

## 26. ESTUDO DE CASO II

Seção 8: Juntando Tudo

# CASOS DE ESTUDO REAIS



UM GRANDE EMPRESA  
COM UMA EQUIPE DE  
RECRUTAMENTO  
DEDICADA



# PARA PROMOVER A EMPRESA COMO UM LUGAR QUE AS PESSOAS QUEIRAM TRABALHAR

- eles fazem campanhas com anúncios em fóruns de emprego, sites, mídias sociais etc.



A empresa de mídia  
envia os dados para a  
equipe de recrutamento



Bem como um relatório  
com a performance da  
campanha



A EMPRESA REALIZOU  
3 NOVAS CAMPANHAS  
POR 10 SEMANAS



REVISAR CADA UMA  
DAS CAMPANHAS E  
SELECIONE A MELHOR





# A EMPRESA DE MIDIA DEU UMA RECOMENDAÇÃO CLARA

mas o conjunto de dados  
que eles receberam, fez  
eles terem uma segunda  
hipótese sobre o  
relatório



RECOMENDA A  
MELHOR CAMPANHA

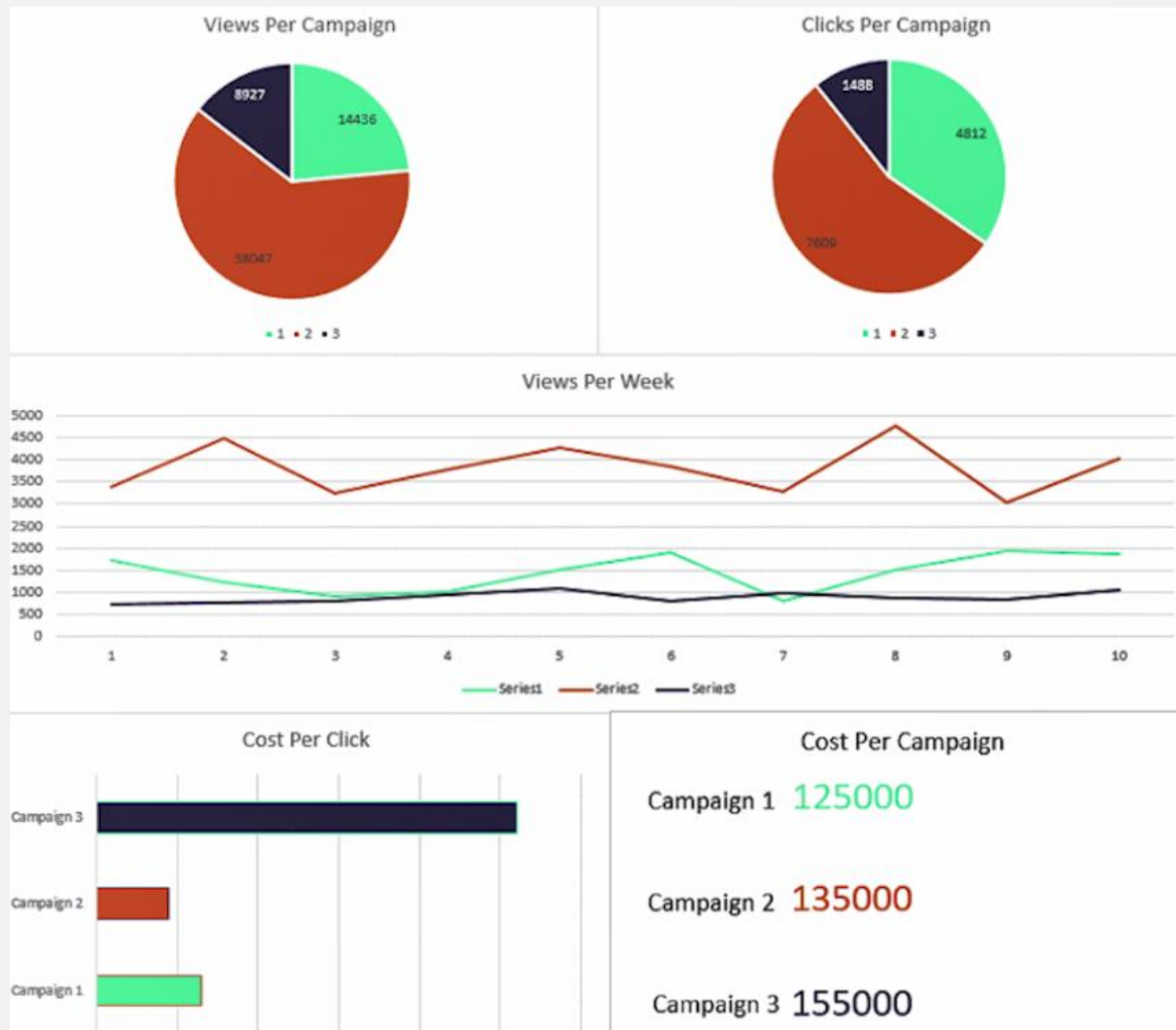


# RELATÓRIO RECEBIDO DA EMPRESA DE MIDIA

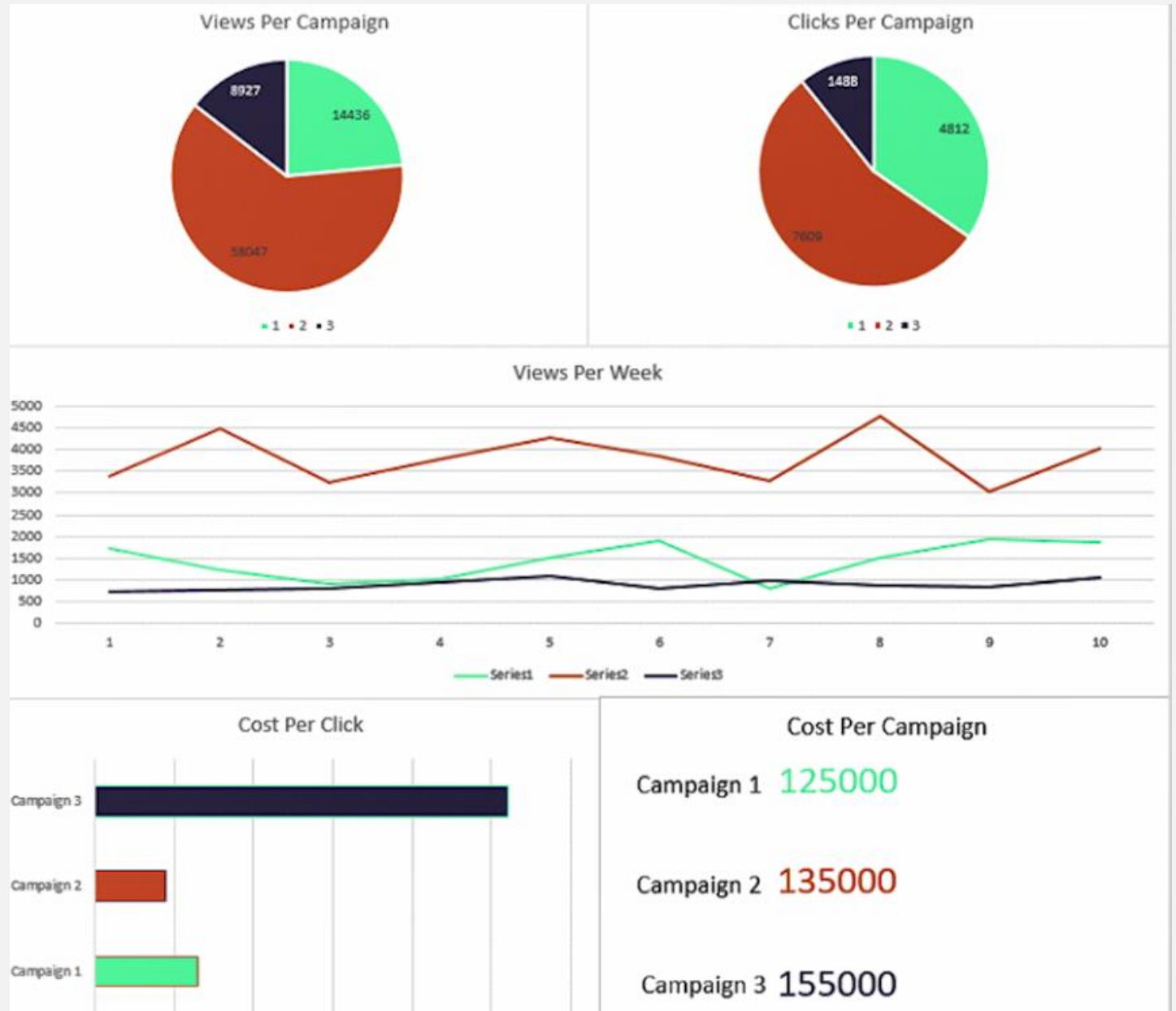


## PONTOS NEGATIVOS DE FORMATAÇÃO:

- Gráfico de Pizza
- Vermelho e verde
- Títulos ineficientes

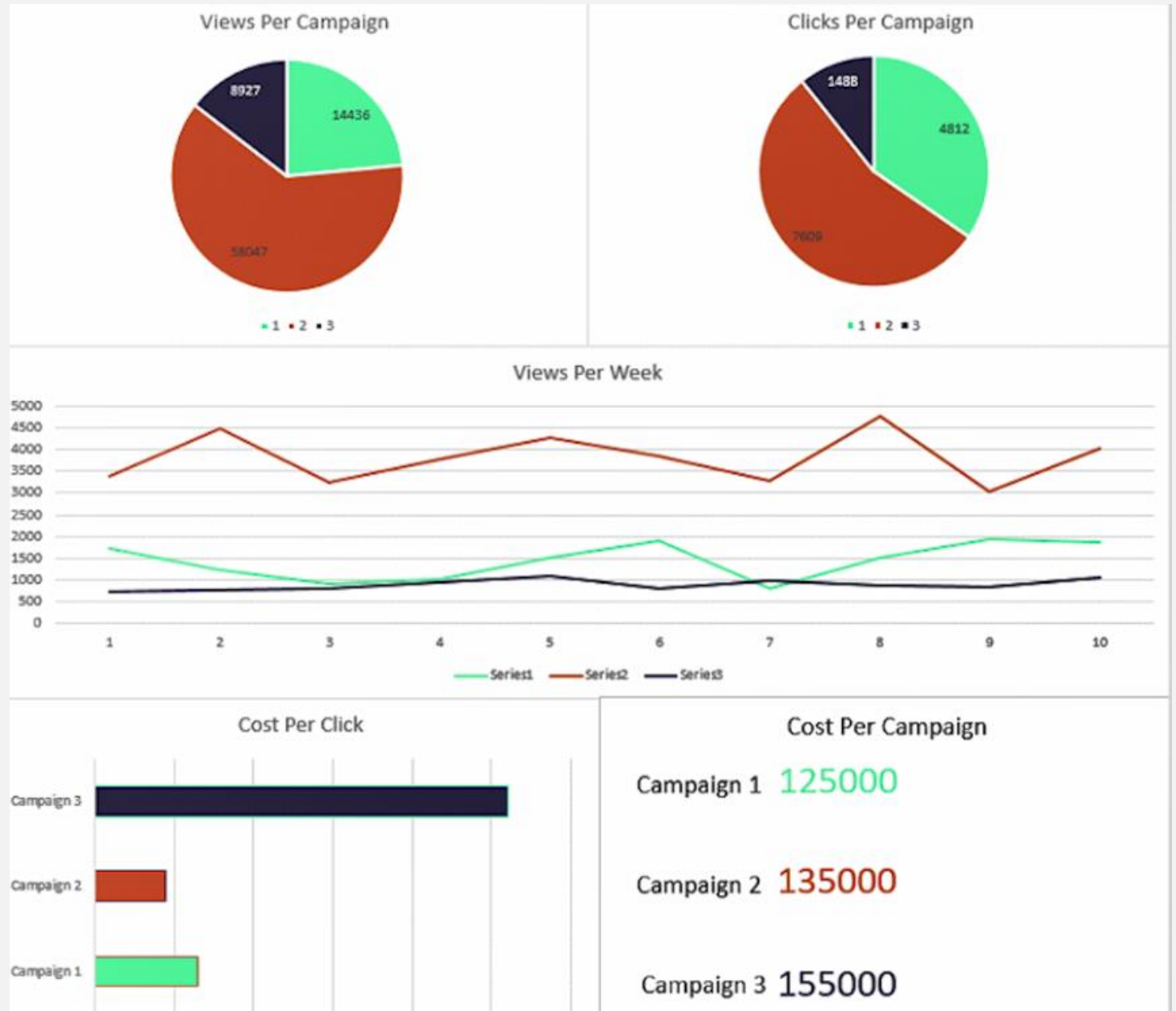


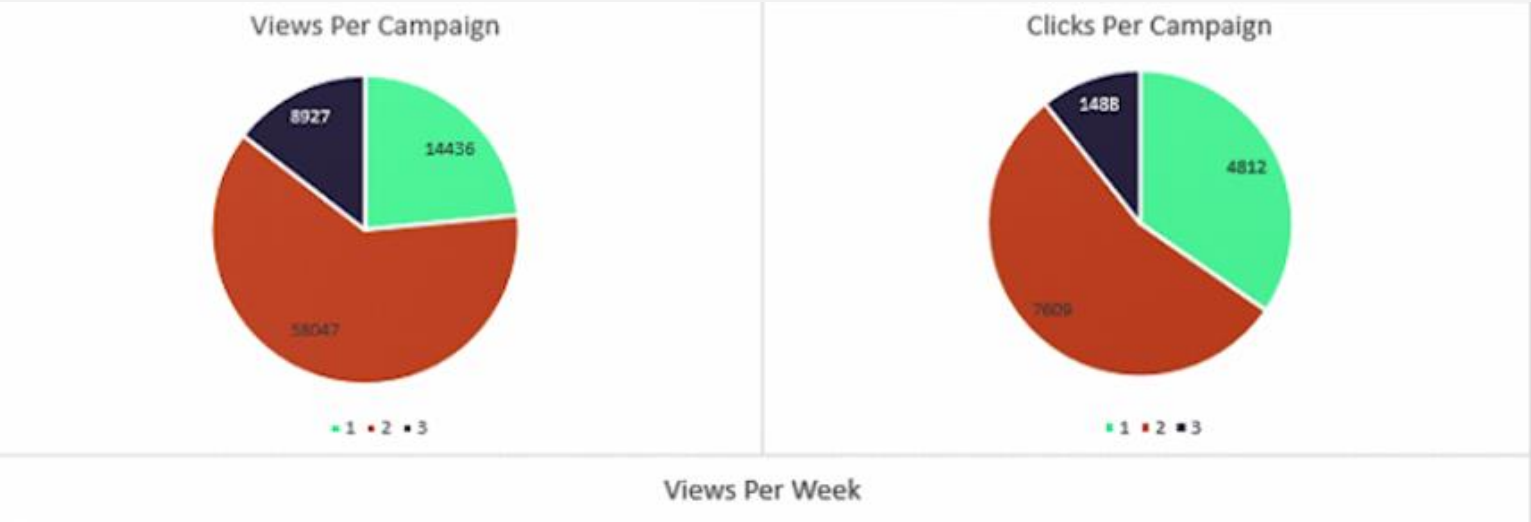
O que este relatório  
nos diz?



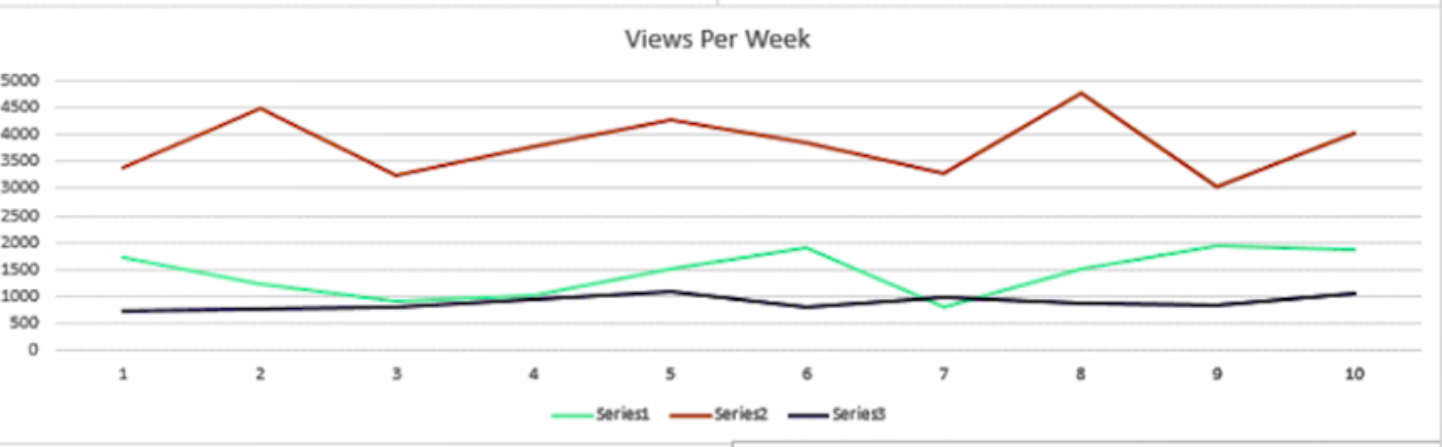
A equipe de recrutamento mede as campanhas pelo número de pessoas que:

