流量渠道投放分析

课程目标

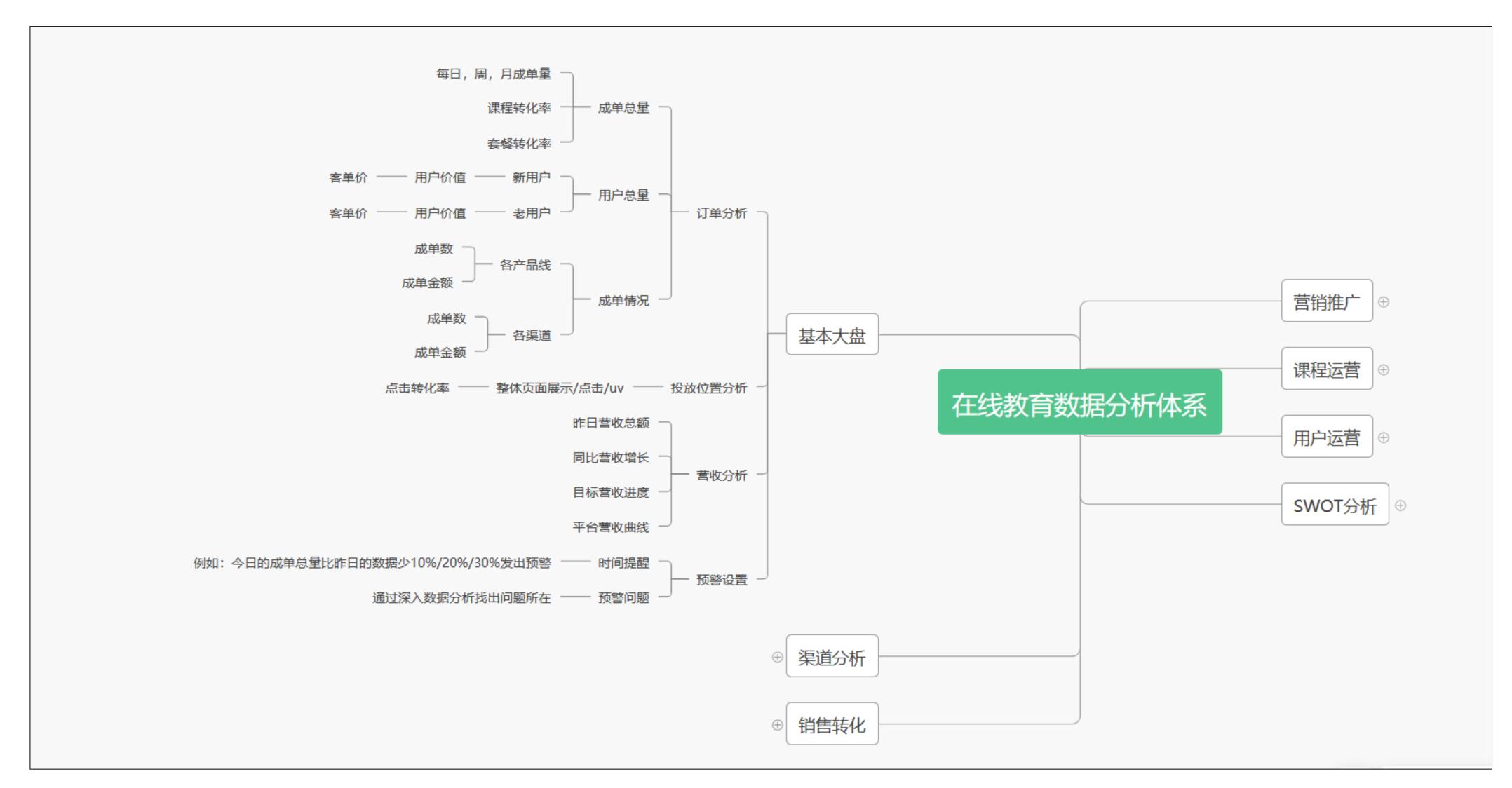
- 在线教育行业脑图梳理
- ■效果广告的常用渠道表现
- ■如何检测关键指标
- 模拟A/B Test



