

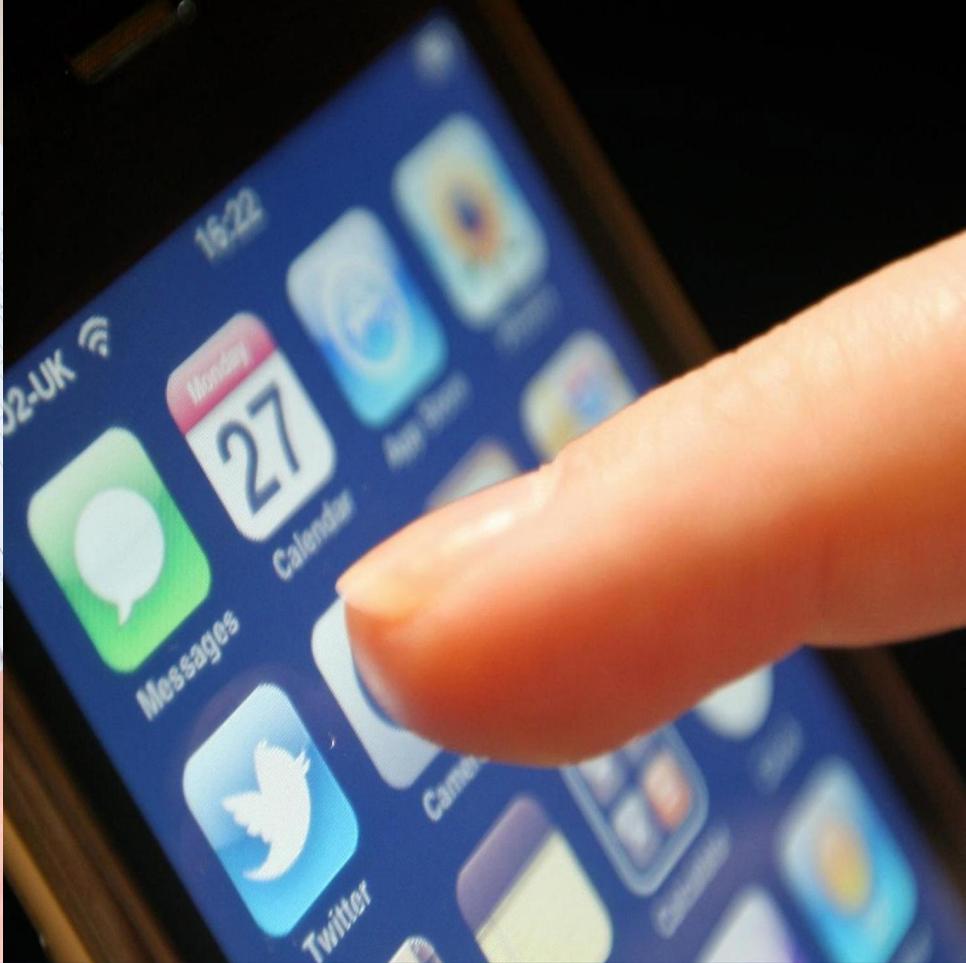


# Redes-eGov



A background graphic consisting of a network of interconnected nodes and lines. The nodes are small circles in various colors (blue, orange, pink, green, purple, grey) and are connected by thin, light blue lines, forming a complex web-like structure. The overall aesthetic is clean and modern, typical of a data or technology presentation.