- vê um anúncio
- clica num anúncio
- se inscreve em uma vaga

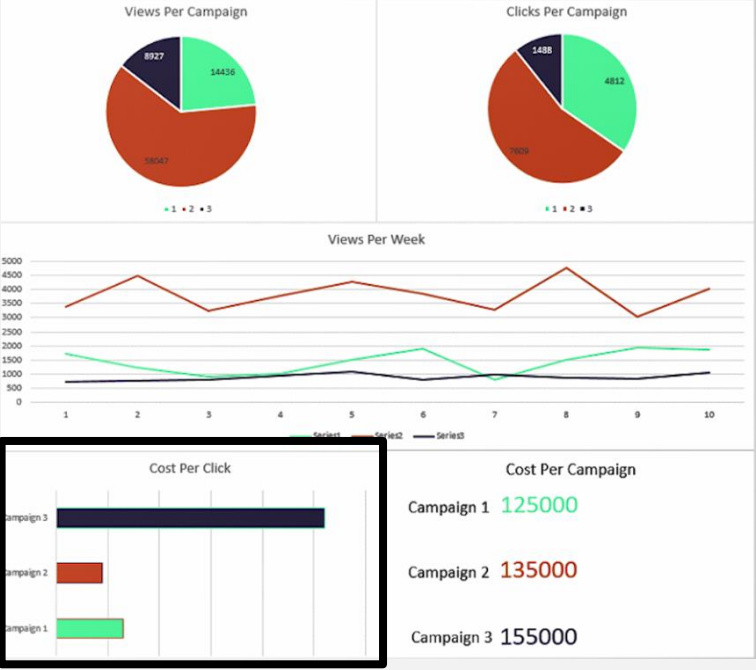




Views Per Week









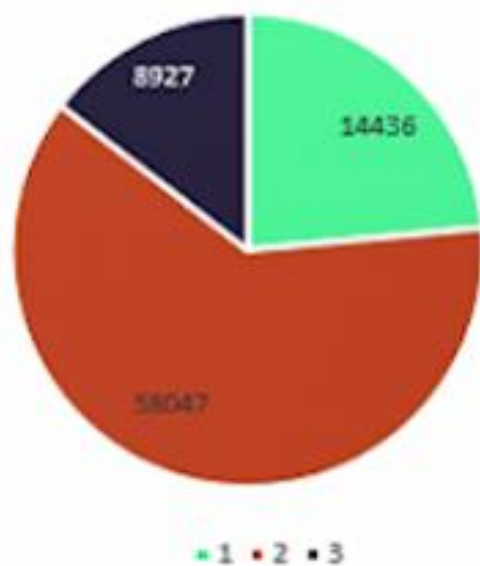
## Cost Per Campaign

Campaign 1 125000

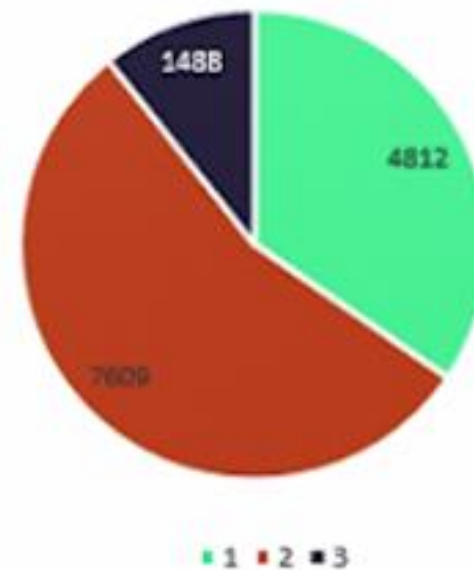
Campaign 2 135000

Campaign 3 155000

Views Per Campaign



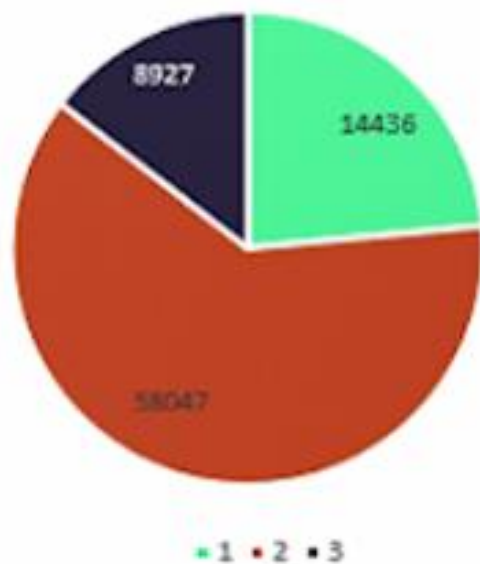
Clicks Per Campaign



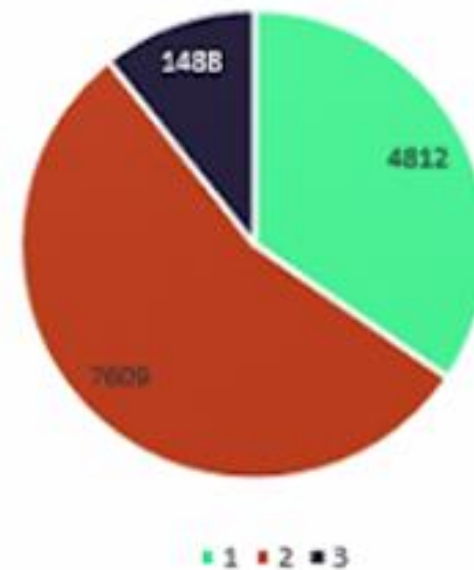
Views Per Week

Campanha 2 tem a maioria dos cliques e visualizações

Views Per Campaign

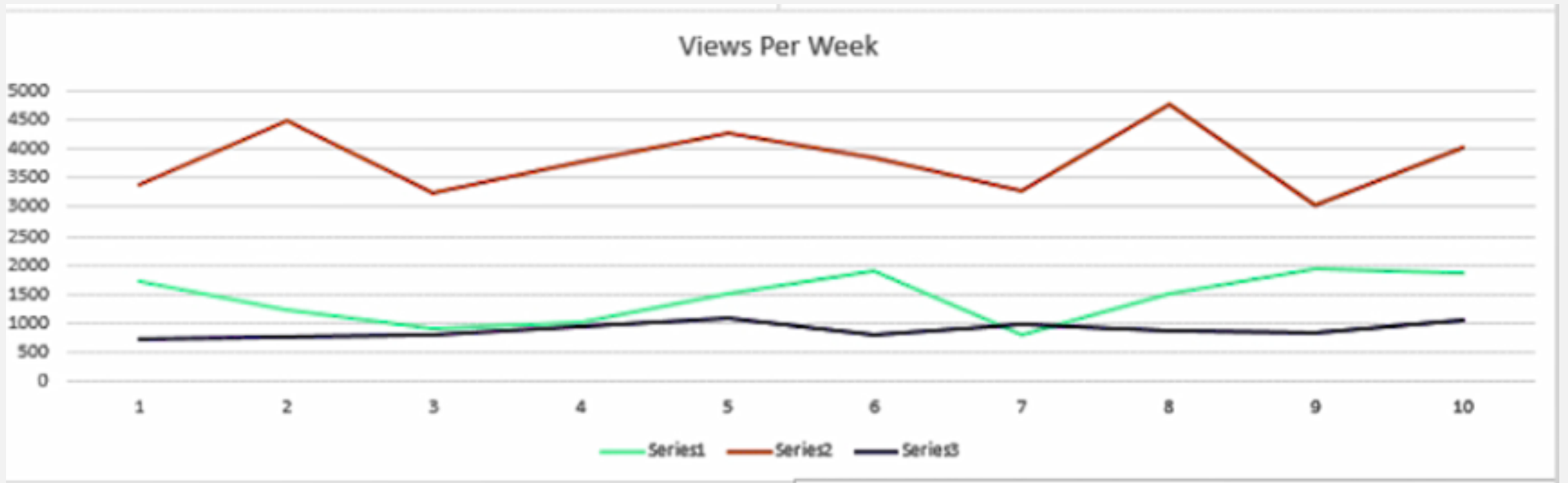


Clicks Per Campaign






Views Per Week

Campanha 3 tem menos cliques e visualizações



Campanha 2 tem a maioria dos cliques e visualizações

Cost Per Click					Cost Per Campaign	
Campaign 3					Campaign 1	125000
Campaign 2					Campaign 2	135000
Campaign 1					Campaign 3	155000