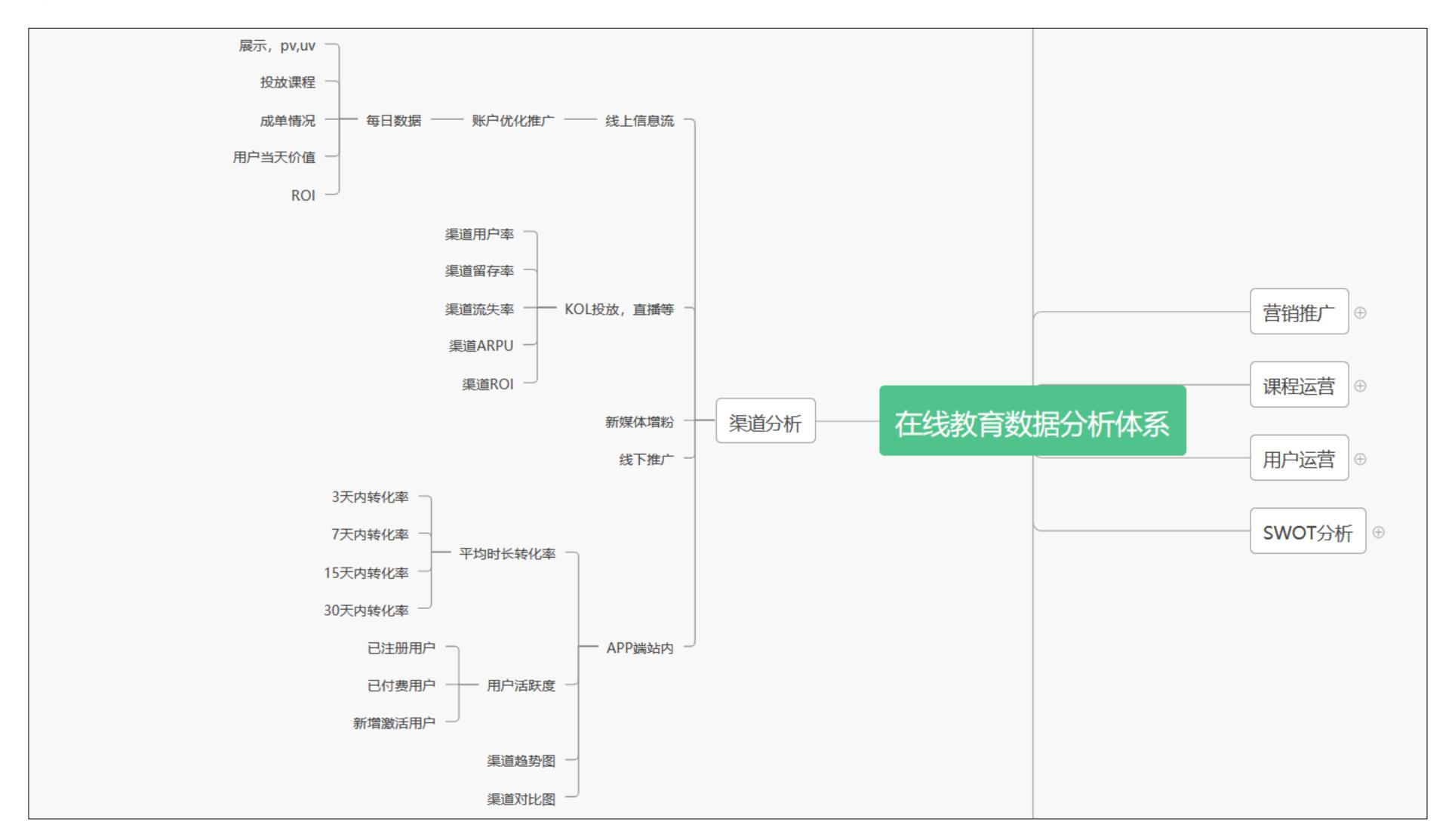
在线教育行业脑图梳理

• https://www.processon.com/mindmap/5a06e743e4b0d53d97976db3

