

# DAILY REPORT — Saturday May 16, 2026

Generated 2026-05-17 09:55 PRT · Window: 2026-05-16 00:00 → 23:59 (UTC-4) · Prepared for Kevin Rivera

SOFIA · MEETINGS (IN / OUT) <b>7 / 0</b>	PF · NEW LEADS <b>7</b>	ZOHO · SOLD \$ <b>\$62,558</b> 2 sold · 2 created	D2D · VAM / LEADS <b>5 / 12</b> 286 doors	CO · APPOINTMENTS <b>0</b> 0 calls
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## MONTH-TO-DATE · MAY 2026 · EPC (ZOHO, EXCL. ROOFING + OTHER + REMAKES)

EPC GENERATED MTD <b>\$1,654,278</b> 95 deals sold 2026-05-01 → 2026-05-16	CANCELLATIONS <b>(\$305,160)</b> 15 of 95 · 15.8% rate	NET EPC MTD <b>\$1,349,118</b> After cancellations
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## POWER FINANCIAL (PF LEADS)

Volumes and conversion rates below are scoped to yesterday only. "Approved" includes *contract\_signed\_requested*. Counts are **deduped by email** (same customer with multiple PF rows counts once); fake-name rows (*Prueba, Test, ...*) and consultant-test rows (email contains powersolar) are excluded.

NEW LEADS <b>7</b>	QUOTED <b>3</b>	APPROVED <b>2</b>	CONTRACT SIGNED <b>2</b>	REJECTED <b>3</b>
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QUOTED → CREDIT RAN <b>70.0%</b> 7 credit verified · 3 still in quoted	APPROVED → CONTRACT SIGNED <b>50.0%</b> 2 signed · 2 approved but unsigned	QUOTED → CONTRACT SIGNED <b>28.6%</b> end-to-end: 2 signed out of 7 resolved
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### ⚠ VETERANOS WITH NO NEW LEADS IN 7+ DAYS — 1

CONSULTANT	LAST LEAD CREATED	DAYS SINCE
Christian Ramos Mantilla	2026-05-05	11

## ADDENDUM A — POWER FINANCIAL: FULL LEAD LIST

10 PF leads with status activity yesterday, grouped by current status, most-recently-modified first.

### Quoted — 3 leads

CREATED	MODIFIED	CLIENT	CONSULTANT	TYPE	EMAIL
2026-03-19	2026-05-16 18:31	Jeamily Delgado García	Víctor Ramos Santiago	Solar + Battery	mariemercado65@yahoo.com
2026-05-16	2026-05-16 10:04	Marline Soto Valentin	Alexis J. Cruz Pellot	Solar + Battery	levimar3012@gmail.com
2026-01-16	2026-05-16 09:55	Sandra M Cordero Vargas	Ariam C. Ruiz Méndez	Solar + Battery	smcorderov@gmail.com

### Approved (incl. signed-requested) — 2 leads

CREATED	MODIFIED	CLIENT	CONSULTANT	TYPE	EMAIL
2026-05-16	2026-05-16 16:29	Veronica Baez Cruz	Jorge Perez	Solar + Battery	veronicabaez18484vbc@gmail.com
2026-05-16	2026-05-16 10:10	Sigrid Valentin Gonzalez	Ismael Velez Velez	Solar + Battery	dirgis_2110@hotmail.com

### Contract Signed — 2 leads

CREATED	MODIFIED	CLIENT	CONSULTANT	TYPE	EMAIL
2026-05-16	2026-05-16 17:33	Rosaura Jimenez Acevedo	Víctor Ramos Santiago	Solar + Battery	jimenezrosaura35@gmail.com
2026-05-08	2026-05-16 10:49	Clara Rodriguez Rodriguez	Joseph Perez	Solar + Battery	CLARAIVETTE64@gmail.com

### Rejected — 3 leads

CREATED	MODIFIED	CLIENT	CONSULTANT	TYPE	EMAIL
2026-05-16	2026-05-16 14:29	Marcos Méndez Muñiz	Hector Picart	Solar + Battery	marcomendez920@gmail.com
2026-05-16	2026-05-16 12:22	Hector Capeles Andino	Derell Ben Nieves Fuentes	Solar + Battery	hectorcapeles1962@gmail.com
2026-05-16	2026-05-16 12:11	Nilsa Ramos Mercado	Derell Ben Nieves Fuentes	Solar + Battery	nilsaramos1963@gmail.com

## ZOHO CRM — DAILY SALES BY PRODUCT

**Sold** = Sales\_Date matches yesterday (PR), regardless of current stage. **Created** = new Zoho deal record yesterday. Pipeline snapshot is current state.