Cost Per Click



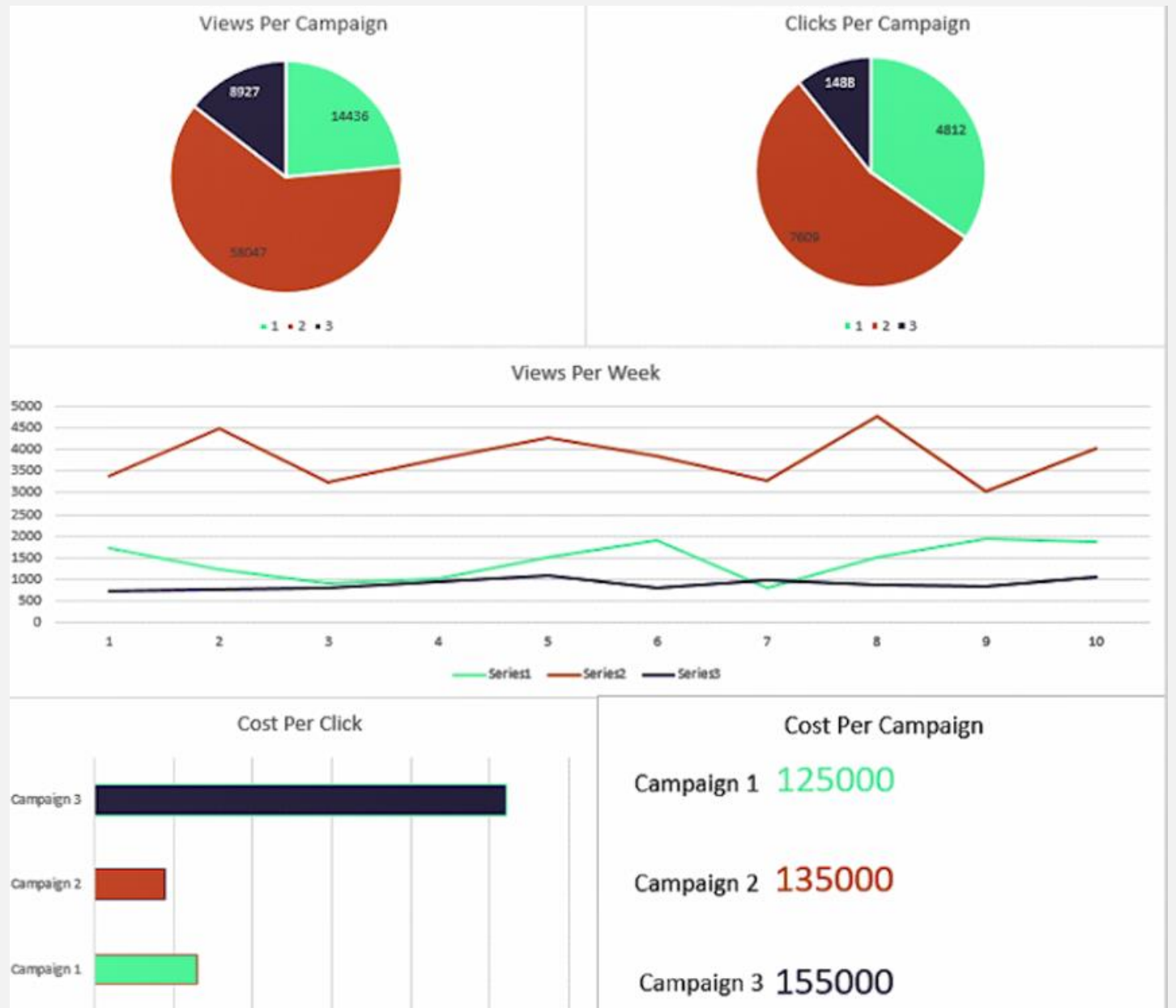
Cost Per Campaign

Campaign 1 125000

Campaign 2 135000

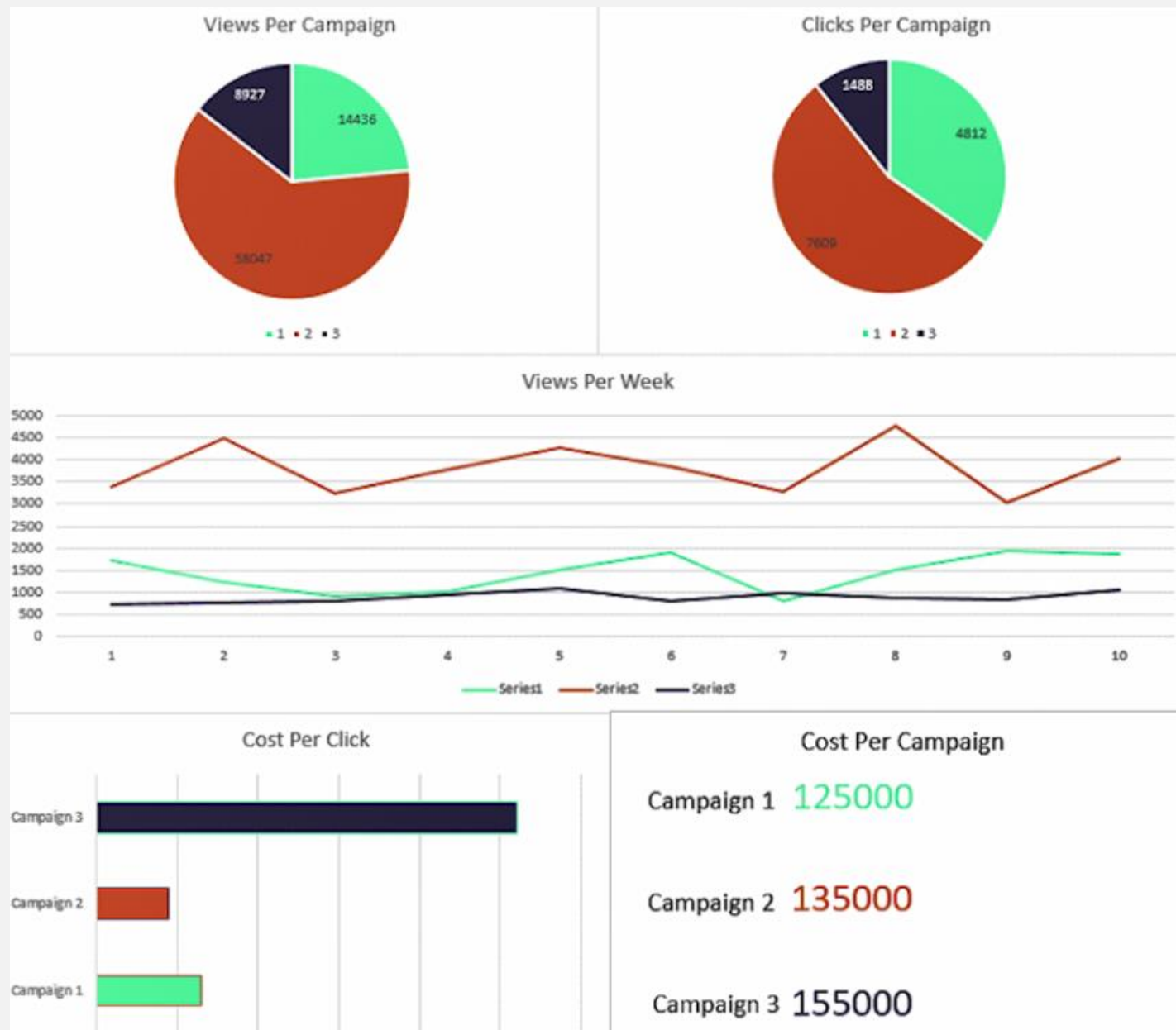
Campaign 3 155000

# RECOMENDAÇÃO CLARA

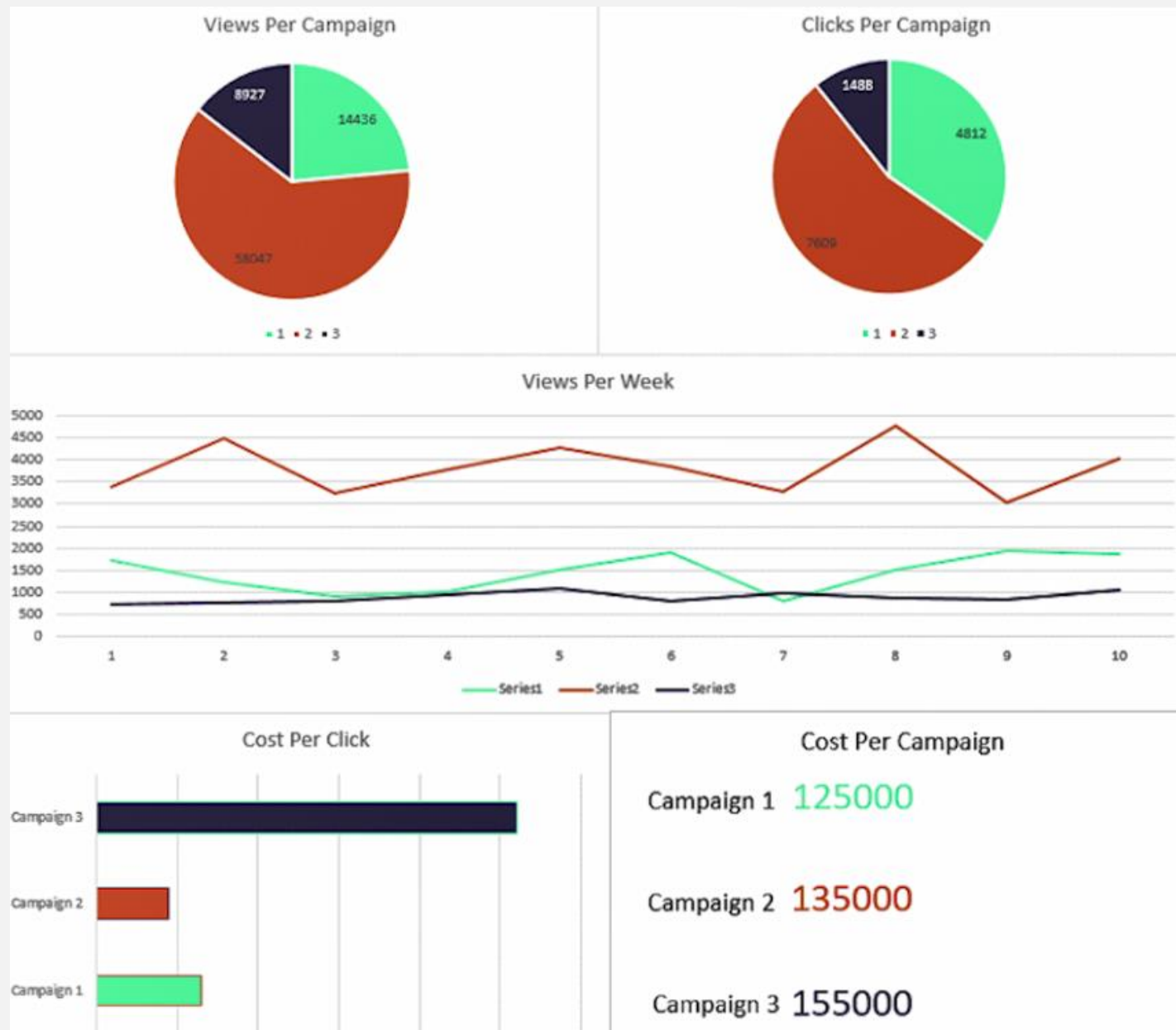




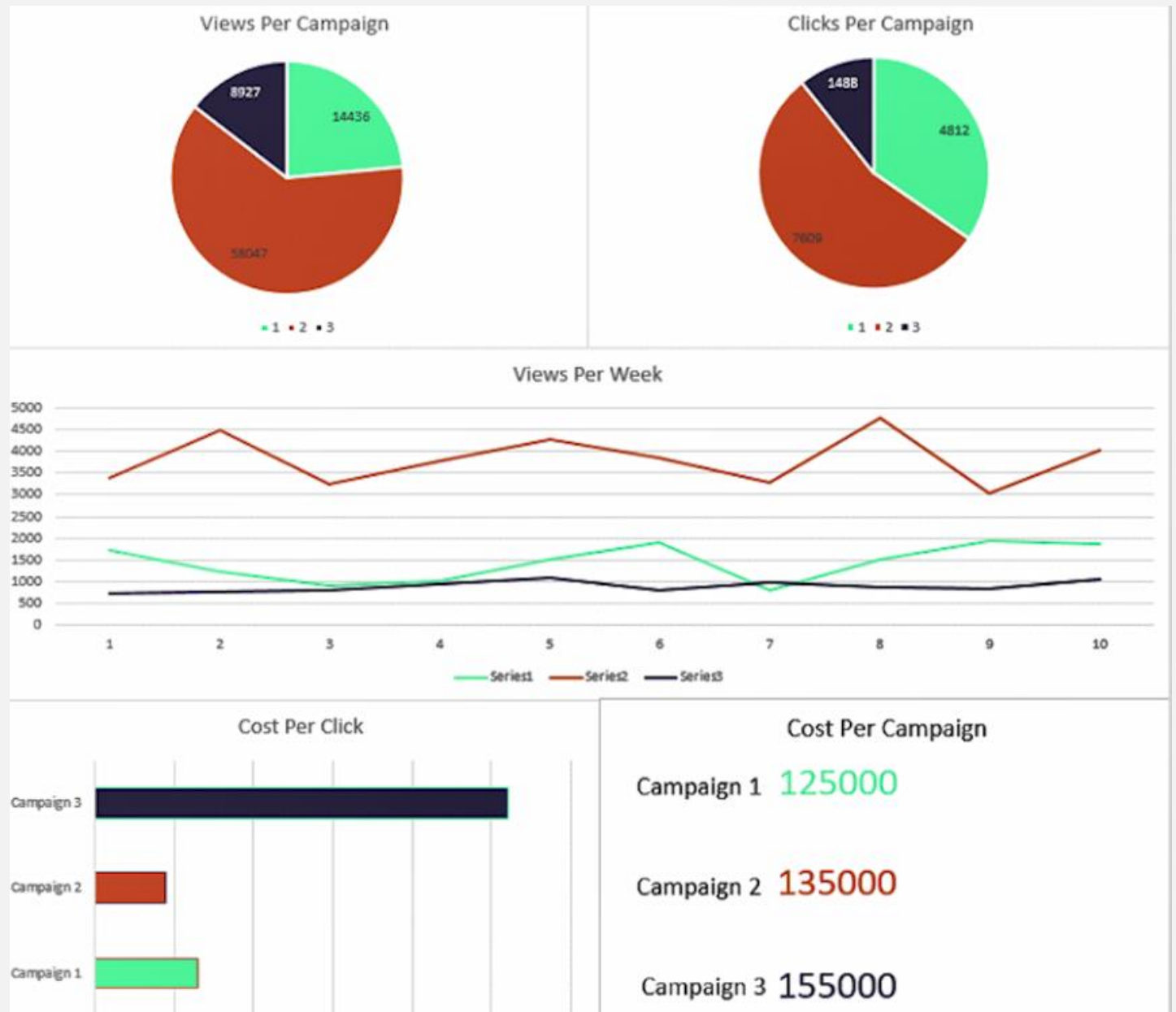
# CAMPANHA DOIS



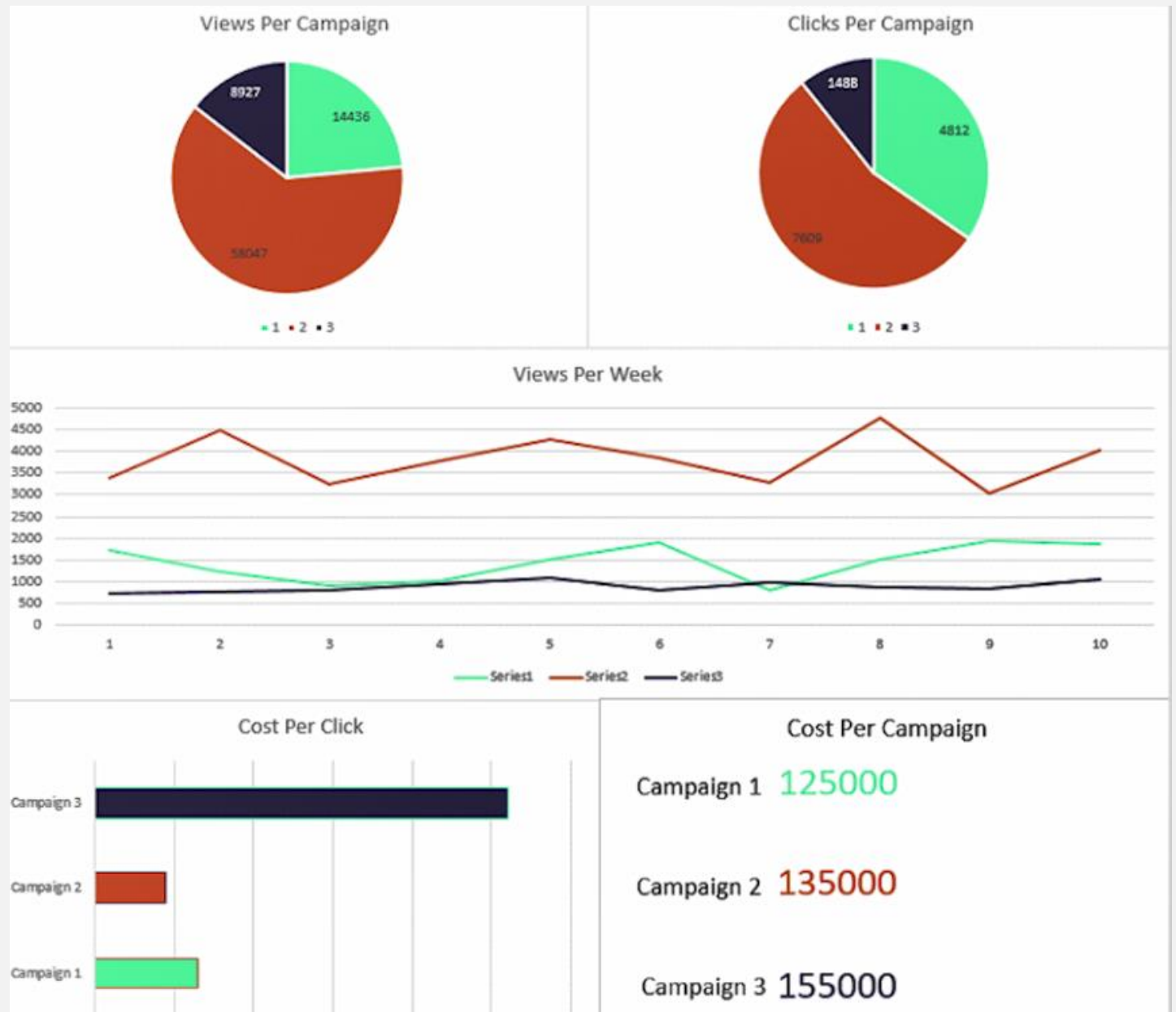
# CUSTO POR CLIQUE MAIS BARATO



A EQUIPE DE  
RECRUTAMENTO  
NÃO TEM CERTEZA  
SE ISSO ESTÁ  
CORRETO



# TODO O CONJUNTO DE DADOS



# TODO O CONJUNTO DE DADOS

	Campaign 1			Campaign 2			Campaign 3		
	Views	Clicks	Applications	Views	Clicks	Applications	Views	Clicks	Applications
Week 1	1738	579	12	3376	675	7	749	125	14
Week 2	1222	407	8	4460	892	9	773	129	14
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Week 10	1880	627	13	4014	803	8	1043	174	19
		Cost	125000		Cost	135000		Cost	155000
		Cost per Click	25.98		Cost per Click	17.74		Cost Per Click	104.18



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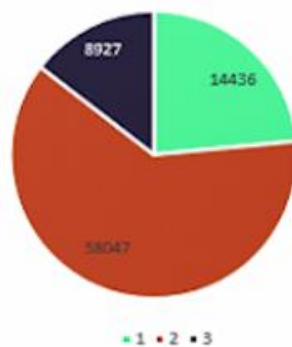
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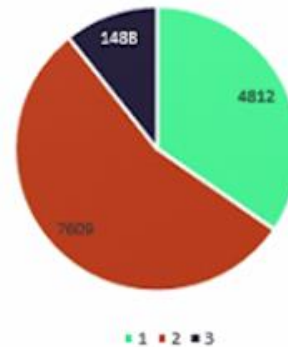
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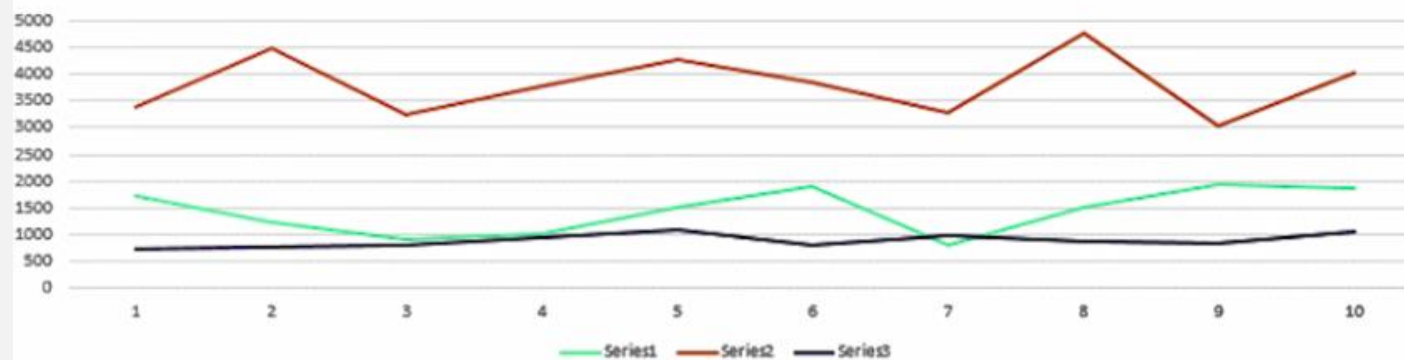
Views Per Campaign



Clicks Per Campaign



Views Per Week



Cost Per Click



Cost Per Campaign

Campaign 1 125000

Campaign 2 135000

Campaign 3 155000

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Week 2	1222	407	8
Week 3	914	305	6
Week 4	1014	338	7
Week 5	1509	503	10
Week 6	1910	637	13
