

Introdução ao Marketing Digital

BY
CO

ROCKY

FULL DIGITAL PERFORMANCE



Marketing Tradicional



Marketing Digital



Marketing de Performance



Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks

11,6 mil

↓ -59.9%

CTR

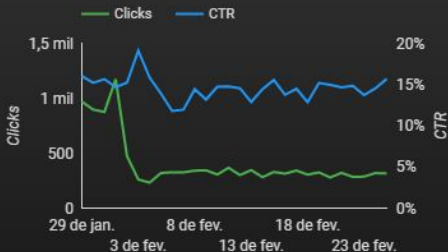
14,6%

↑ 4.3%

Impressions

79,0 mil

↓ -61.5%



Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions

4,0 mil

↑ 2,395.1%

Conv. rate

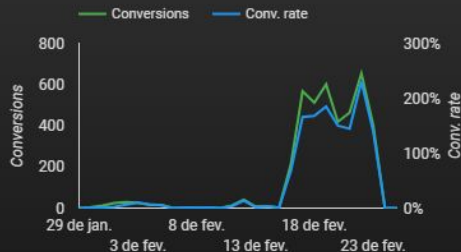
35,0%

↑ 6,115.1%

Cost / conv.

\$4,30

↓ -98.6%



Cost Per Click

by Cost, CPC, and CPM

Cost

\$17,38 mil

↓ -65.9%

Avg. CPC

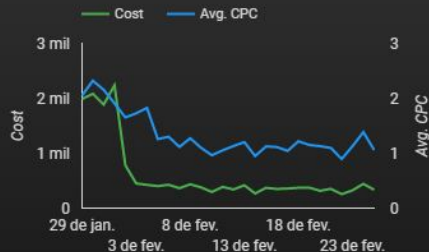
\$1,50

↓ -15.0%

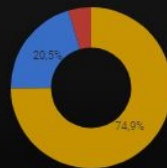
Avg. CPM

\$219,96

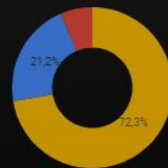
↓ -11.4%



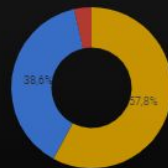
	Campaign	CTR ▾	Avg. CPC	Cost / conv.
1.	1009693 Google Analytics Demo DR sp...	49,44%	\$0,21	\$0,14
2.	1009693 Google Analytics Demo DR joe...	47,17%	\$0,43	\$0,35
3.	1009693 Google Analytics Demo DR joe...	42,31%	\$2,13	\$2,18
4.	1009693 Google Analytics Demo DR joe...	40%	\$0,78	\$0
5.	1009693 Google Analytics Demo DR sp...	39,8%	\$2,55	\$3,59
6.	1009693 Google Analytics Demo DR joe...	33,71%	\$1,4	\$4,52
7.	1009693 Google Analytics Demo DR joe...	32%	\$0,88	\$0,49
8.	1009693 Google Analytics Demo DR joe...	30%	\$1,14	\$1,7



Clicks



Cost



Conversions

Benefícios



- 100% mensurável
- Correção de problemas rapidamente
- Utilização de várias mídias
- Custo unitário de cada ação realizada
- Otimização de investimentos

Benefícios



- Mensagens diferentes para públicos-alvo diferentes
- Maior alcance
- Possibilidade de resultados instantâneos
- Focar investimento em campanhas de melhor performance
- Inteligência das próprias plataformas (machine learning)

Módulo 1: Introdução





Obrigada