

Introdução ao Marketing Digital

EW
C\K
ROCKY
FULL DIGITAL PERFORMANCE



Marketing Tradicional



Marketing Digital

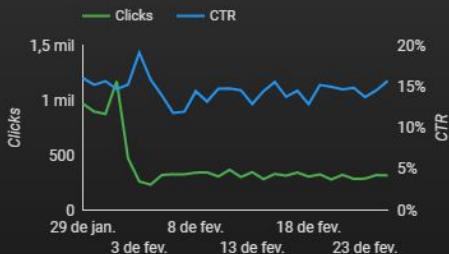


Marketing de Performance



Click Through Rate & Impressions

by Clicks, CTR, and Impressions



Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

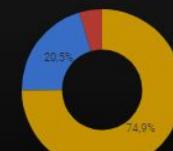


Cost Per Click

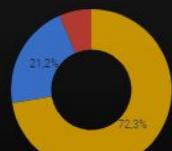
by Cost, CPC, and CPM



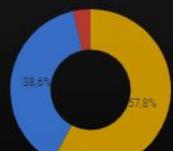
Campaign	CTR	Avg. CPC	Cost / conv.
1. 1009693 Google Analytics Demo DR sp...	49,44%	\$0,21	\$0,14
2. 1009693 Google Analytics Demo DR joe...	47,17%	\$0,43	\$0,35
3. 1009693 Google Analytics Demo DR joe...	42,31%	\$2,13	\$2,18
4. 1009693 Google Analytics Demo DR joe...	40%	\$0,78	\$0,51
5. 1009693 Google 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



A large, yellow graphic is positioned on the left side of the image. It consists of several interlocking geometric shapes, including circles, triangles, and rectangles, arranged in a circular pattern. The graphic is set against a white brick wall background.

obrigada