Week 7	790	263	5
Week 8	1513	504	10
Week 9	1946	649	13
Week 10	1880	627	13
		Cost	125000
		Cost per Click	25.98

	Campaign 2		
	Views	Clicks	Applications
	3376	675	7
	4460	892	9
	3250	650	7
	3761	752	8
	4275	855	9
	3852	770	8
	3281	656	7
	4757	951	10
	3021	604	6
	4014	803	8
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	4275	855	9
	3852	770	8
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Week 9	1946	649	13
Week 10	1880	627	13
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		Cost per Click	25.98

	Campaign 3		
	Views	Clicks	Applications
	749	125	14
	773	129	14
	804	134	15
	958	160	18
	1099	183	20
	794	132	15
	993	166	18
	883	147	16
	831	139	15
	1043	174	19
		Cost	155000
		Cost Per Click	104.18

### Campaign 2

Views	Clicks	Applications
3376	675	7
4460	892	9
3250	650	7
3761	752	8
4275	855	9
3852	770	8
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	Cost Per Click	104.18

QUAL É A HISTÓRIA REAL?



COMO QUALQUER  
TIPO DE HISTÓRIA



# ENTENDER O CONTEXTO



UMA BOA HISTÓRIA COM DADOS É QUE  
CONSEGUE SER CONTADA DE FORMA  
CORRETA PARA A AUDIÊNCIA, E É FIEL COM A  
PERSPECTIVA E O CONTEXTO DE NEGÓCIO

QUAL CAMPANHA  
DEVERIA  
CONTINUAR?



# O QUE DETERMINA UMA CAMPANHA DE SUCESSO?



"Campanha 2 parece impressionante, é a mais barata e trouxe mais visualizações"



QUAL O PRINCIPAL  
KPI PARA ESTE  
NEGÓCIO?



"O número de  
candidatos de qualidade  
que eles recrutam"





COMO  
VISUALIZAÇÕES DA  
CAMPANHA  
CONTRIBUEM PARA  
ISSO?