MONTH-TO-DATE — MAY 2026 (2026-05-01 → 2026-05-16)

EPC GENERATED

**\$1,654,278**

95 deals sold

CANCELLATION RATE

**15.8%**

15 of 95 cancelled

NET EPC (EXCL. CANCELLATIONS)

**\$1,349,118**

-\$305,160 cancelled

Scope: Eco Flow + Power Financial Sales + Cash Sales. Excludes Roofing (separate section), "Other" (miscellaneous activity), and remake cancellations (8 remake-cancelled deals dropped this month — Duplicado / Corrección de contrato PF / Enmienda).

PRODUCT	DEALS CREATED	DEALS SOLD	TOTAL SOLD \$
<b>Overall</b>	<b>2</b>	<b>2</b>	<b>\$62,558</b>
Eco Flow	0	0	\$0
Power Financial Sales	1	1	\$33,558
Cash Sales	1	1	\$29,000

**Lead sources yesterday** — leads with Created\_Time in 2026-05-16 (PR)

SOURCE	N
Puerta a Puerta - Kevin	12
Isabela AI	11
Isabela - AI	1
Oficina de Isabela	1
<b>Total</b>	<b>25</b>

**STUCK DEALS — FOLLOW-UP** (Estatus de Contrato pipeline — Power Financial Sales only, sold within last 180 days)

5 total deals to follow up on. Optimal transit times: **Contract** → **Underwriting < 1 day** · **Underwriting** → **Substantial < 7 days** · **Substantial** → **Completed < 30 days**. Deals here exceeded those targets.

**Contract — should reach Underwriting in <1 day** — 5 deals · \$179,214

DEAL NAME	OWNER	AMOUNT	SALES DATE	DAYS SINCE SALE	DAYS UNTOUCHED	LAST TOUCHED
Carmelo Caceres Ramos	Derell Nieves	\$20,408	2026-04-23	24	16	2026-05-01
Maribel Rodriguez Morales	Angel Rubén Torres Echevarria	\$10,710	2026-05-12	5	1	2026-05-15
Carmelo R Lopez Arocho	Tomasamir Azmi Sara	\$28,560	2026-05-12	5	2	2026-05-14
Eladio Gutiérrez Rosario	Nayeli Monik Morales Martinez	\$93,296	2026-05-15	2	1	2026-05-16
Nancy Robles De Leon	Joseph Perez	\$26,240	2026-05-15	2	1	2026-05-16

## ADDENDUM B — ZOH: DEALS SOLD YESTERDAY

2 deals with Sales\_Date = 2026-05-16, grouped by product bucket, sorted by amount desc within each bucket.

### Power Financial Sales — 1 deals · \$33,558

DEAL NAME	OWNER	CURRENT STAGE	AMOUNT	SALES DATE	MODIFIED
Rosaura Jimenez Acevedo	Victor Ramos Santiago	Closed Won	\$33,558	2026-05-16	2026-05-17 04:00

### Cash Sales — 1 deals · \$29,000

DEAL NAME	OWNER	CURRENT STAGE	AMOUNT	SALES DATE	MODIFIED
Hector Carranza	Mikael Castro	Closed Won	\$29,000	2026-05-16	2026-05-17 07:54

## ROOFING

Roofing deals are created when a customer confirms interest in a quote — not at close. **Sold** = deal reached stage='Closed Won' AND Status='Under Construction' (work has started) with Sales\_Date = yesterday. Amount comes from Roofing\_Amount, falling back to the standard amount column.

DEALS CREATED (INTEREST)

**2**

DEALS SOLD (CONTRACT SIGNED)

**0**

TOTAL SOLD \$

**\$0**

### STUCK DEALS — FOLLOW-UP (Estatus de Contrato pipeline — Closed Won roofing deals)

13 total deals to follow up on. Stuck thresholds: **Quoted > 7 days untouched** · **Site Visit > 20 days untouched**.