# Métricas que importam



# Desafios

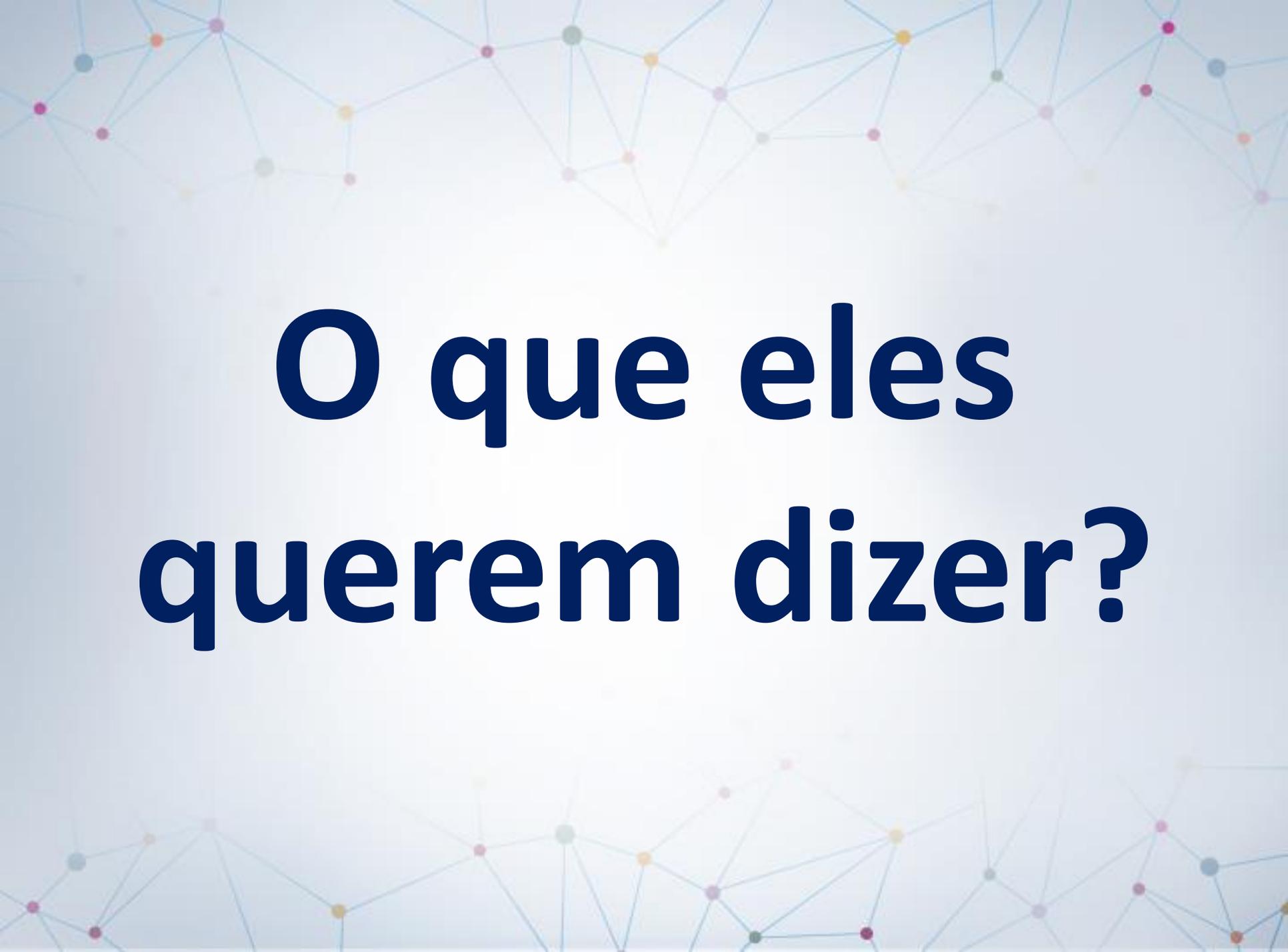




A large, dark blue question mark is centered on a light blue background. The background features a network of thin, light blue lines connecting various colored nodes (pink, yellow, green, blue, orange) scattered across the frame, creating a complex, interconnected pattern.

A background network diagram consisting of a complex web of thin, light blue lines connecting various colored nodes (dots) in shades of blue, green, yellow, orange, and pink. The nodes are scattered across the frame, creating a sense of interconnectedness and data flow.

**Números não  
bastam**

A background featuring a network diagram with various colored nodes (pink, blue, yellow, green) connected by thin lines, set against a light blue gradient.

**O que eles  
querem dizer?**

A background network diagram consisting of a complex web of thin, light blue lines connecting various colored dots (nodes) in shades of blue, green, yellow, orange, and pink. The nodes are scattered across the entire frame, creating a sense of interconnectedness and data flow.

# Como provar **R.O.I.**

(Retorno sobre investimento)

A background graphic consisting of a network of interconnected nodes and lines. The nodes are small circles in various colors (blue, orange, pink, green, yellow) and are connected by thin, light blue lines, creating a complex web-like structure. The overall background is a light, pale blue gradient.