"Mais visualizações  
significam mais  
candidatos contratados"



1.000.000  
VISUALIZAÇÕES NAS  
SUAS CAMAPANHAS,  
ISSO ATENDE O KPI?



"Não, porque eles  
querem saber quantos  
foram contratados"



VISUALIZAÇÕES NÃO  
SÃO UMA MEDIDA DE  
SUCESSO NESTAS  
CAMPANHAS



MAIS VISUALIZAÇÕES -  
MAIS CLIQUES  
MAIS CLIQUES - MAIS  
CANDIDATOS



CANDIDATOS  
DETERMINA O  
SUCESSO



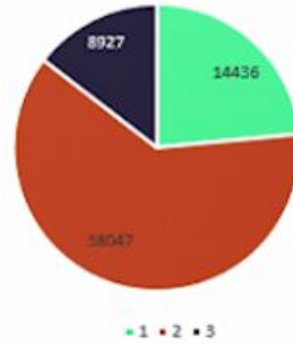
COM O CONTEXTO CERTO - PODEMOS  
CHEGAR A ALGO MAIS SIGNIFICATIVO COM  
OS DADOS



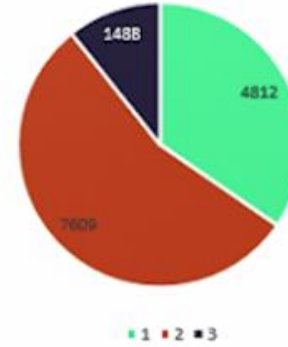
OS CANDIDATOS SÃO  
O FATOR DE SUCESSO



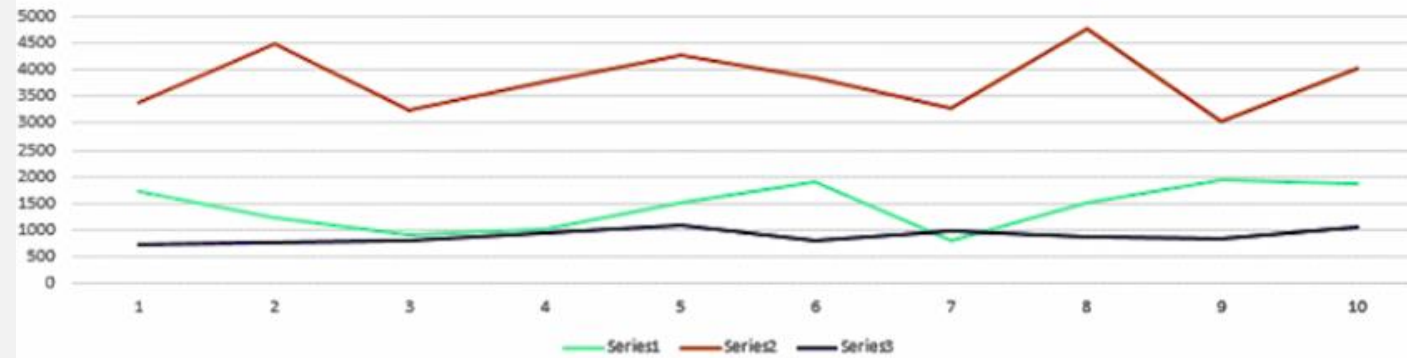
Views Per Campaign



Clicks Per Campaign



Views Per Week



Cost Per Click



Cost Per Campaign

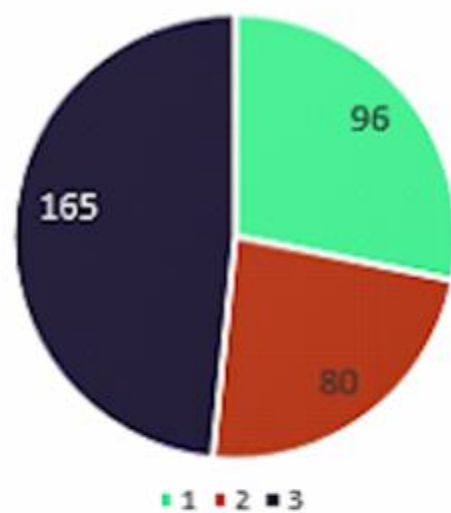
Campaign 1 125000

Campaign 2 135000

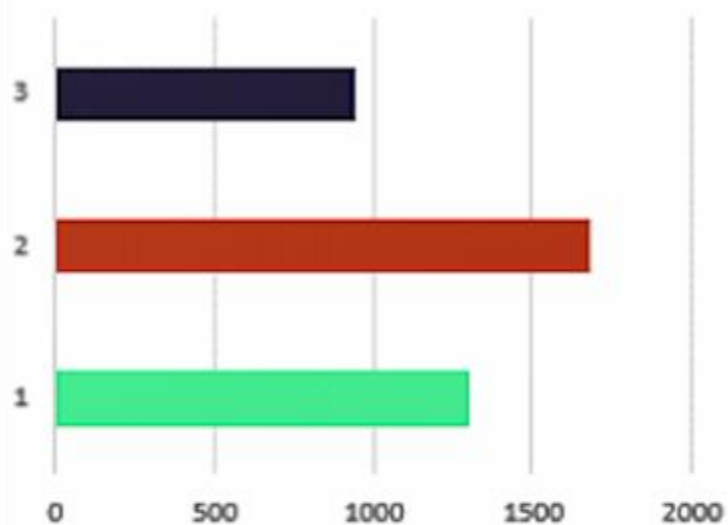
Campaign 3 155000

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Applicants Per Campaign



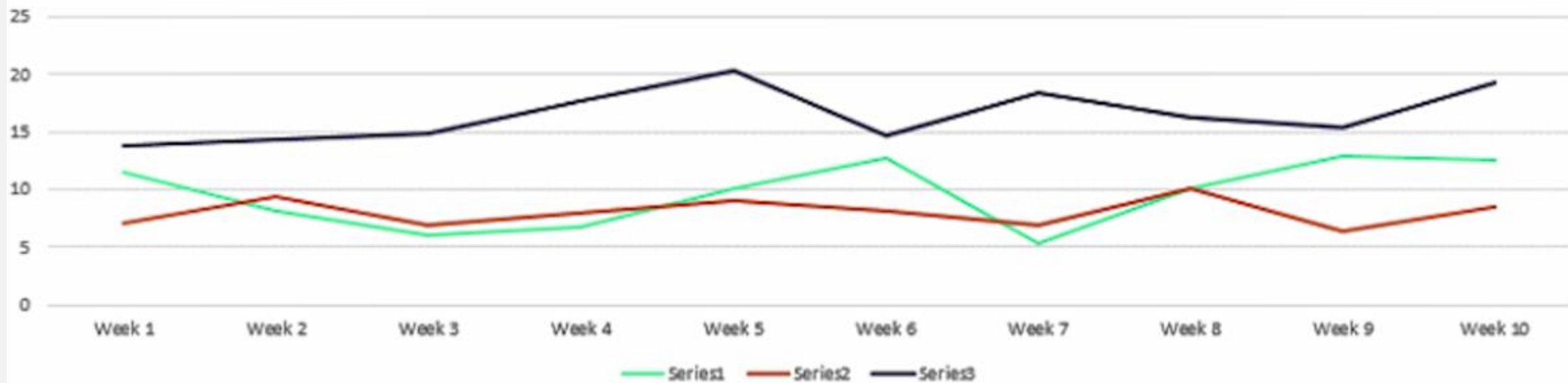
Cost Per Applicant



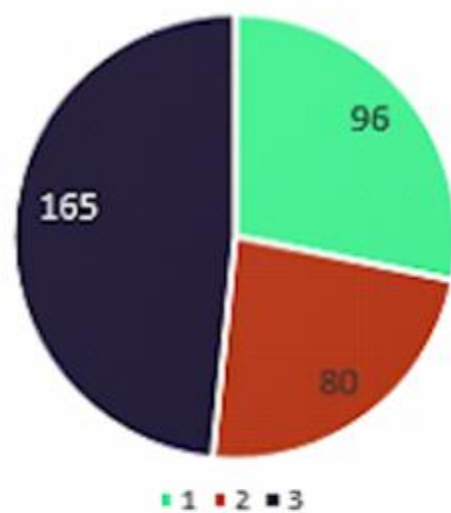
Cost Per Campaign

Campaign 1 125000  
 Campaign 2 135000  
 Campaign 3 155000

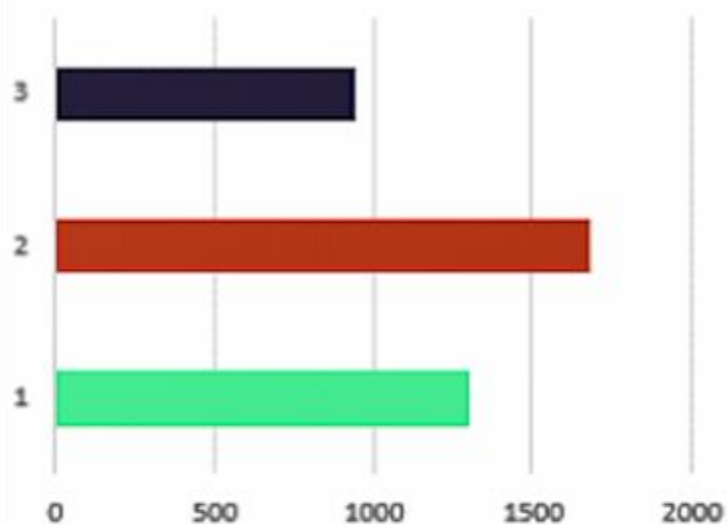
Applicants Per Week



Applicants Per Campaign



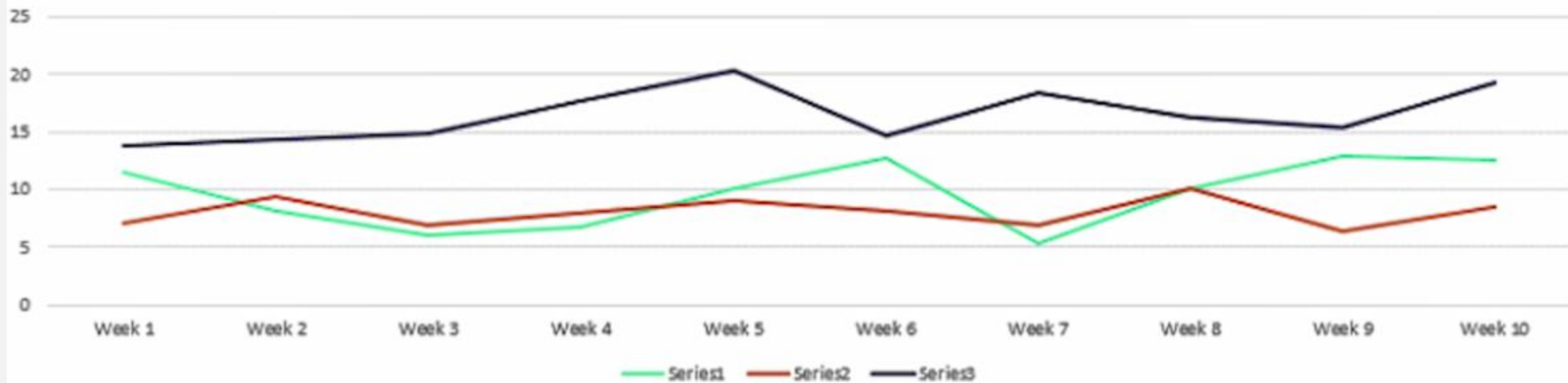
Cost Per Applicant



Cost Per Campaign

Campaign 1 125000  
 Campaign 2 135000  
 Campaign 3 155000

Applicants Per Week



# CONTEXTO É VITAL AO CONTAR HISTÓRIAS



ELES APRESENTARAM  
NÚMEROS QUE NÃO  
IMPACTARAM  
NINGUÉM





TRANSFORMAR EM  
UMA HISTÓRIA



# O TEMPLATE CORRETO DE NARRATIVA



# COMPARAÇÃO



ESTA É UMA HISTÓRIA  
DE SUPERAÇÃO



## New Campaign Beats Seasonal Slump



▲ 60%  
Increase

The latest Sales Campaign Launched in May has increased sales by 60% in July. Our seasonally low period has been overcome with a boost in sales. Our market position has increase 2 percentage points

ESTRUTURE E MOLDE  
O QUE VOCÊ ESTÁ  
FAZENDO



O MAIS IMPORTANTE  
DO GRÁFICO

NÃO ELEMENTOS  
ESPECÍFICOS





O MAIS IMPORTANTE  
NO GRÁFICO É A  
COMPARAÇÃO



O QUE EXATAMENTE  
ESTAMOS  
COMPARANDO COM  
ESTAS CAMPANHAS?



