

Marketing Digital



BI com Google Analytics



GUIA DA AULA 1



Conheça o digital analytics

- O que é análise de dados digitais?
- Para que serve?
- Onde se aplica?
- Por quem?



Acompanhe aqui
os temas que
serão tratados
na videoaula.



O que é análise de dados digitais?



ANÁLISE DE DADOS DIGITAIS, TÃO SIMPLES QUANTO ISSO. TÃO SIMPLES?

Dados digitais. Fácil, não? Espere...

Existem inúmeras fontes de dados offline e online. Vamos focar nos dados online.

Os dados digitais são dados **gerados** no mundo virtual/digital. Podemos ter dados offline oriundos do mundo offline e digitalizados para consumo em meios eletrônicos? Sim!

Porém, o foco deste curso são os dados **gerados no mundo digital** e analisados também no mundo digital.



Dados Primários



Registros coletados
diretamente da fonte,
sem transformações e
analisado pela primeira
vez

Dados Secundários



Registros coletados
indiretamente (por
terceiros) e/ou
transformado e/ou
analisado no mínimo
pela segunda vez



Foco deste curso



JAN
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DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:
55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:
67%

INTERNET
USERS



4.54
BILLION

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:
49%

8

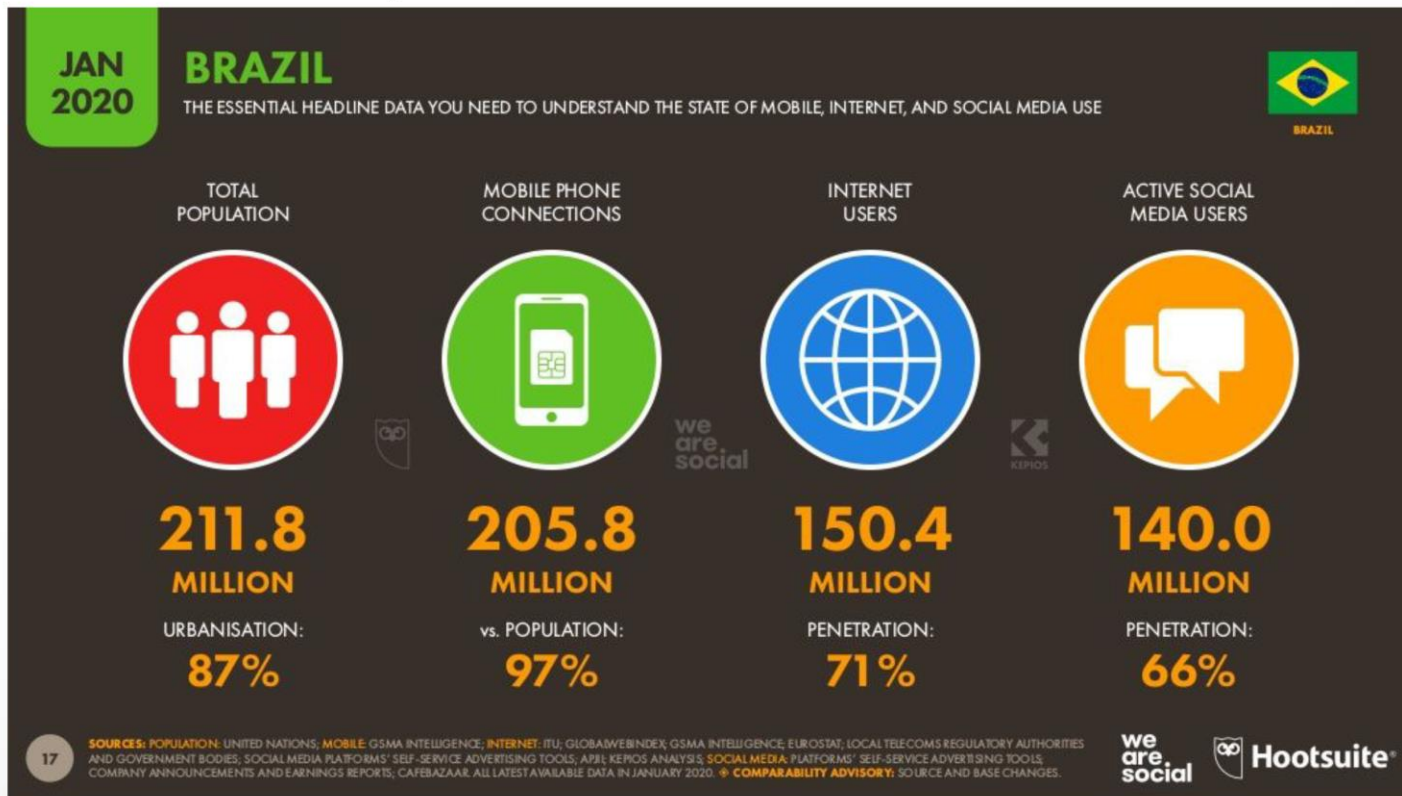
SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; **MOBILE:** GSMA INTELLIGENCE; **INTERNET:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APIII; KEPIOS ANALYSIS; **SOCIAL MEDIA:** PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS** IN DECEMBER 2019