# Relatórios

# Períodos para medir dados



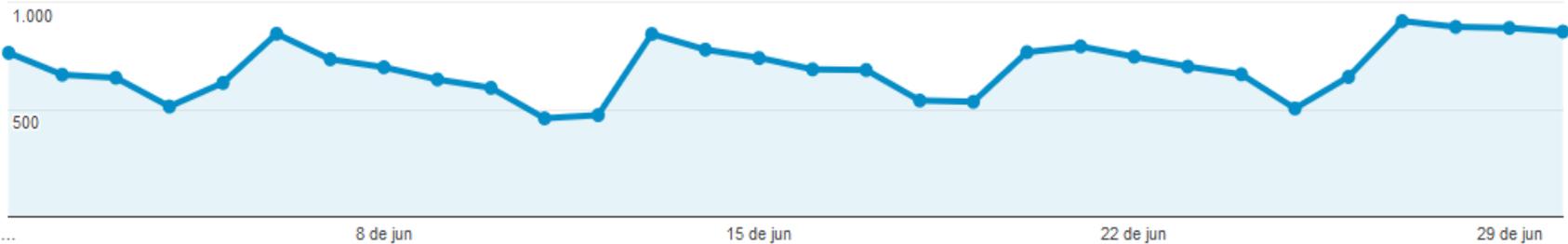
# Relatório Diário

Visão geral

Sessões ▾ X [Selecione uma métrica](#)