#### Quoted — quote sent but no movement in >7 days — 11 deals · \$244,366

DEAL NAME	OWNER	AMOUNT	SALES DATE	DAYS UNTOUCHED	LAST TOUCHED
Dolly Jove	Gabriel Ramos Matos	\$28,543	2026-04-21	20	2026-04-27
Lilliriel Rivera Roofing	Derell Nieves	\$8,079	2026-04-20	17	2026-04-29
Wildalys Santa Rodríguez	Christian Ramos Mantilla	\$23,890	2026-04-21	17	2026-04-29
Sergio vega Quillones	Derek G. Vélez Morales	\$21,612	2026-04-18	16	2026-04-30
Margarita Velazquez Montañes	Nayeli Monik Morales Martinez	\$19,692	2026-04-24	15	2026-05-01
Marcos Antonio Acevedo	Esteban Yasef Sara Rivera	\$17,623	2026-04-23	13	2026-05-04
Rafael Diaz	Angel Rubén Torres Echevarria	\$18,351	2026-04-18	13	2026-05-04
Manuel Cruz Fuentes	Víctor Ramos Santiago	\$23,622	2026-04-28	11	2026-05-05
Alexis Coriano	Jorge Pérez	\$33,179	2026-04-28	11	2026-05-05
Edgardo Colon Berrios	Jorge Pérez	\$22,652	2026-05-01	8	2026-05-08
Blanca Castro Estrada	Gabriel Ramos Matos	\$27,123	2026-04-28	7	2026-05-09

#### Site Visit — visit logged but no movement in >20 days — 2 deals · \$0

DEAL NAME	OWNER	AMOUNT	SALES DATE	DAYS UNTOUCHED	LAST TOUCHED
Joangelly Montañes Gomez	Gabriel Ramos Matos	\$0	2026-04-19	25	2026-04-21
Waleska Caraballo Vega	Jorge Pérez	\$0	2026-04-24	22	2026-04-24

## ADDENDUM C — ROOFING: YESTERDAY'S ACTIVITY

#### Sold yesterday — 0 deals · \$0

DEAL NAME	OWNER	STATUS	AMOUNT	SALES DATE	MODIFIED
—					

#### Created yesterday (interest signals) — 2 deals

DEAL NAME	OWNER	CURRENT STAGE	STATUS	AMOUNT	CREATED
Marisol Dones	Gabriel Ramos Matos	Closed Won	—	\$0	2026-05-16 19:44
Elizabeth reyes del valle	Christian Ramos Mantilla	Closed Won	—	\$0	2026-05-16 18:57

## D2D (SALES RABBIT)

Setters work Tuesday–Saturday — averages divide by 5 (per working day). **VAM** = Visita Al Momento (same-day visit booked). **Leads** = Lead Conseguido (lead captured). **Already Has Solar** = saturated households (skip on next route).

DOORS KNOCKED	CONTACTS MADE	ALREADY HAS SOLAR	VAM	LEADS
<b>286</b>	<b>114</b>	<b>35</b>	<b>5</b>	<b>12</b>

### Status breakdown yesterday

STATUS	N
No Sale Nadie	172
Contactado	51
Sistema Solar	35
Lead Conseguido	12
Abandonada	11
Visita Al Momento	5

### Municipalities yesterday

Resolved from postal\_code (the city field is free-text — e.g. Guerrero / Arenales Altos are barrios of Isabela).

MUNICIPALITY	N
Aguada	269
Aguadilla	17

### D2D-attributed Zoho deals sold yesterday

Zoho deals where Lead\_Source = 'Puerta a Puerta - Kevin' AND Sales\_Date = yesterday. Promoter is the name in the deal's City field (data-entry convention).

DEAL NAME	PROMOTOR	ADDRESS	STAGE	AMOUNT	OWNER
Rosaura Jimenez Acevedo	Ewdiz Vélez	CAR 2 R417 KO HI DER BO MAMEY BZN 5407 AGUADA PR 00602	Closed Won	\$33,558	Victor Ramos Santiago

### Top setters yesterday — scorecard

**Contacted** = real conversations (excludes *Sistema Solar*, *Abandonada*, *Airbnb o Renta* — out-of-scope dispositions). Percentages use **Effective Doors** = Doors minus those exclusions, so setters aren't penalized for saturated / rental / abandoned households.