MOBILE
PHONES



53.3%

DEC 2019 vs. DEC 2018:

+8.6%

LAPTOPS &
DESKTOPS



44.0%

DEC 2019 vs. DEC 2018:

-6.8%

TABLET
COMPUTERS



2.7%

DEC 2019 vs. DEC 2018:

-27%

OTHER
DEVICES



0.07%

DEC 2019 vs. DEC 2018:

-30%

54

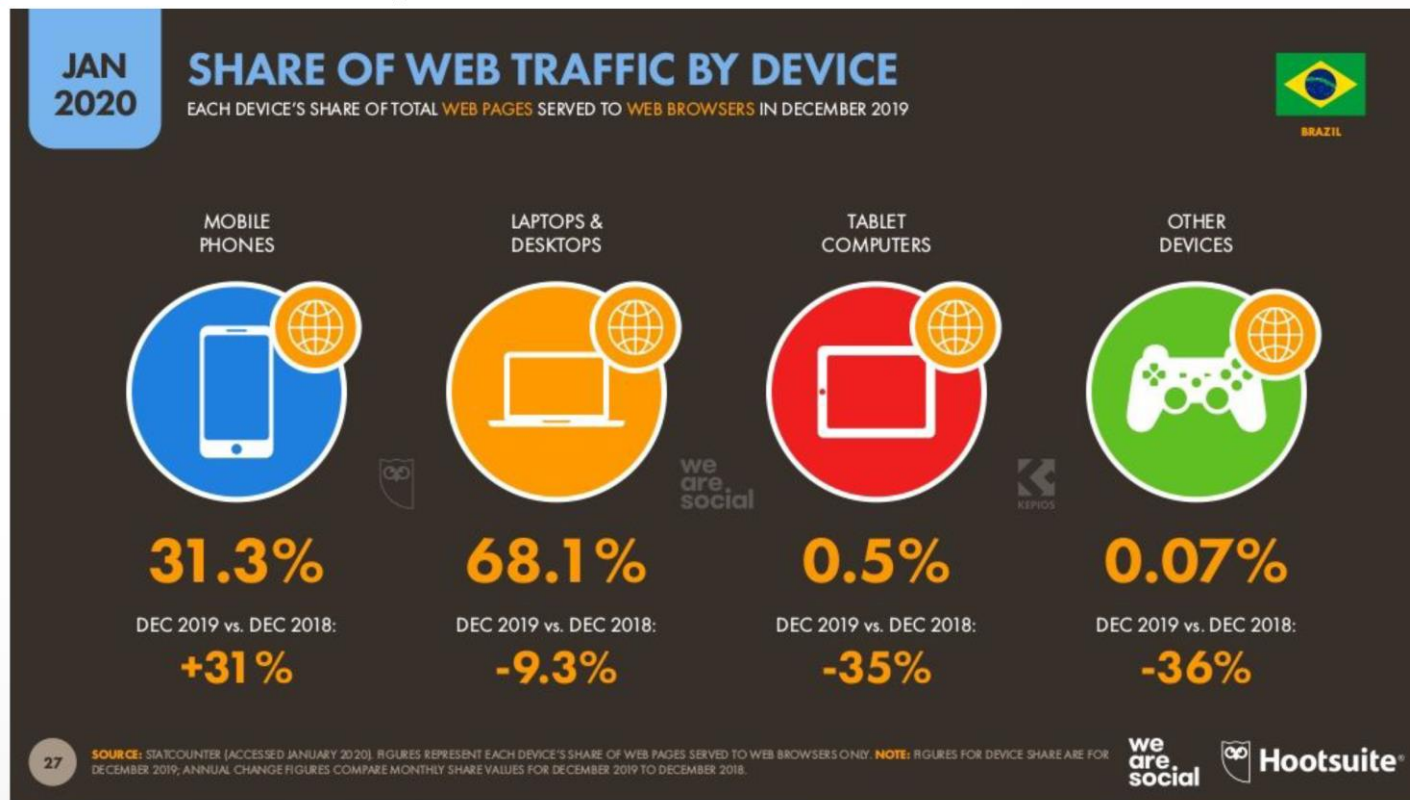
SOURCE: STATCOUNTER (ACCESSED JANUARY 2020). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTE:** FIGURES FOR DEVICE SHARE ARE FOR DECEMBER 2019, ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2019 TO DECEMBER 2018.