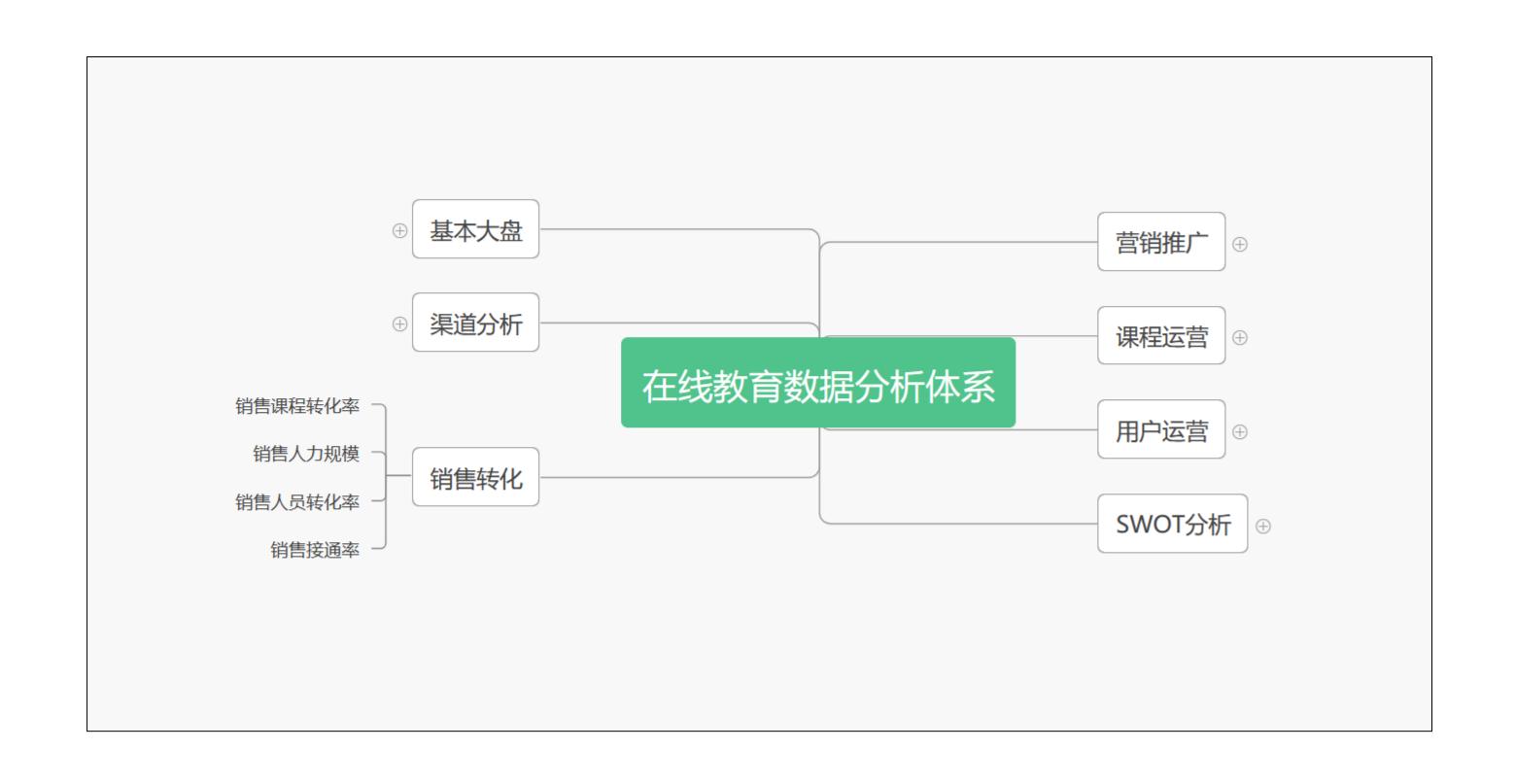
基本大盘



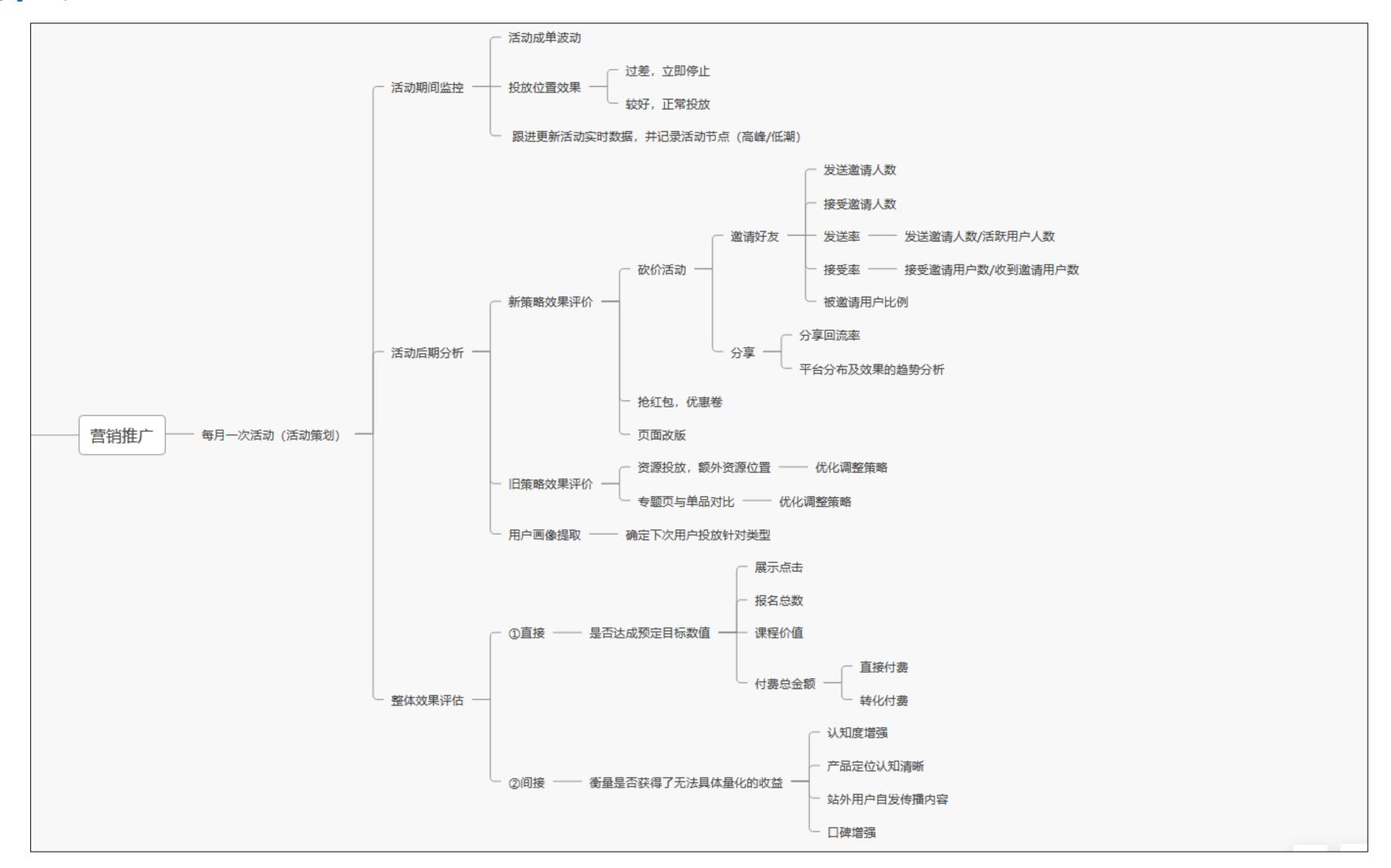
渠道分析