REP	DOORS	NO CONTACT	CONTACTED	VAM	LEADS	CONTACT %	VAM+LEADS %
Ewdiz Velez	98	55	19	3	2	25.7%	6.8%
Xavier Rodriguez	59	36	15	2	4	29.4%	11.8%
Victor Andrade	59	35	14	0	1	28.6%	2.0%
Kaleb Morales	37	25	10	0	2	28.6%	5.7%
Hector Ramirez	33	21	10	0	3	32.3%	9.7%

### D2D CALL-CENTER FOLLOW-UP (Tania CC calls to D2D-captured leads)

TOTAL CALLS	CITAS BOOKED	ORIENTATIONS	CPO (LEAD CAPTURED)	NOT REACHED
<b>18</b>	<b>1</b>	<b>6</b>	<b>8</b>	<b>0</b>

DISPOSITION	CATEGORY	CALLS	% OF TOTAL
CPO	Reached	8	44.4%
Orientación al momento	Reached	6	33.3%
Seguimiento	Reached	3	16.7%
Cita Presencial	Appointment	1	5.6%

## ADDENDUM D — D2D: VAM AND LEADS BOOKED YESTERDAY

### VAM (Visita Al Momento) — 5 same-day visits

REP	ADDRESS	CITY	CREATED
Xavier Rodriguez	—	Aguada	2026-05-16 16:31
Ewdiz Velez	Cam. Vecinal	Mamey	2026-05-16 16:17
Ewdiz Velez	Cam. Vecinal	Moca	2026-05-16 16:17
Xavier Rodriguez	PR-4417	Aguada	2026-05-16 16:11
Ewdiz Velez	FWF9+QWH	Guerrero	2026-05-16 11:22

### Leads (Lead Conseguido) — 12 captured

REP	ADDRESS	CITY	CREATED
Ewdiz Velez	Cam. Vecinal	Moca	2026-05-16 17:25
Kaleb Morales	Camino Vecinal	Aguada	2026-05-16 16:34
Ewdiz Velez	Cam. Vecinal	Moca	2026-05-16 16:17
Hector Ramirez	PR-4421	Moca	2026-05-16 16:07
Xavier Rodriguez	PR-4417	Aguada	2026-05-16 15:23
Victor Andrade	PR-4417	Aguada	2026-05-16 15:18
Xavier Rodriguez	PR-4417	Aguada	2026-05-16 13:20
Xavier Rodriguez	Camino Vecinal	Aguada	2026-05-16 12:39
Kaleb Morales	Camino Vecinal	Aguada	2026-05-16 12:36
Hector Ramirez	Cam. Vecinal	Moca	2026-05-16 12:27
Xavier Rodriguez	—	Aguada	2026-05-16 12:01
Hector Ramirez	Cam. Vecinal	Aguada	2026-05-16 12:00

### D2D Call-Center detail — 18 calls

PROMOTOR	CLIENTE	PHONE	DISPOSITION	CONSULTOR	APPT DATE	APPT TIME	OBSERVACIÓN
Ewdiz Perez	David N/A	7873417367	CPO	Derek Bonilla Rojas	05/18/2026	10:00AM	—
Ewdiz Perez	Judith Rodriguez	7878684044	CPO	Victor Ramos Santiago	05/17/2026	03:00PM	—
Ewdiz Perez	Migdalia Valentín	9392463424	Orientación al momento	Michael Molina	05/16/2026	04:10PM	—
Ewdiz Perez	Rosaura Jimenez	7879087465	Orientación al momento	Victor Ramos Santiago	05/16/2026	03:54PM	—
Hector Ramirez	Axel Acevedo	7875185886	CPO	Michael Molina	05/18/2026	05:00PM	—
Hector Ramirez	Lucio Salazar	7872411147	CPO	Michael Molina	05/16/2026	06:00PM	—
Hector Ramirez	Pablo Lopez	7876428633	Seguimiento	Esteban Yasef Sara Rivera	—	—	—
Kaleb Morales	Jeno beba Hernández	7878687254	Seguimiento	Esteban Yasef Sara Rivera	—	—	—
Kaleb Morales	Julia Ocasio	4075013543	CPO	Jesús López	05/16/2026	05:00PM	—