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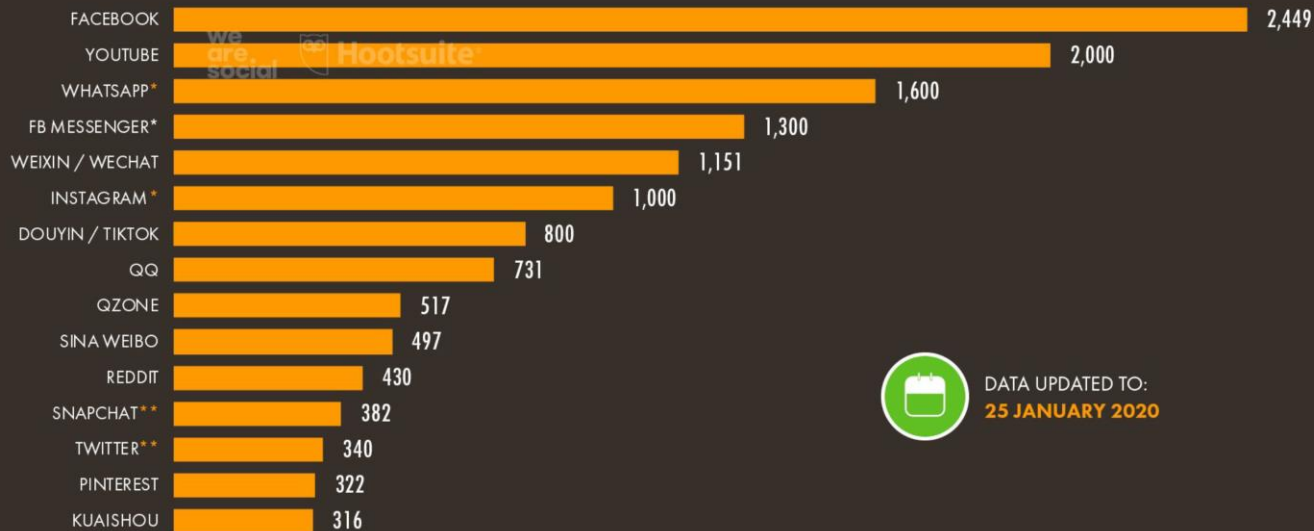




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THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