KPI PRINCIPAL

O NÚMERO DE  
CANDIDATOS QUE  
FORAM  
CONTRATADOS



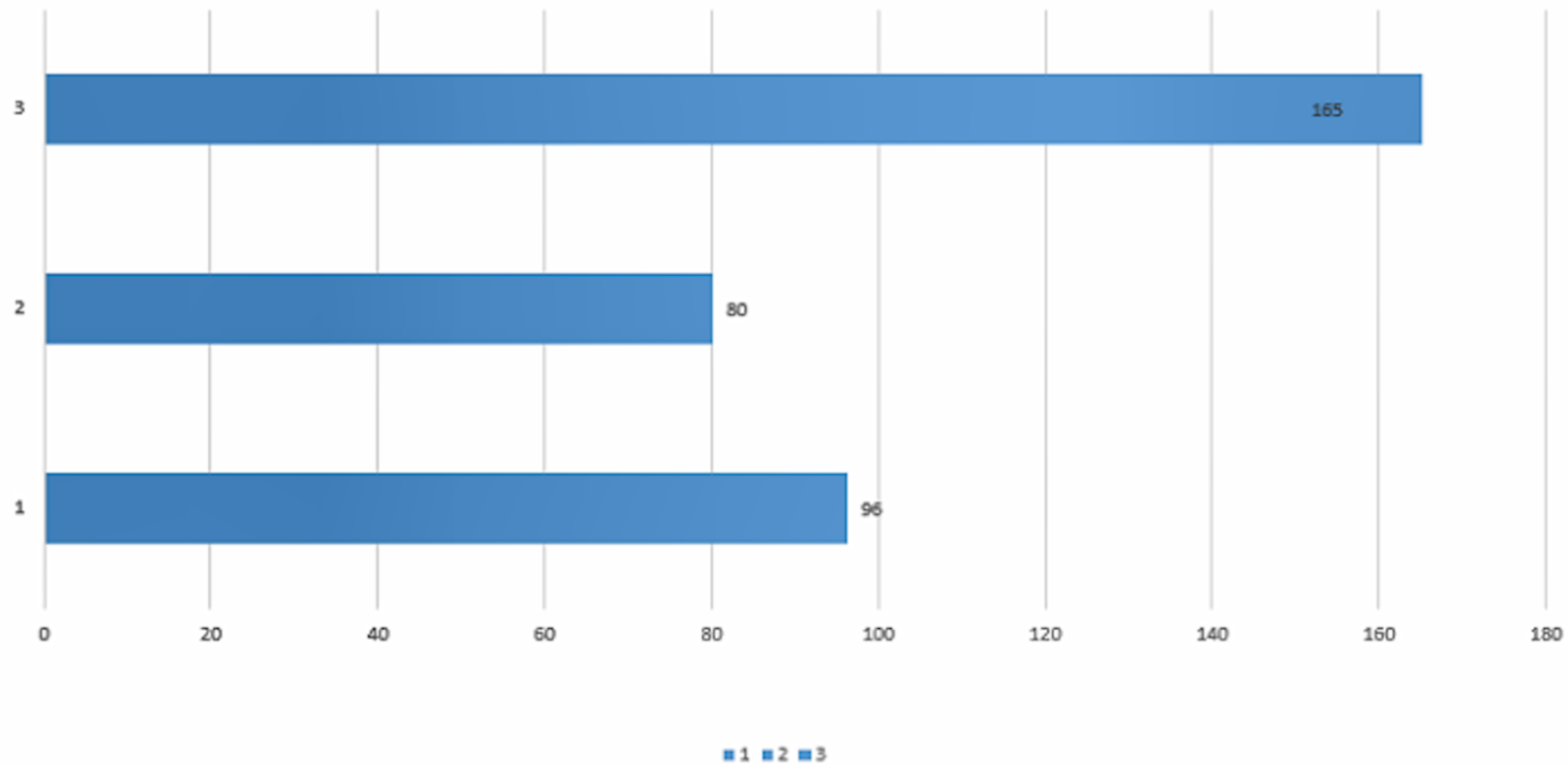
# GRÁFICO DE BARRAS



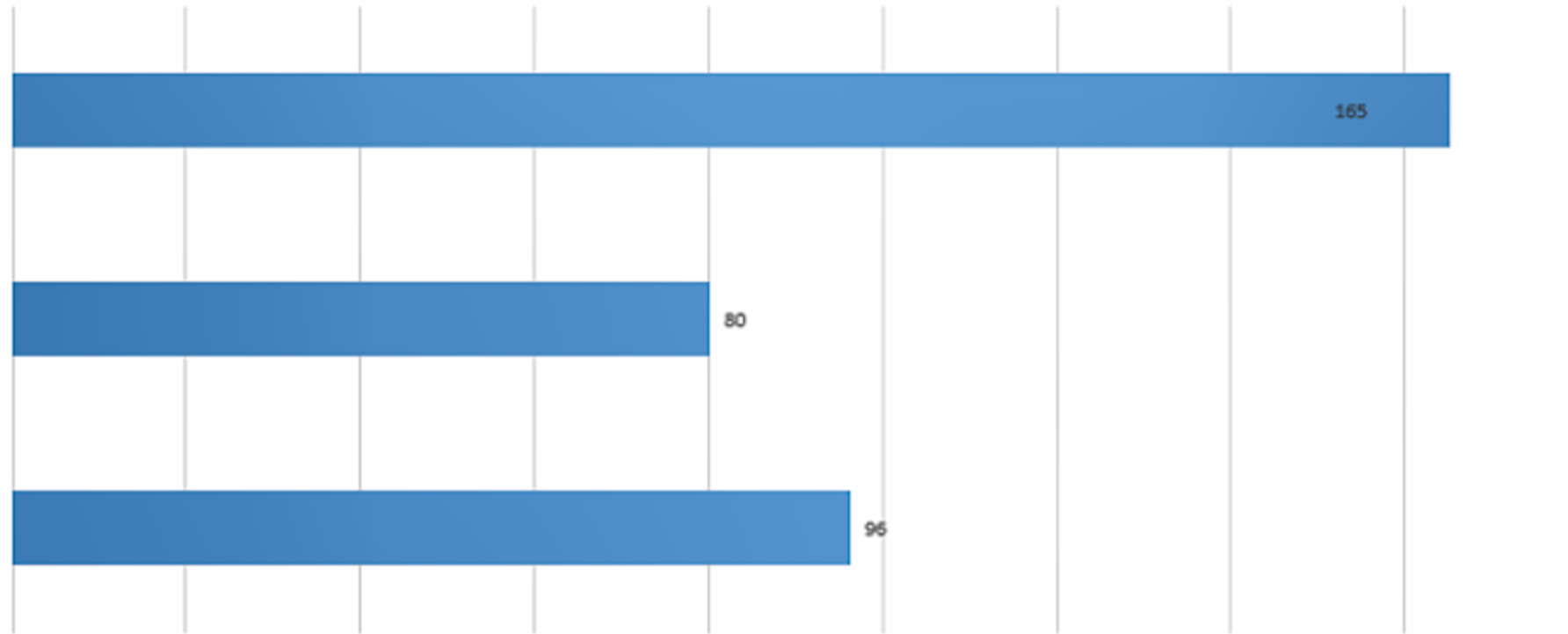
COMPARAR AS 3  
CAMPANHAS COM O  
NÚMERO DE  
CANDIDATURAS QUE  
ELAS GERARAM



Applicants Per Campaign

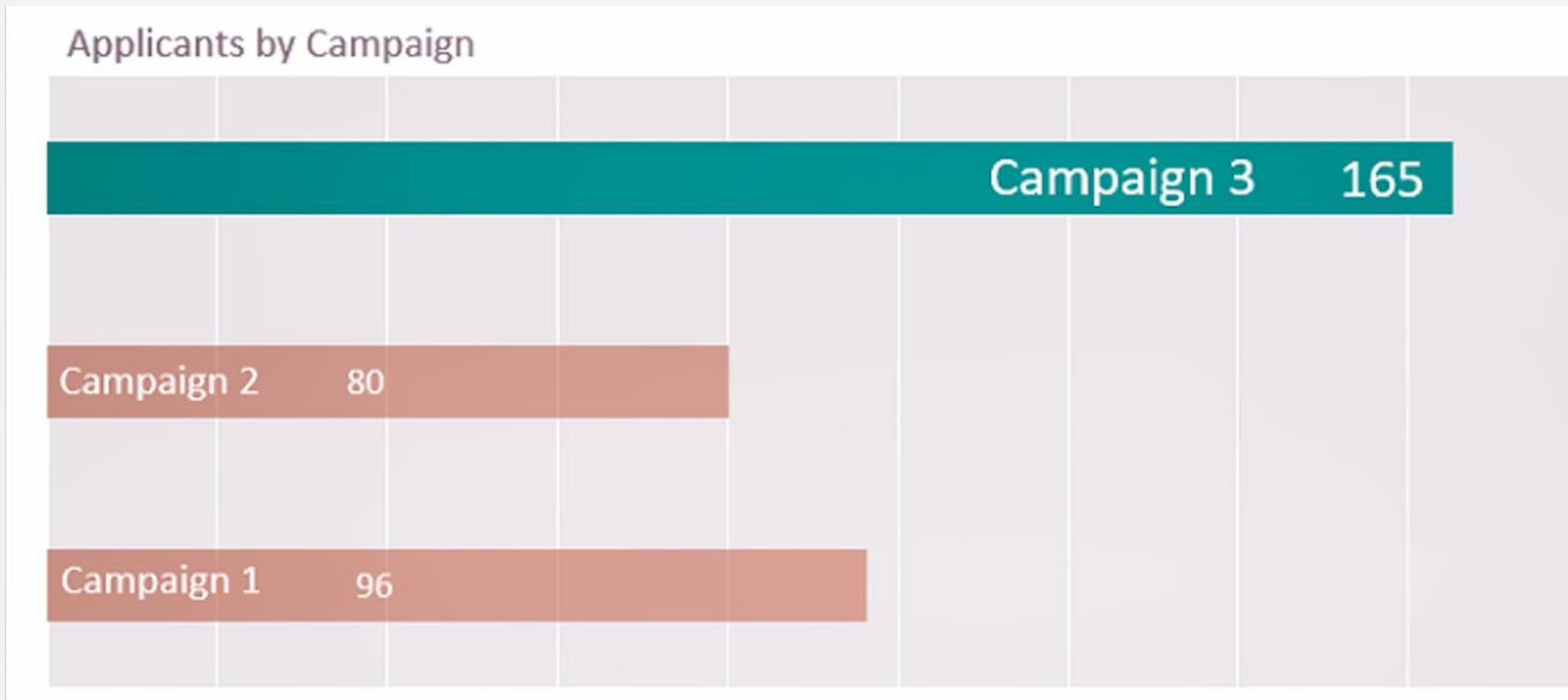


Applicants Per Campaign



## MUDANÇAS:

- Removido o eixo com rótulos e a legenda



### MUDANÇAS:

- Usamos cor suave e neutra
  - Rótulos nas barras
  - Cor vermelha (ruim)
- A barra com o foco tem rótulo a direita



# RÓTULOS, TEXTOS E INDICADORES



# ARCO DE NARRATIVA - MODELO DE NARRATIVA



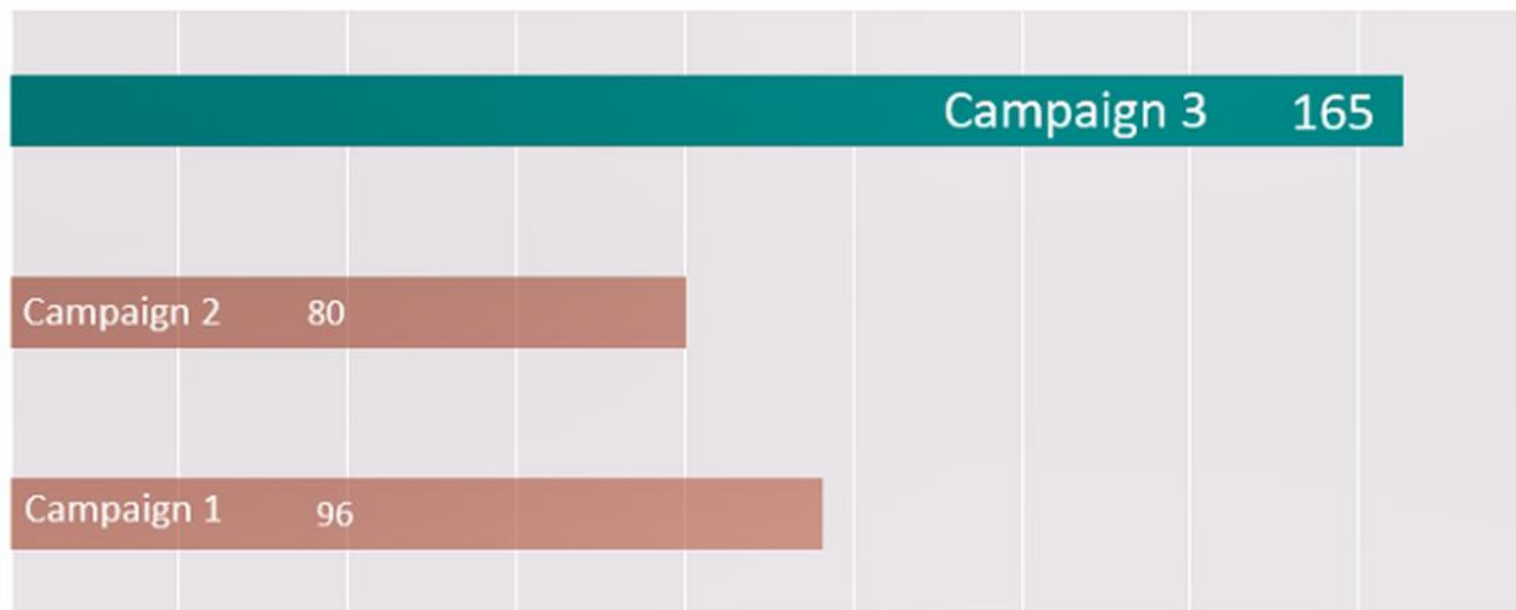
