



Análise de Investimento em Mídia para Captura e Conversão de Trails

Granularidade do Campo Data: Semanal

Período Analisado: 20 Semanas

Visão Consolidada

Dispositivo	Canal	Trials	Convertido	Conversão.	CPC	Não Convertido	Inves.Total\$
Desktop	Google Adwords - Brand Campaigns	17453	3642	20.87%	\$4.73	13811	\$17,236.76
	Partners	8574	2161	25.20%	\$6.18	6413	\$13,364.14
	Google Adwords - Non Brand Campaigns	10262	1063	10.36%	\$42.32	9199	\$44,985.49
	Facebook Campaigns	1472	12	0.82%	\$522.21	1460	\$6,266.58
Mobile	Google Adwords - Brand Campaigns	8404	165	1.96%	\$50.98	8239	\$8,411.10
	Partners	3689	86	2.33%	\$66.46	3603	\$5,715.86
	Facebook Campaigns	12144	32	0.26%	\$1,565.18	12112	\$50,085.72
	Google Adwords - Non Brand Campaigns	407	2	0.49%	\$887.60	405	\$1,775.20

Melhor Performance:

Canais Desktop 'Google Adwords – Brand Campaigns' e 'Partners'

Canais com pontos de atenção:

Desktop 'Facebook Campaigns' e TODOS MOBILE



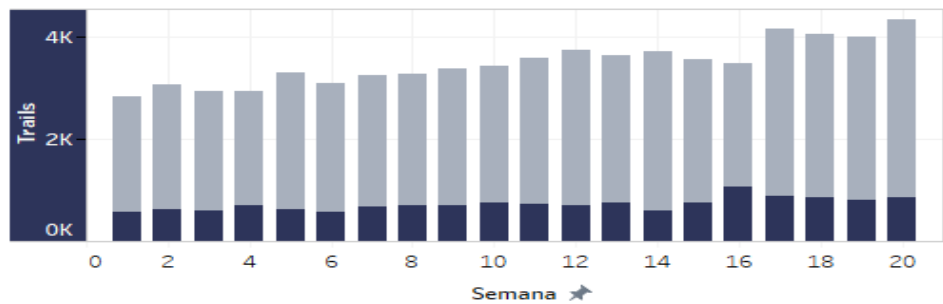
Análise de Investimento em Mídia para Captura e Conversão de Trails

Granularidade do Campo Data: Semanal
Período Analisado: 20 Semanas

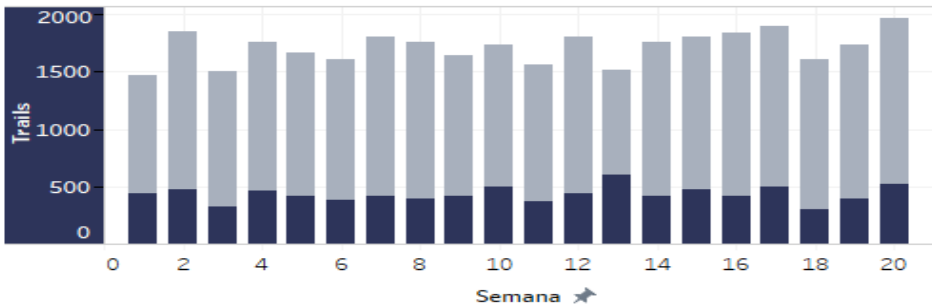
Visão Semanal - Desktop

■ Não Convertidos
■ Convertidos

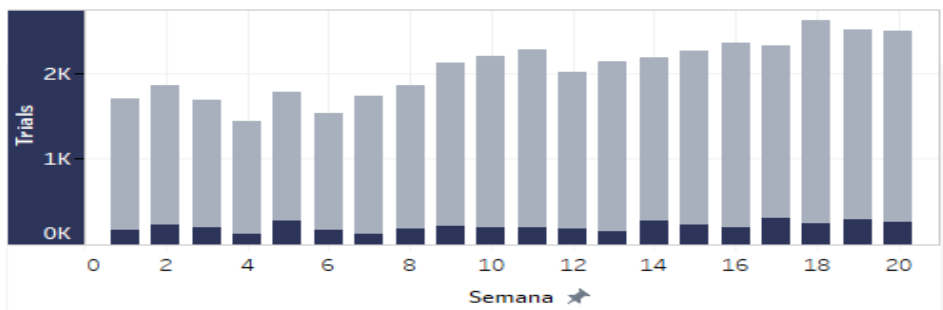
Google Adwords - Brand Campaigns - Desktop