Kaleb Morales	Luis Valentín	9392688735	Cita Presencial	Esteban Yasef Sara Rivera	05/19/2026	01:00PM	—
Victor Andrade	Maritza Feliciano	8473877177	Orientación al momento	Derek Bonilla Rojas	05/16/2026	01:30PM	—
Xavier Rodriguez	Amaury Mendez	7875609986	Seguimiento	Christian Ramos Mantilla	—	—	—
Xavier Rodriguez	Eliud Garcia	7872521894	CPO	Esteban Yasef Sara Rivera	05/17/2026	05.00PM	—
Xavier Rodriguez	Emanuel Lorenzo	7879239124	Orientación al momento	Christian Ramos Mantilla	05/16/2026	04:12PM	—
Xavier Rodriguez	Getrude Rodriguez	7873983153	Orientación al momento	Michael Molina	05/16/2026	04:57PM	S
Xavier Rodriguez	Juana Gonzalez	7876298015	Orientación al momento	Victor Ramos Santiago	05/16/2026	12:03PM	—
Xavier Rodriguez	Milton Itizarry	7876491466	CPO	Christian Ramos Mantilla	05/18/2026	12:30PM	—
Xavier Rodriguez	Victor Acevedo	7873197896	CPO	Michael Molina	05/18/2026	05:00PM	—

## SOFIA (AI RECEPTIONIST)

WhatsApp AI receptionist split by channel: **Inbound** = customer-initiated conversations. **Outbound** = we-initiated outreach (campaign blasts, follow-ups, reclutamiento — conversations tagged outbound). Volumes are **yesterday**; snapshot is current state of all conversations.

ISABELA AI — EPC GENERATED MTD (MAY 2026 · 2026-05-01 → 2026-05-16)

DEALS CLOSED YESTERDAY

**0**

\$0

DEALS CLOSED MTD

**8**

EPC GENERATED MTD

**\$55,664**

PRODUCT	CONSULTANT	DEALS	AMOUNT
Eco Flow	—	5	\$23,086
	Mikael Castro	2	\$10,994
	Derell Nieves	1	\$4,596
	Ismael Vélez Vélez	1	\$3,998
Roofing	Tomasamir Azmi Sara	1	\$3,498
	—	2	\$21,868
	Christian Ramos Mantilla	1	\$21,868
Power Financial Sales	Gabriel Ramos Matos	1	\$0
	—	1	\$10,710
	Esteban Yasef Sara Rivera	1	\$10,710

### INBOUND (customer-initiated conversations)

MESSAGES IN

**96**

MESSAGES OUT

**101**

NEW CONVERSATIONS

**12**

MEETINGS BOOKED

**7**

TAKEOVER / ESCALATED

**1**

CUSTOMER REPLIED BACK TO SOFIA

**75.0%**

9 of 12 new conversations had the customer reply back after Sofia's first response

CONVERSATION → BOOKING (SAME DAY)

**58.3%**

7 of 12 new conversations booked a meeting same day

### Top reps (inbound meetings booked yesterday)

REP	BOOKED
(unassigned)	4
Christian Ramos	1
Derell Nieves	1
Ismael Vélez	1

### OUTBOUND (we-initiated — outbound tag)

MESSAGES IN

**1**

MESSAGES OUT

**6**

NEW CONVERSATIONS

**0**

MEETINGS BOOKED

**0**

TAKEOVER / ESCALATED

**0**

OUTBOUND → CUSTOMER REPLIED

—

0 of 0 new conversations yesterday

CONVERSATION → BOOKING (SAME DAY)

—

0 of 0 new conversations booked a meeting same day

## Top reps (outbound meetings booked yesterday)

REP	BOOKED
— none —	

## CONVERSATION STATUS SNAPSHOT (current state, all channels)

STATUS	N
active	185
takeover	10
escalated	2
(empty)	1

## ADDENDUM E — SOFIA: YESTERDAY'S ACTIVITY

### Interest breakdown — new conversations yesterday — 12 total

Categorized by tags first (e.g. reclutamiento) then by the customer's first inbound message text. **Replied** = customer answered after Sofia's first response (same definition as the main "Customer replied back to Sofia" rate). Rate shown for product interests only. *System Test* = automated health-check pings.