DATA UPDATED TO:
25 JANUARY 2020

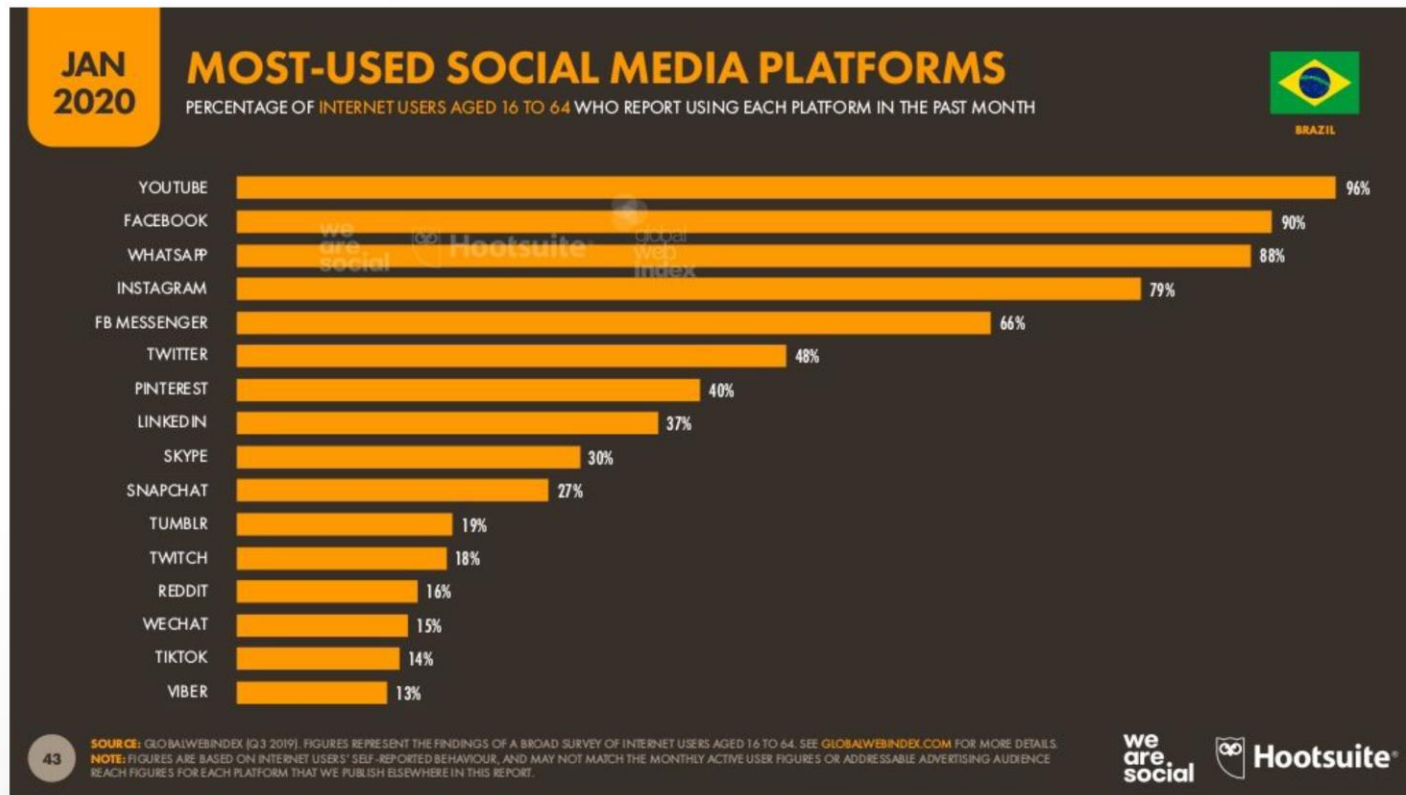
95

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). **NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (**) DO NOT PUBLISH MAU DATA. FIGURES FOR TWITTER AND SNAPCHAT USE EACH PLATFORM'S LATEST ADVERTISING AUDIENCE REACH, AS REPORTED IN EACH PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).

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OCT
2020

ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



82%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



89%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



66%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



74%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE



52%

123

SOURCE: GLOBALWEBINDEX (Q2 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

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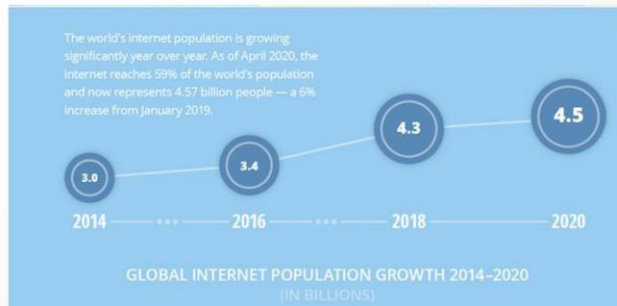




DIGITAL ANALYTICS | INTRODUÇÃO

O que aconteceu em 2020 em um minuto:

- Zap: ~ 41M mensagens
- Insta: ~ 347k stories
- Zoom: ~208k conectados



Fonte: Data Never Sleeps by DOMO (dez/2020)



Para que serve?



PARA QUE SERVE?