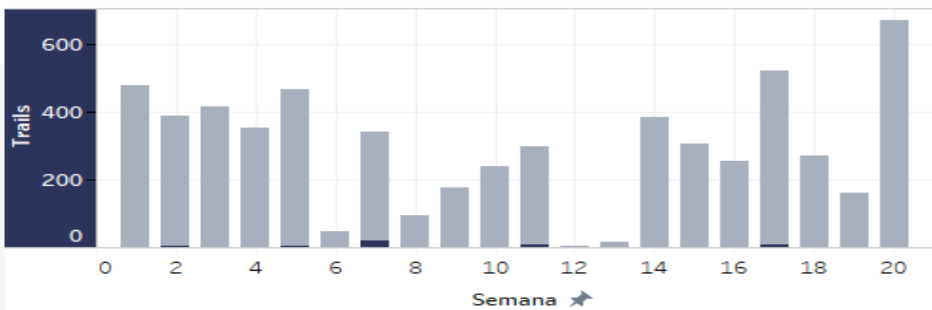
Partners - Desktop



Google Adwords - Non Brand Campaigns - Desktop



Facebook Campaigns - Desktop



01

02

03

04



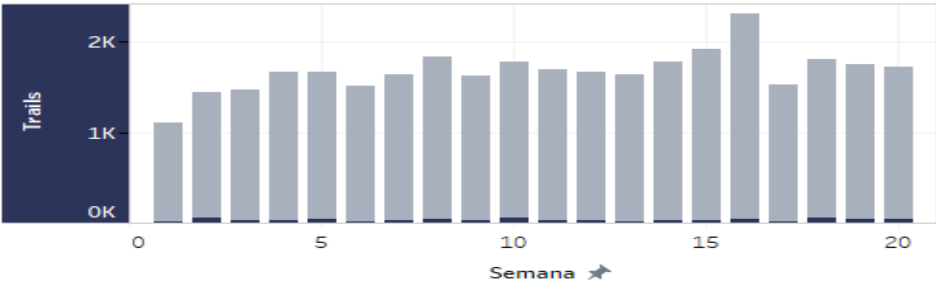
Análise de Investimento em Mídia para Captura e Conversão de Trails

Granularidade do Campo Data: Semanal
Período Analisado: 20 Semanas

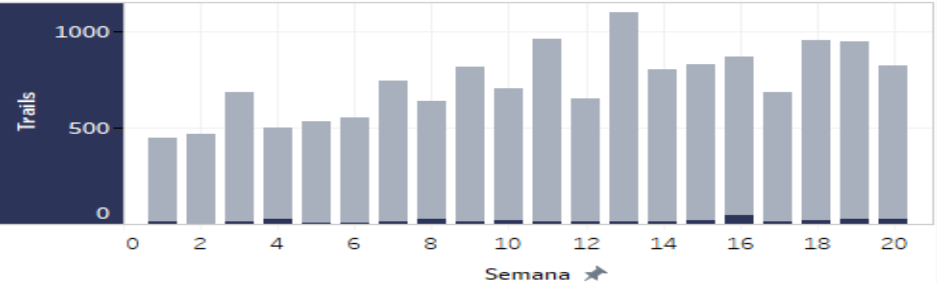
Visão Semanal - Mobile

■ Não Convertidos
■ Convertidos

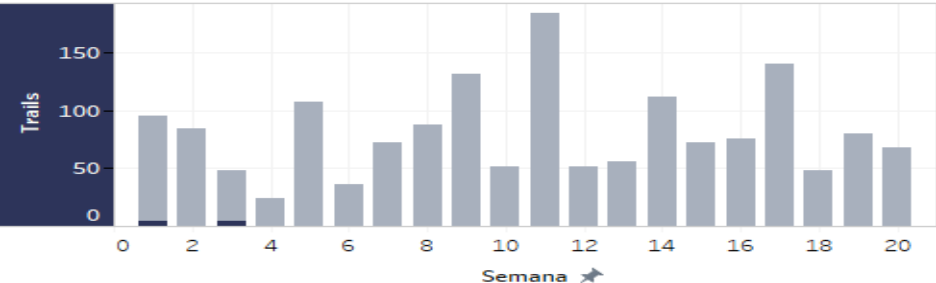
Google Adwords - Brand Campaigns - Mobile



Partners - Mobile



Google Adwords - Non Brand Campaigns - Mobile



Facebook Campaigns - Mobile