Por hora **Dia** Semana Mês

● Sessões



# Relatório Diário

Visão geral

Sessões ▾ X Selecione uma métrica

Por hora **Dia** Semana Mês

● Sessões



# Relatório Diário

Visão geral

Sessões ▾ X Selecione uma métrica

Por hora **Dia** Semana Mês

● Sessões



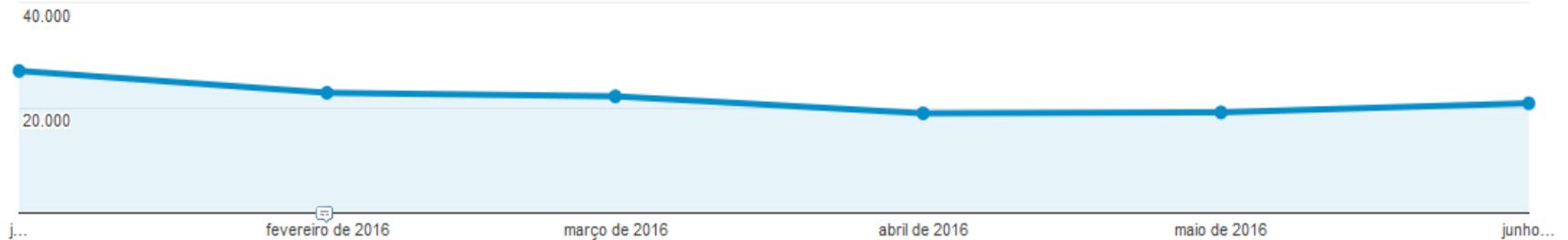
# Relatório mês a mês

Visão geral

Sessões ▾ X Selecione uma métrica

Por hora Dia Semana **Mês**

● Sessões



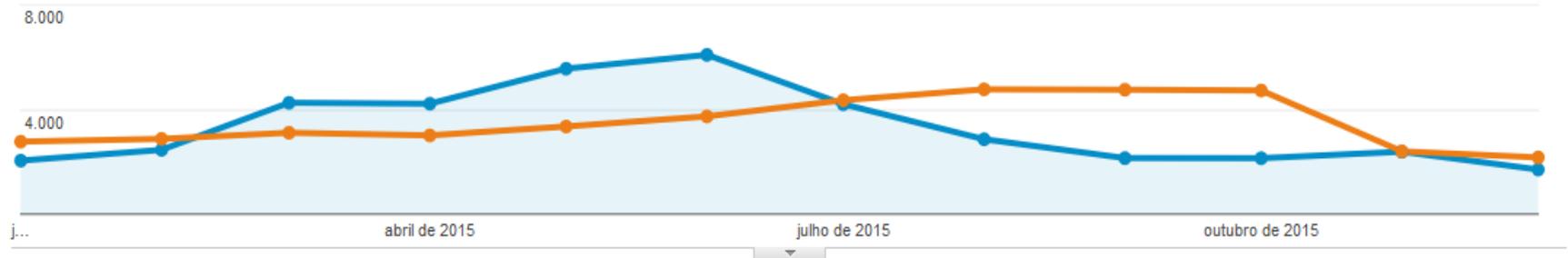
# Relatório anual

Visão geral

Sessões ▾ X Selecione uma métrica

Por hora Dia Semana **Mês**

1/jan/2015 - 31/dez/2015: ● Sessões  
1/jan/2014 - 31/dez/2014: ● Sessões



# Relatório anual

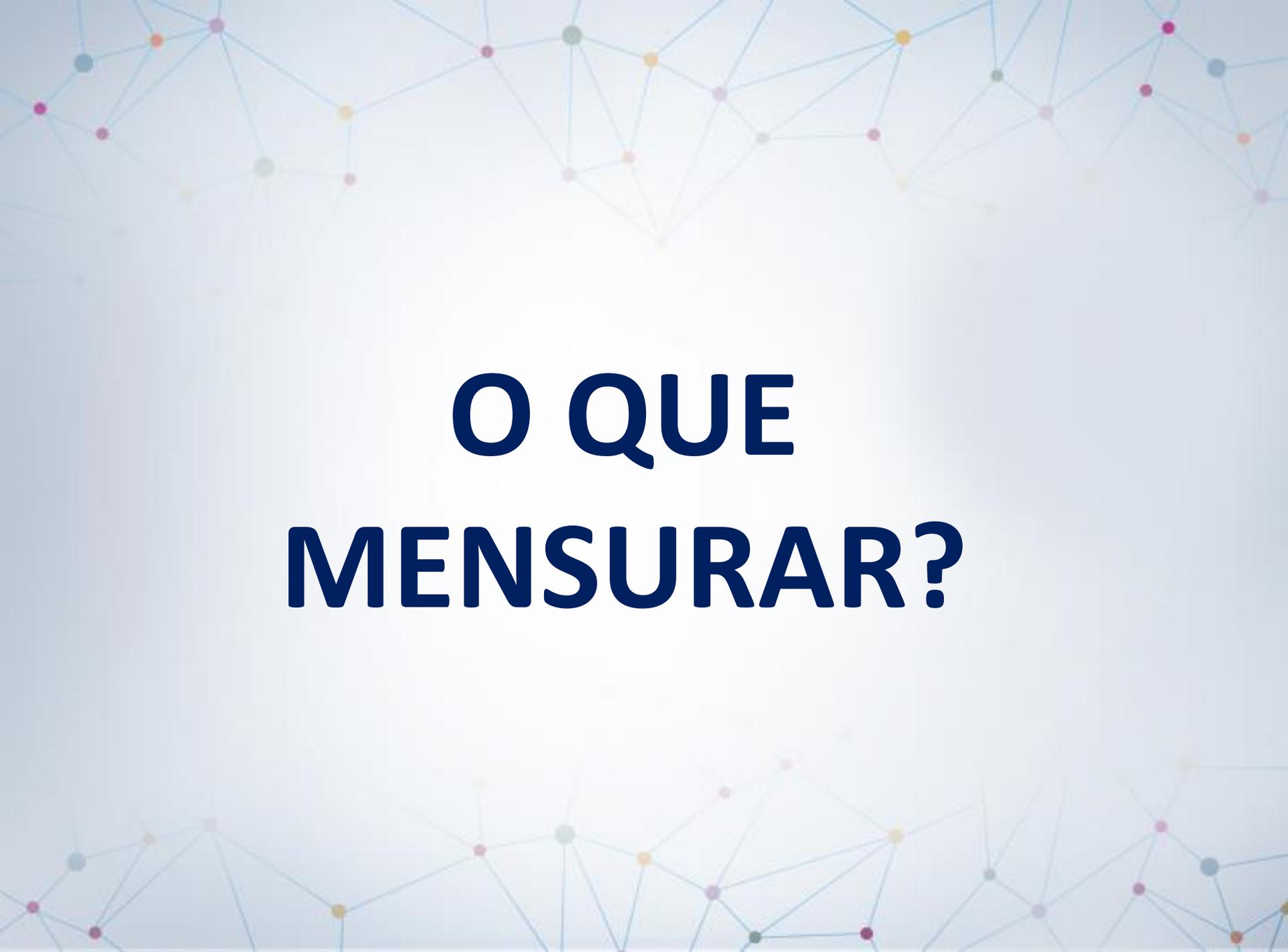
Visão geral

Sessões ▾ X Seleccione uma métrica

Por hora Dia Semana Mês

1/jan/2015 - 31/dez/2015: ● Sessões  
1/jan/2014 - 31/dez/2014: ● Sessões



A background graphic consisting of a network of interconnected nodes and lines. The nodes are small circles in various colors (blue, orange, pink, green, yellow) and are connected by thin, light blue lines, creating a complex web-like structure. The overall aesthetic is clean and modern, typical of a professional presentation.

# **O QUE MENSURAR?**

A background graphic on the left side of the slide featuring a network diagram. It consists of several colored nodes (pink, blue, orange, yellow, green) connected by thin, light blue lines, creating a web-like structure. The background is a light, hazy blue gradient.

**1- Mídia Paga**

**2 - Busca Orgânica**

**3 - Referências**

**4 - Social**

**5 - E-mail Marketing**

**6 - Direto**

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# Objetivos com mídia paga

# CAC e ROI

(Custo de Aquisição por Cliente)

(Retorno sobre investimento)

A background network diagram with various colored nodes (blue, orange, pink, green, yellow) connected by thin blue lines, creating a complex web-like structure.