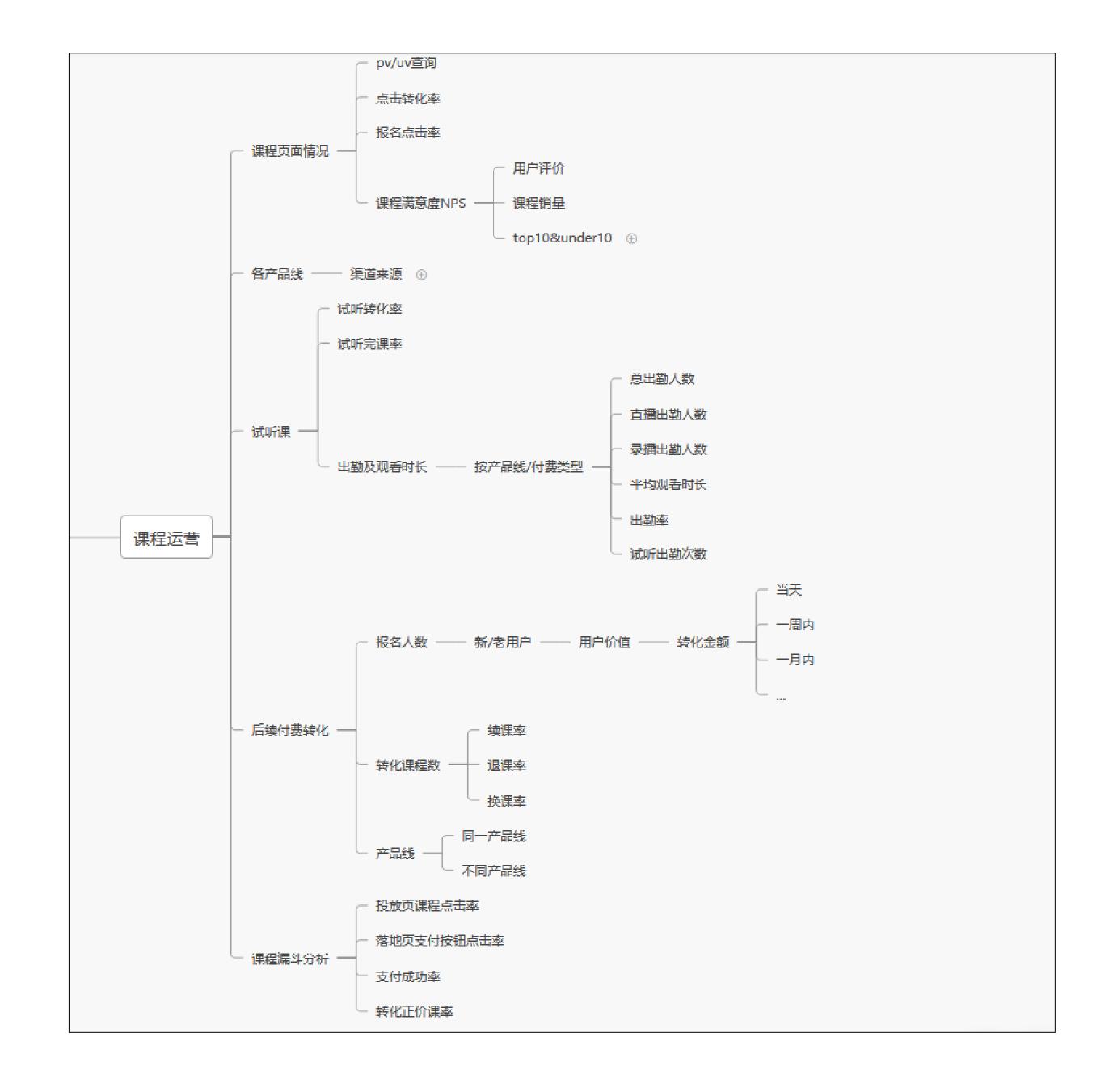
销售转化



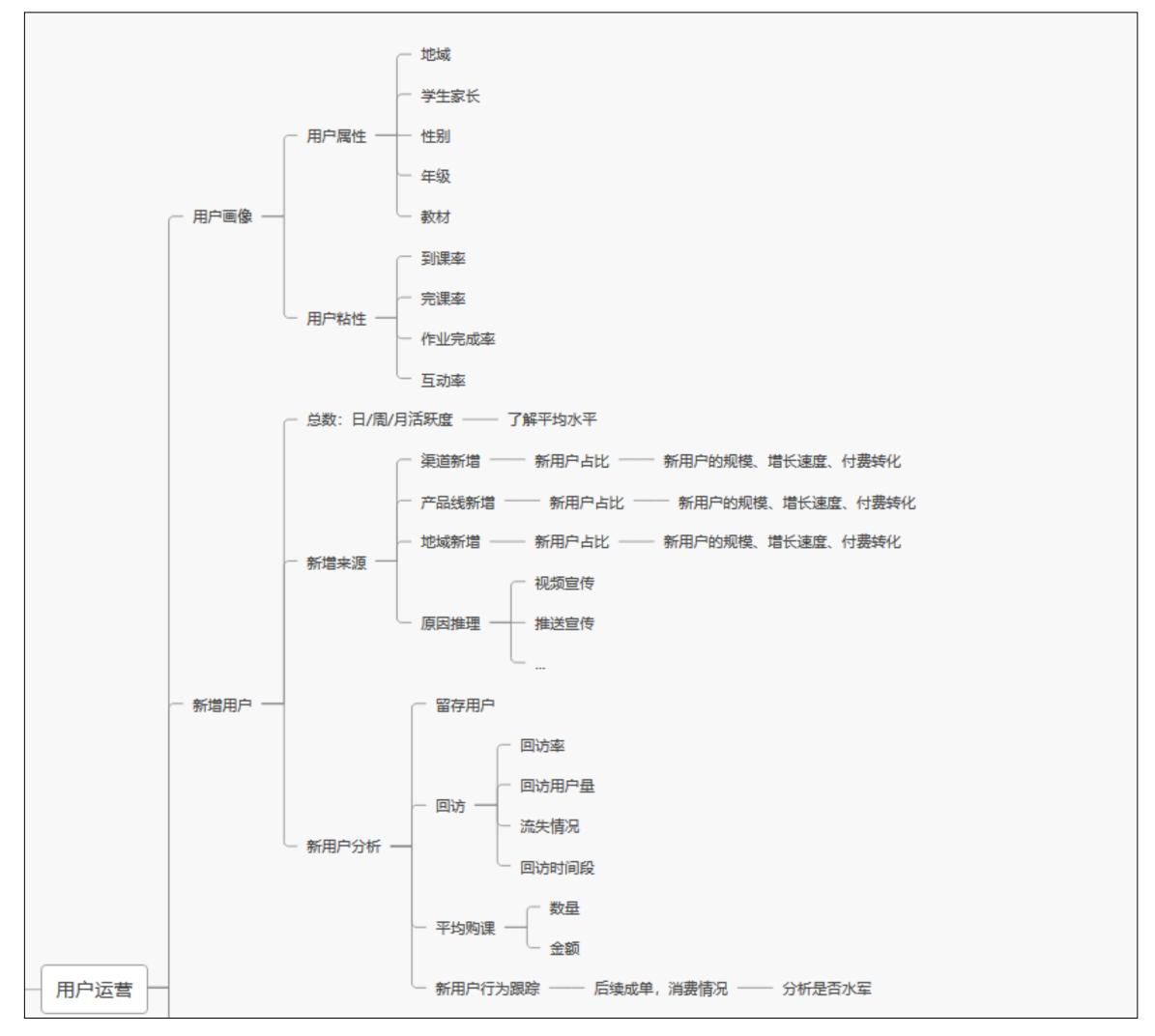
营销推广

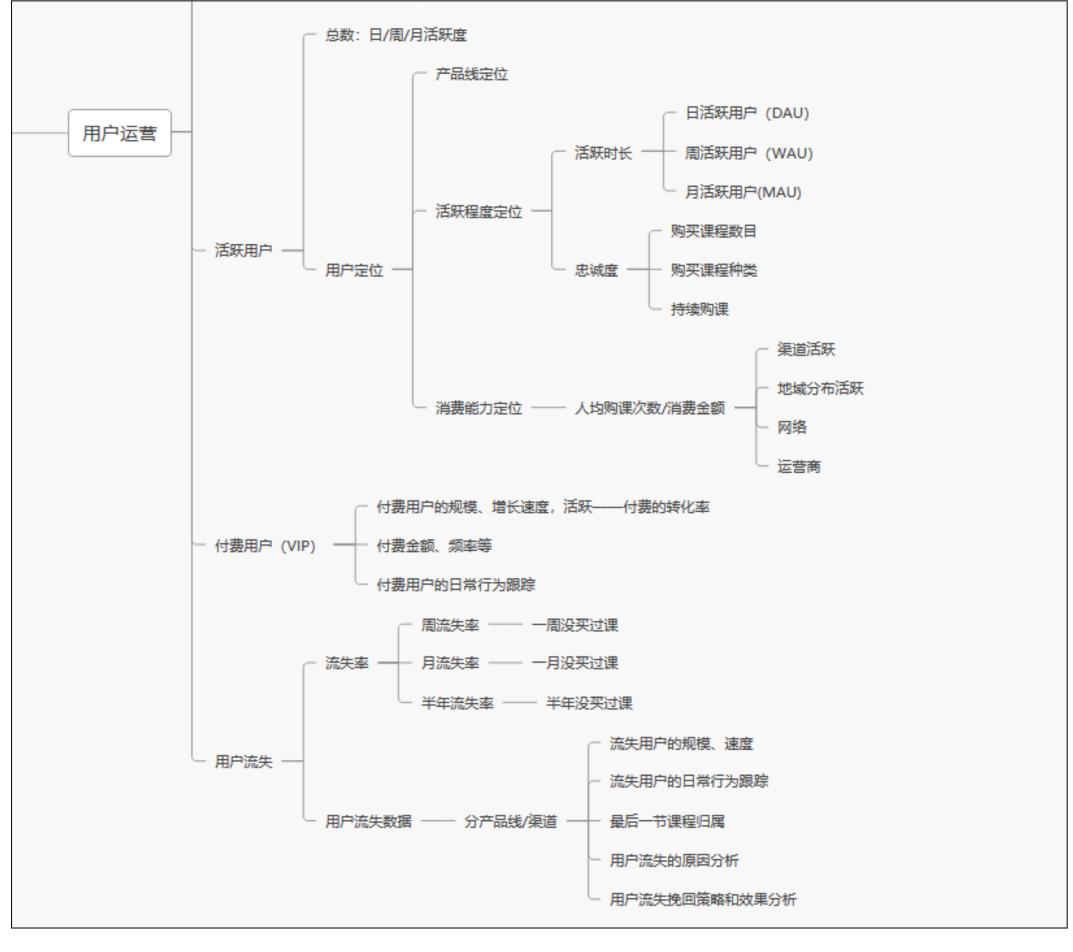