Passo a passo da profundidade analítica

1.
**COLETA DE
REGISTROS**

2.
**DESCRITIVO
DOS REGISTROS**

3.
**DESCOBERTA
DE PADRÕES**

4.
**TENDÊNCIAS
E PREDIÇÃO**

Foco deste curso

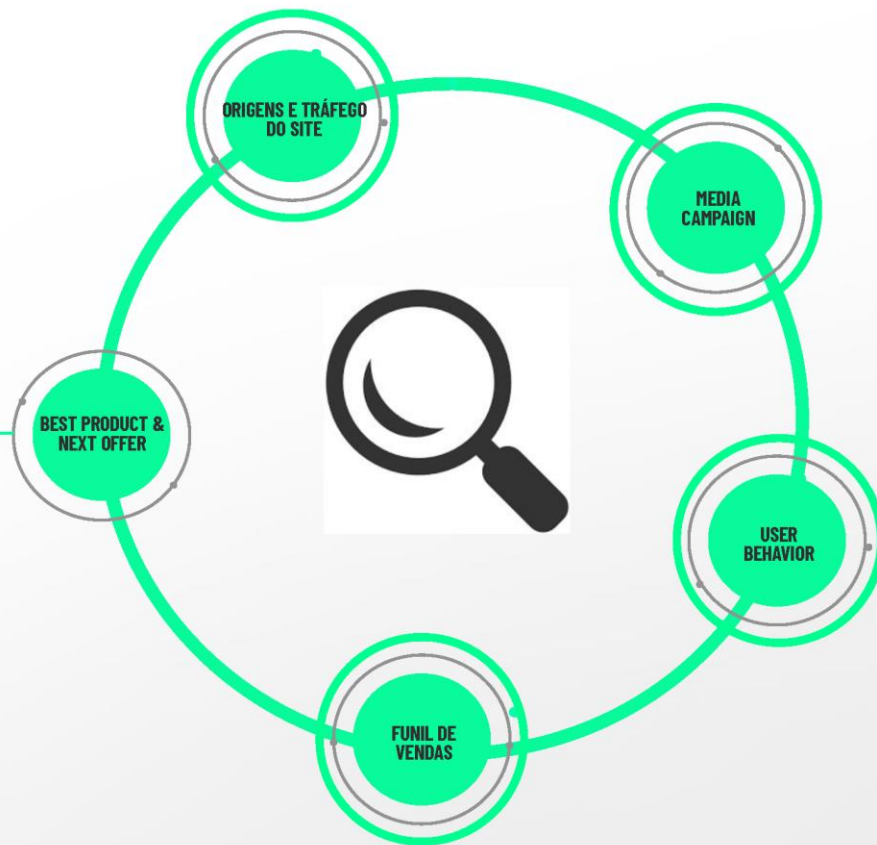


Onde se aplica?



APLICAÇÕES DE DIGITAL ANALYTICS

Várias aplicações na jornada
digital



... dentre outras.



Por quem?



THE MODERN MARKETER

PART ARTIST • PART SCIENTIST

Technology is transforming the marketing profession, adding new tools, techniques, and strategies on a daily basis. The modern marketer needs to have two sides: an artist and scientist. Marketers need creativity and imagination to create campaigns that engage consumers, and an analytical side to measure and calibrate marketing strategy. Let's take a look!

PART ARTIST

WRITTEN CONTENT

Robust marketing has become the go-to strategy for modern marketers, putting a premium on writing skill.

VISUAL ASSETS

Visual content grabs consumers' attention, making it a valuable marketing resource.

SOCIAL MEDIA

Social media has changed the way marketers interact with consumers, making managing digital relationships an important skill.

EMAIL MARKETING

Email remains the backbone of most modern marketing departments. Best practices and design remain essential skills for marketers.

PART SCIENTIST

PERFORMANCE TRACKING

Marketing can no longer afford to be a cost center and the modern marketer should track all marketing activities and campaigns.

OPERATIONS

With more responsibility and fewer resources, marketers must be experts in budgeting and operations.

ANALYTICS

Marketers need to be data experts, able to see major trends and important takeaways in a mass of data at a glance.

CAMPAIGN PERFORMANCE

Using tools like Salesforce to understand campaign performance is an essential skill for the modern marketer.

It's no surprise that the modern marketer must be multi-faceted. By developing both an artistic side and a scientific side, marketers are able to quickly adapt and thrive in the rapidly-changing marketing landscape.



THE MODERN UNICORN MARKETER

HARD SKILLS

Analytics

Negotiating and interpreting a large pile of data to discern audience preferences and behavior, as well as evaluate campaign performance and ROI.

Content Strategy

The definition of goals with content, as well as using search engine optimization, link-building, and best practices in amplification to get as much exposure for content as possible.

Social Media

Compiling social data to help make business decisions on how to prioritize time and money spent on social channels based on audience behavior and engagement.

Mobile

Comprehending the connection between mobile and social media usage to determine how to optimize a mobile marketing campaign.

Ecommerce

Understanding customers through online marketing campaigns in social and mobile to see what new channels can be undertaken to boost the company's ecommerce efforts.

SOFT SKILLS

Creativity

Bringing new concepts and ideas to the table for solving existing problems through either images or words.

Resourcefulness

Utilizing all the tools at her disposal to seek the ripest sources of data to come up with the best analysis possible.

Adaptability

Changing plans and accommodating situations when new obstacles and challenges come about with a show of fortitude and an ability to endure hardship.

Collaboration

Working with other teams and specialists to help marketing efforts succeed, as well as provide data and insights that assist them in turn.

Leadership

Directing and inspiring a team towards achieving a common goal through experience, insight, and collaborative effort.



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Bons estudos!