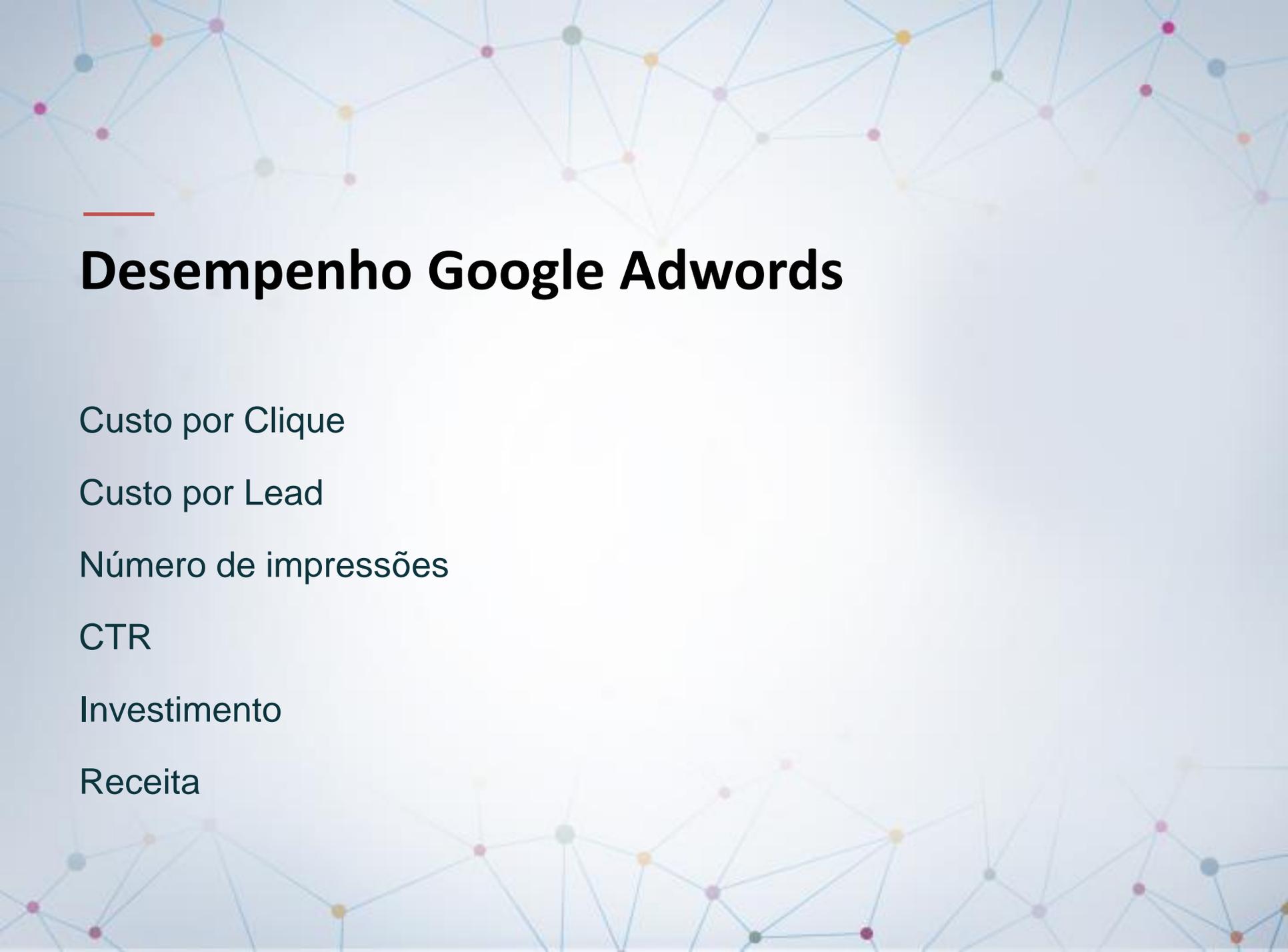
## **Cenário:**

**CPC: R\$ 10,00** (Custo por Clique)

**CAC: R\$ 100,00**

**VENDA: R\$ 1.000,00**

**Para cada R\$1,00 tenho R\$ 10,00 de retorno**



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# Desempenho Google Adwords

Custo por Clique

Custo por Lead

Número de impressões

CTR

Investimento

Receita

A network diagram with various colored nodes (blue, orange, purple, yellow, green, pink) connected by thin lines, set against a light blue background with a subtle gradient.