课程运营



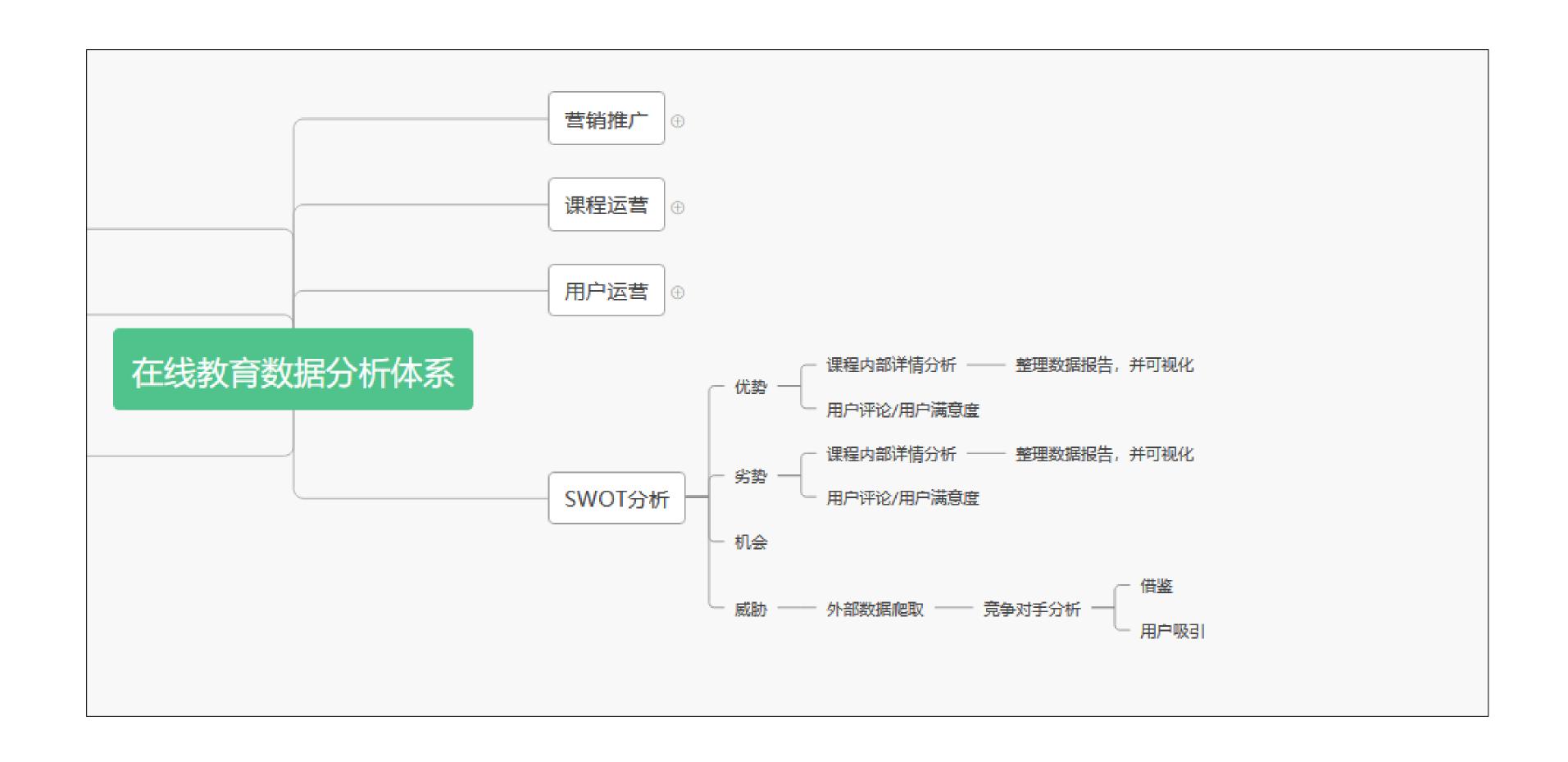
用户运营





■ 网易云课堂 × ⑤ 微专业

SWOT分析



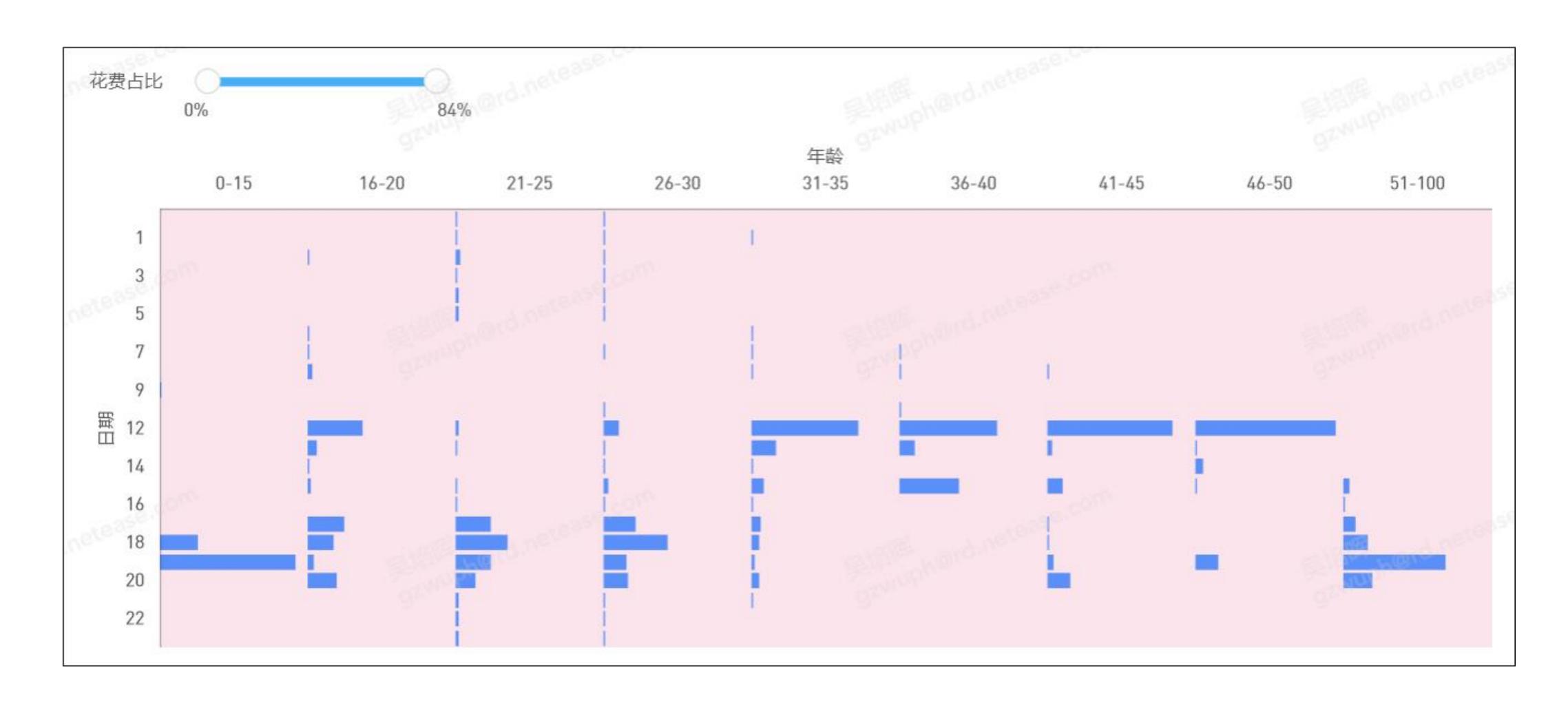