INTEREST	INBOUND	REPLIED	REPLY RATE
Eco Flow	0	0	—
Solar Systems	0	0	—
Roofing	7	6	85.7%
Reclutamiento	1	—	—
Other	4	—	—
System Test	0	—	—

### Booked meetings — 7 meetings created

CHANNEL	CUSTOMER	REP	TYPE	SOURCE	MEETING DATE	TIME	STATUS	BOOKED AT
inbound	Gloria Esther Diaz Torres	(unassigned)	cpo	inbound	2026-05-19	11:00	upcoming	2026-05-16 23:14
inbound	Andrés González	(unassigned)	cpo	inbound	2026-05-18	11:00	upcoming	2026-05-16 21:32
inbound	Elizabeth Molinary	(unassigned)	cpo	inbound	2026-05-16	19:30	upcoming	2026-05-16 18:55
inbound	Marisol Dones	(unassigned)	cpo	inbound	2026-05-16	19:30	upcoming	2026-05-16 18:43
inbound	Jesús Martínez	Derell Nieves	cpo	inbound	2026-05-16	18:00	upcoming	2026-05-16 17:43
inbound	Elizabeth Reyes	Christian Ramos	cpo	inbound	2026-05-16	18:00	upcoming	2026-05-16 17:27
inbound	Samuel Delgado Ortiz	Ismael Vélez	cpo	inbound	2026-05-16	17:15	upcoming	2026-05-16 16:14

## COLOMBIA CALL CENTER

Outbound calling activity from Tania's gestión (Excel sheet synced daily). **Reached** = customer actually spoke with the caller (appointment / follow-up / not-interested / referral / CPO). **Not reached** = no answer / voicemail / wrong number / inactive / out of service.

TOTAL CALLS

**0**

REACHED

**0**

NOT REACHED

**0**

APPOINTMENTS BOOKED

**0**

CONTACT RATE



0 reached out of 0 total calls

REACHED → APPOINTMENT



0 appointments out of 0 reached

No Tania gestión activity recorded for 2026-05-16.

### MEETINGS VISITED YESTERDAY (consultor checked in on-site — from Zoho crm\_events)

**2 visits** — results: (pending) (2)

MEETING TITLE	TYPE	RESULTADO	CONSULTOR	SCHEDULED	CHECKED IN
Orientacion - SISTEMA SOLAR - ECOFLOW	Orientacion	(pending)	Vladimir Alexander Cordero Ruiz	16:00	16:06
Orientacion - Cita solar remocion	Orientacion	(pending)	Derell Nieves	11:00	19:46

## META ADS

Account-level + per-campaign performance from yesterday. Source: meta\_account\_daily + meta\_daily\_insights + meta\_campaigns (synced daily by the Meta Marketer flow). Lead conversions are tracked in the PF / Sofia sections — this section measures ad delivery only.

SPEND	IMPRESSIONS	CLICKS	REACH
<b>\$152.80</b>	<b>36,393</b>	<b>400</b>	<b>31,070</b>

CTR  
**1.1%**  
400 / 36,393

CPC  
**\$0.38**  
per click

CPM  
**\$4.20**  
per 1,000 impressions

MONTH-TO-DATE · MAY 2026 (2026-05-01 → 2026-05-16, 2 DAYS)

TOTAL SPEND	IMPRESSIONS	CLICKS
<b>\$320.87</b>	<b>64,781</b>	<b>762</b>

### ACTIVE CAMPAIGNS · YESTERDAY

CAMPAIGN	LABELS	OBJECTIVE	DAILY BUDGET	SPEND	IMPRESSIONS	CLICKS	CTR	CPC
Sellado	<a href="#">Sellado</a>	MESSAGES	\$100.00	\$113.25	29,015	337	1.16%	\$0.34
Reclutamiento	<a href="#">Reclutamiento</a>	MESSAGES	\$20.00	\$30.22	5,875	29	0.49%	\$1.04
Eco Flow	<a href="#">Eco FLow</a>	OUTCOME_ENGAGEMENT	—	\$9.33	1,503	34	2.26%	\$0.27

### DAILY CAMPAIGN ANALYSIS (agent-generated)

- **Sellado** — Strong performance with CTR up to 1.16% and CPC down to \$0.34 (well below the ~\$1 social benchmark), but spend hit \$113 against a \$100 daily budget (113% pacing). Either raise the budget to capture the momentum or rein in delivery to stay on plan.
- **Reclutamiento** — Red flag day: CTR collapsed from 1.04% to 0.49% (half the Messages baseline) while CPC jumped to \$1.04 and spend overshot to 151% of the \$20 budget. Pause or refresh creative and audience before more budget burns at this efficiency.
- **Eco Flow** — Now live and delivering with a strong 2.26% CTR at \$0.27 CPC on \$9.33 spend, but still has no daily budget set in the campaign config. Lock in a daily budget so delivery is controlled and the early signal can scale predictably.