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# Ranking de palavras-chave

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	VOLUME	RANKING	MELHOR PÁGINA
email marketing	20.000	2	<a href="#">link</a>
kit marketing digital	18.000	5	<a href="#">link</a>
marketing no facebook	12.000	1	<a href="#">link</a>
planejamento de marketing	11.000	10	<a href="#">link</a>
como fazer landing page	10.000	100	<a href="#">link</a>
...	...	...	...

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<input type="checkbox"/>	Source <span>?</span>	Acquisition			Behavior
		Sessions <span>?</span>	% New Sessions <span>?</span>	New Users <span>?</span>	Bounce Rate <span>?</span> <span>↓</span>
		2,844 % of Total: 4.80% (59,269)	46.03% Avg for View: 73.47% (-37.35%)	1,309 % of Total: 3.01% (43,542)	26.65% Avg for View: 30.00% (-11.15%)
<input type="checkbox"/>	1. 173.194.44.2	1 (0.04%)	100.00%	1 (0.08%)	100.00%
<input type="checkbox"/>	2. akademie.medio.cz	1 (0.04%)	100.00%	1 (0.08%)	100.00%
<input type="checkbox"/>	3. alexa.com	1 (0.04%)	100.00%	1 (0.08%)	100.00%
<input type="checkbox"/>	4. allmetrics.ru	1 (0.04%)	100.00%	1 (0.08%)	100.00%
<input type="checkbox"/>	5. app.yaware.com.ua	1 (0.04%)	100.00%	1 (0.08%)	100.00%
<input type="checkbox"/>	6. blog.commercialtribe.com	1 (0.04%)	0.00%	0 (0.00%)	100.00%
<input type="checkbox"/>	7. buttons-for-website.com	29 (1.02%)	100.00%	29 (2.22%)	100.00%

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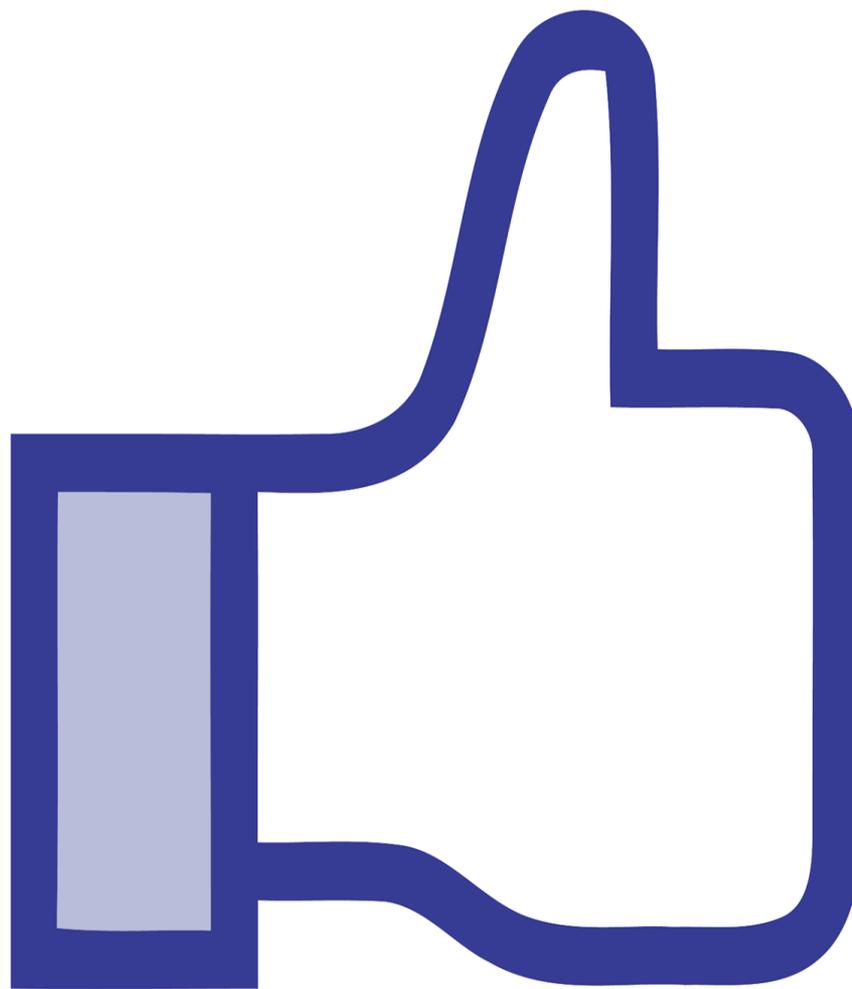
# Mídias Sociais x Leads gerados

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	VISITANTES	LEADS	VENDAS	RECEITA EM VENDAS
FACEBOOK	10.000	1000	10	R\$ 1860,30
TWITTER	5.000	500	5	R\$ 950,20
...				