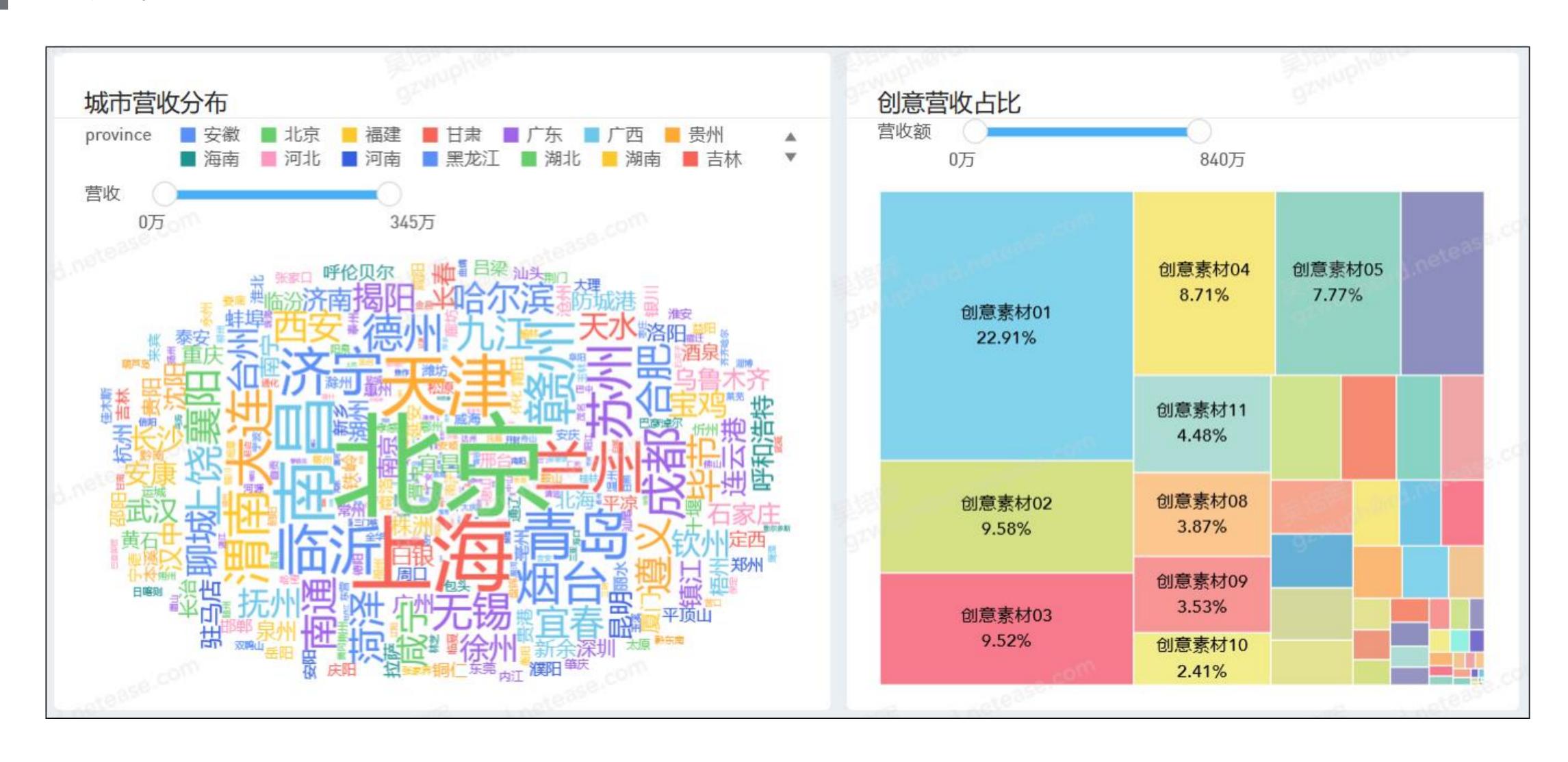
效果广告的常用渠道表现

CPM【负向】 CPC【负向】 月度花费 月度营收 1987万 1134万 