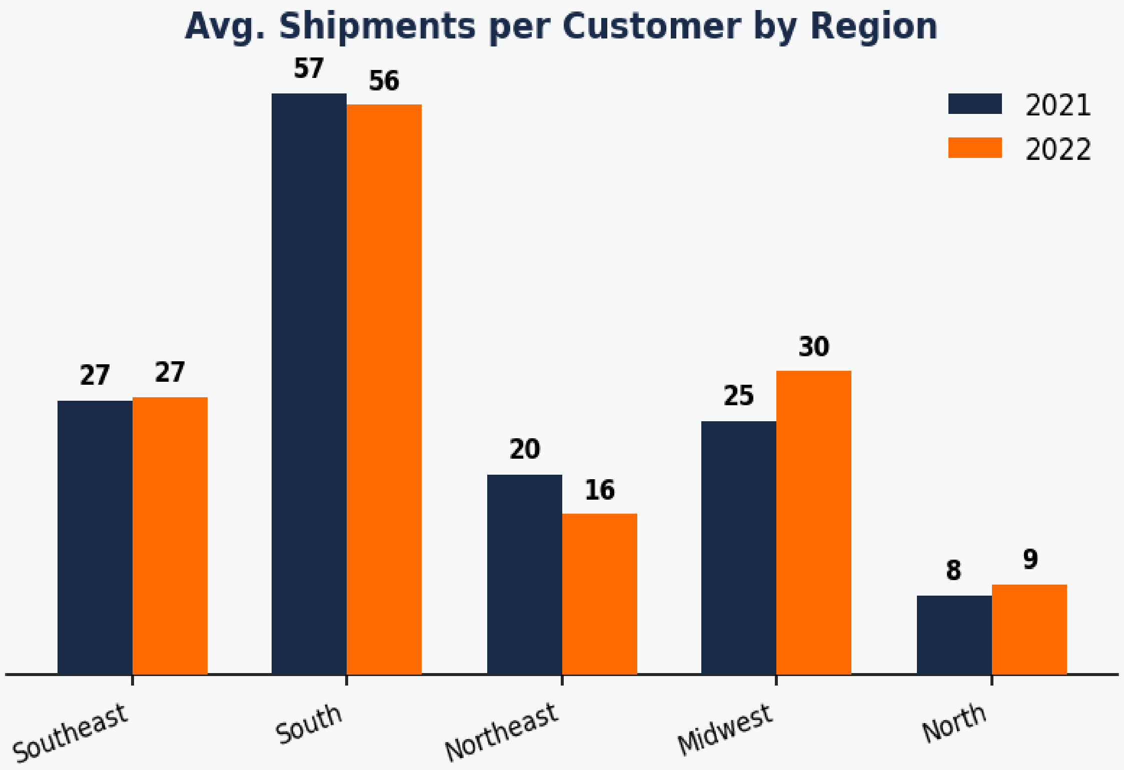
Regional Breakdown

New customer share and avg. shipments per region





Southeast dominates; South and Northeast growing

Southeast accounts for ~62-65% of new customers. South leads in avg. shipments (~56/customer). Northeast grew from 11% → 14% share — a strong expansion opportunity.

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Insights & Recommended Studies for 2023

Opportunities identified from the data

🔍 Investigate Conversion Drop

Conversion fell 23% → 19%. Funnel analysis with A/B testing on the registration form — especially the address step — could recover 3-5 p.p.

📉 Audit Ad Campaigns

Click×CAC correlation collapsed from 0.96 → 0.24. Analyse audience segmentation, channels, and creatives to pinpoint where investment lost efficiency.

🌎 Expand into Northeast

Northeast share grew +3 p.p. with proportionally lower investment. A geographic propensity model can reveal the true scale potential in this region.

💎 LTV & New-Customer Retention

2022 new customers generate 20% more revenue. An LTV model helps prioritise channels that bring higher-value customers — not just volume.

⚡ Optimise the Final Funnel Step

Docs Approved stuck at 5% both years — a critical bottleneck. UX research and document-review automation could unlock additional conversion.

📦 High-Volume South Customers

South averages ~56 shipments/customer — 2× the national average. Tailored offers (volume discounts, dedicated SLA) can boost retention and expansion here.

Thank You!

2022 data reveals a transition moment:
less volume, higher value per customer.

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