# DESEMPENHO DA CAMPANHA 3



O CUSTO POR  
CANDIDATO É  
IMPORTANTE



### Applicants by Campaign



### Cost-Per-Applicant

**\$937** Campaign 3

**\$1685**  
Campaign 2

**\$1298**  
Campaign 1

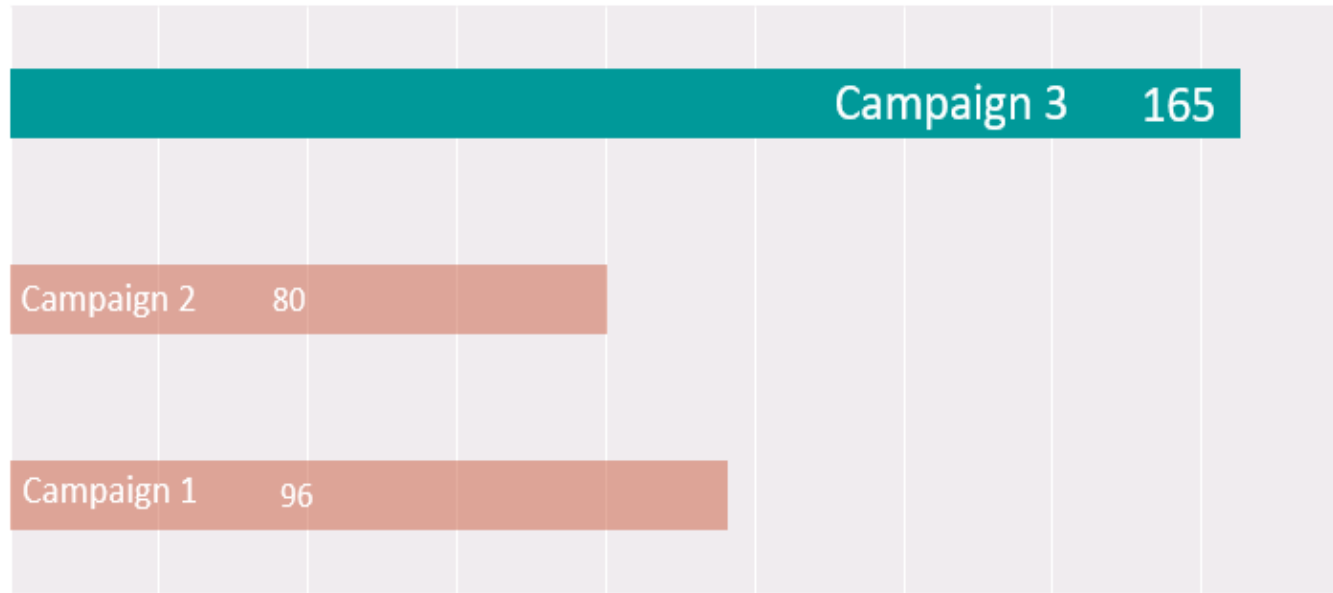
# ADICIONOU ELEMENTOS A HISTÓRIA

- TÍTULO
- RESUMO
- RESULTADO
- RECOMENDAÇÕES



## Continue with Campaign 3

Applicants by Campaign



Cost-Per-Applicant

**\$937** Campaign 3

**\$1685**  
Campaign 2

**\$1298**  
Campaign 1

**Campaign 3** achieved the most success with **number** of applicants and did so at the **least cost**

# A HISTÓRIA FINAL

A EQUIPE DE  
RECRUTAMENTO  
DECIDIU CONTINUAR  
COM A CAMPANHA 3