14.367 ¥ 56.4 环比 ▲ 103.27% 环比 ▲ 70.16% 环比 ▲ 54.22% 环比 ▲ 31.87% CTR 订单成本【负向】 **CVR** ROI 25.5% 19.6% 25.88环比 ▲ 14.61% 环比 ▼ -14.49% 环比 ▲ 34.56% 环比 ▼ -16.29%



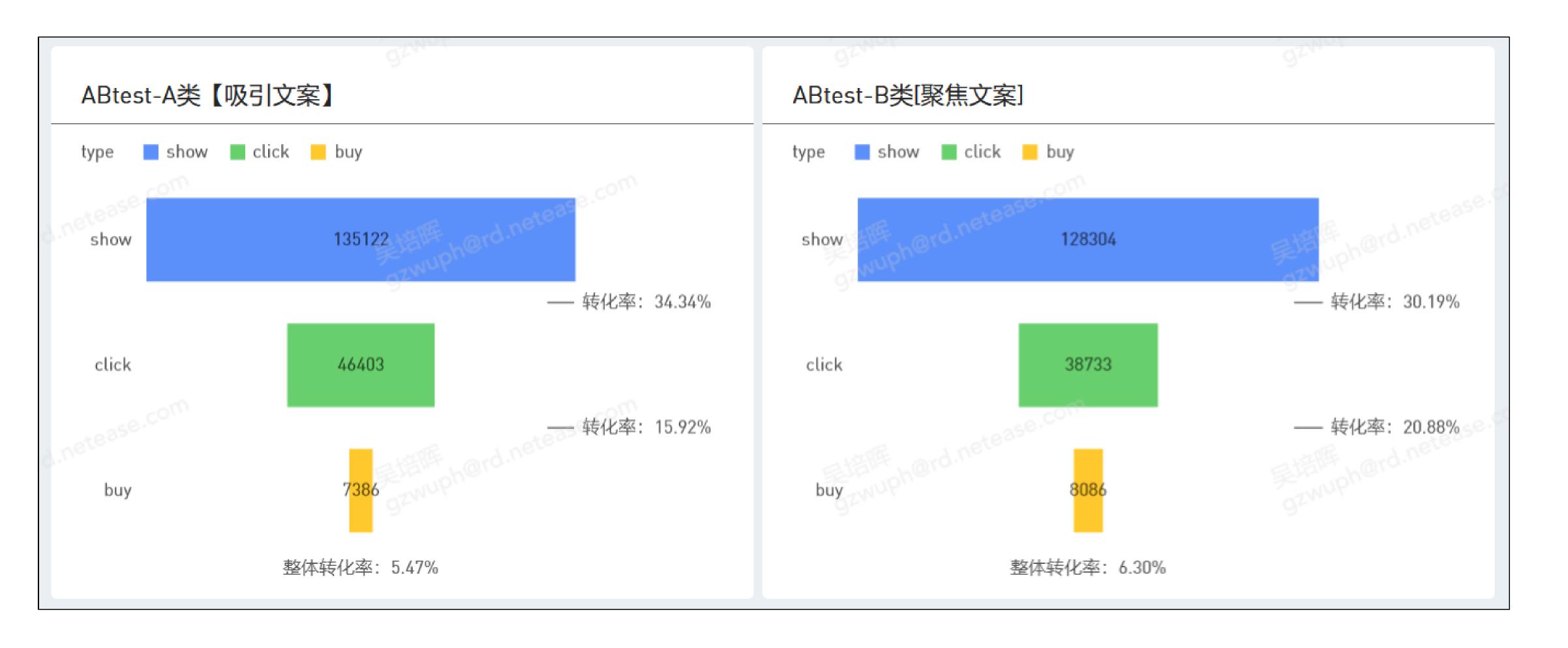
如何检测关键指标







模拟A/B Test



掛地外人看