A background image featuring a network diagram with various colored nodes (blue, orange, pink, yellow, grey) connected by thin lines, set against a light blue gradient. A small red horizontal line is positioned above the text.

**Mas...**  
**E os likes?**





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6 - Direto

# E-mail Mkt - análise inicial

## E-mail Marketing

Campanha	Números	Percentual
Abertura	1.568	22%
Cliques	142	5,3%
Bounce Rate	21	0,1%
Conversão	98	4,3%

# E-mail Mkt - mais análises

## E-mail Marketing

Campanha	Números	Percentual
Descadastro	25	0,03%
Hard Bounce	87	0,1%

# E-mail Mkt - análise adicional

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Click to open

$$\text{CTO} = \frac{\text{Cliques}}{\text{Abertura}}$$

# E-mail de Sucesso para RD

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1 e-mail de sucesso	Dados
Destinatários	60
Entrega	95%
Abertura	15%
Clique	2%
Descadastro	1%
Spam	0,1%

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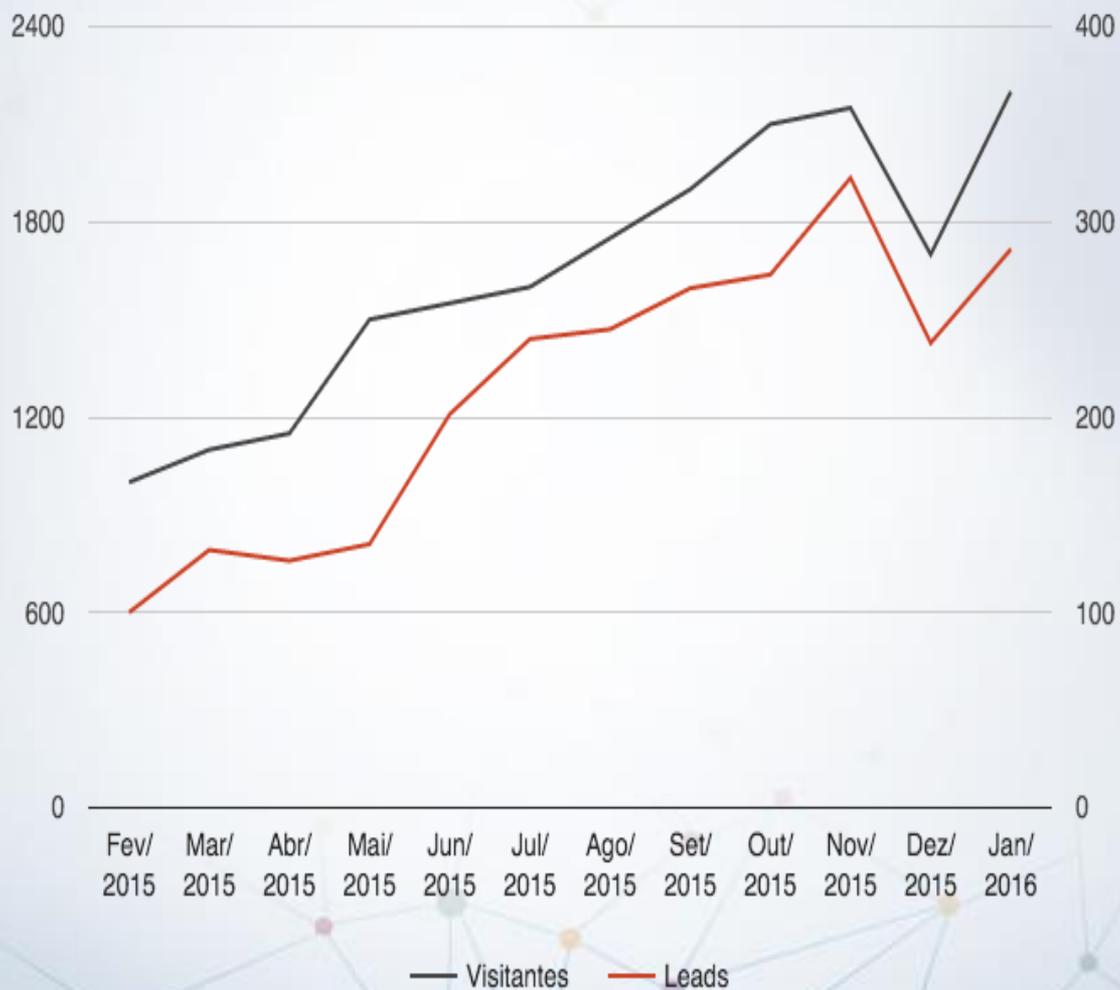
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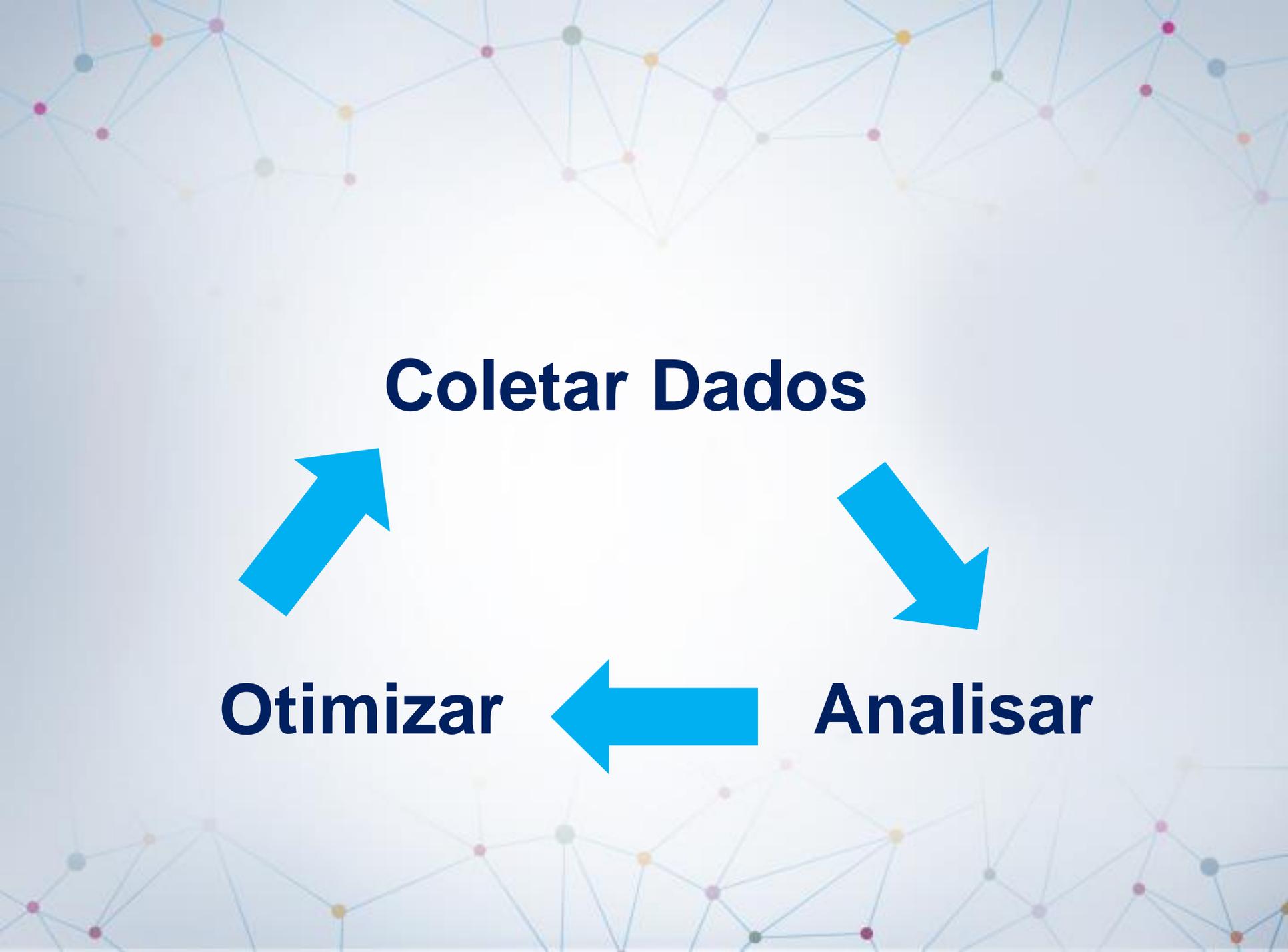
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# Dados





**Coletar Dados**



**Otimizar**



**Analisar**

A background network diagram consisting of a complex web of thin, light blue lines connecting various colored dots (nodes) in shades of blue, green, yellow, orange, and pink. The nodes are scattered across the frame, creating a sense of interconnectedness and digital communication.

# OBRIGADO

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LinkedIn: Hiram Damin