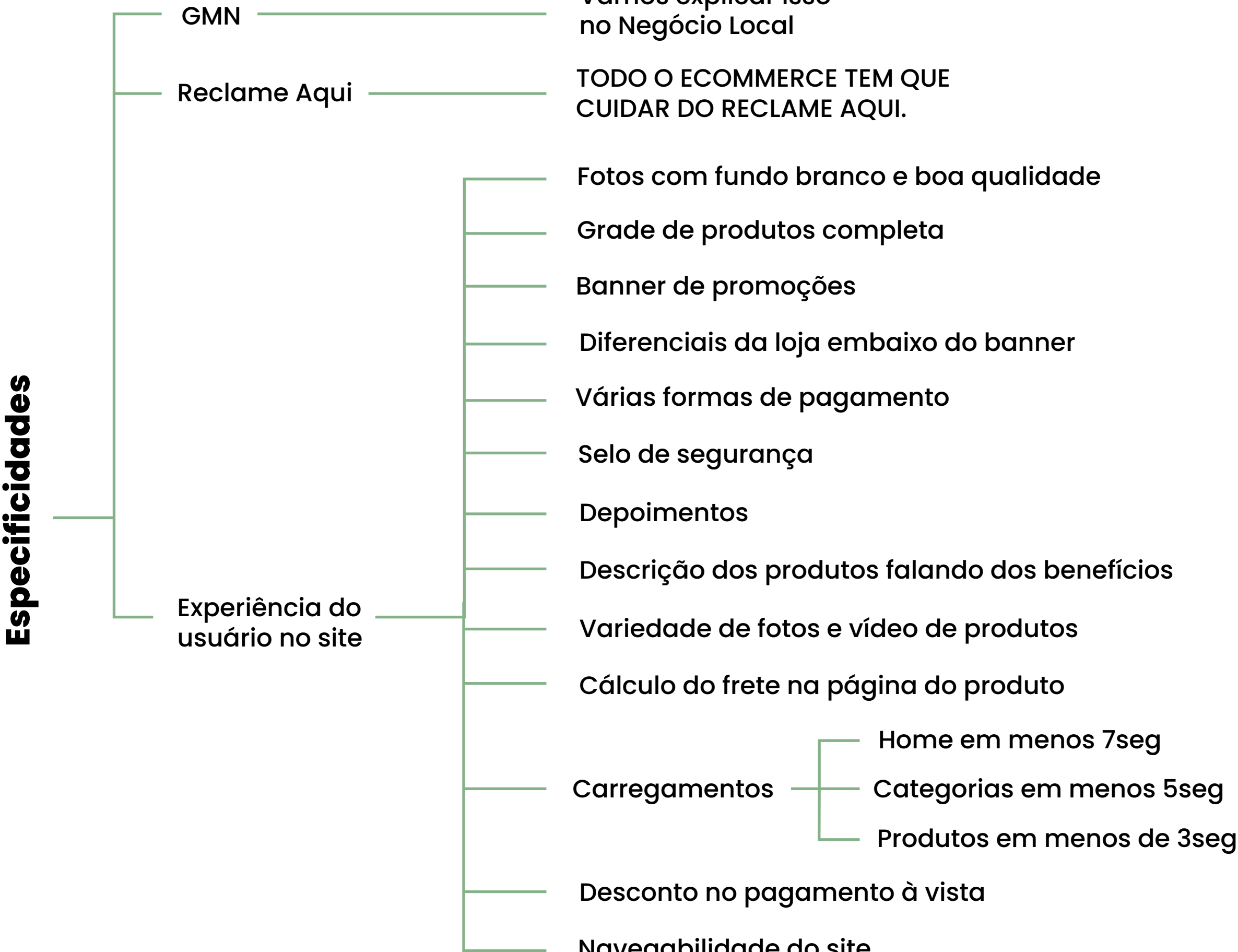
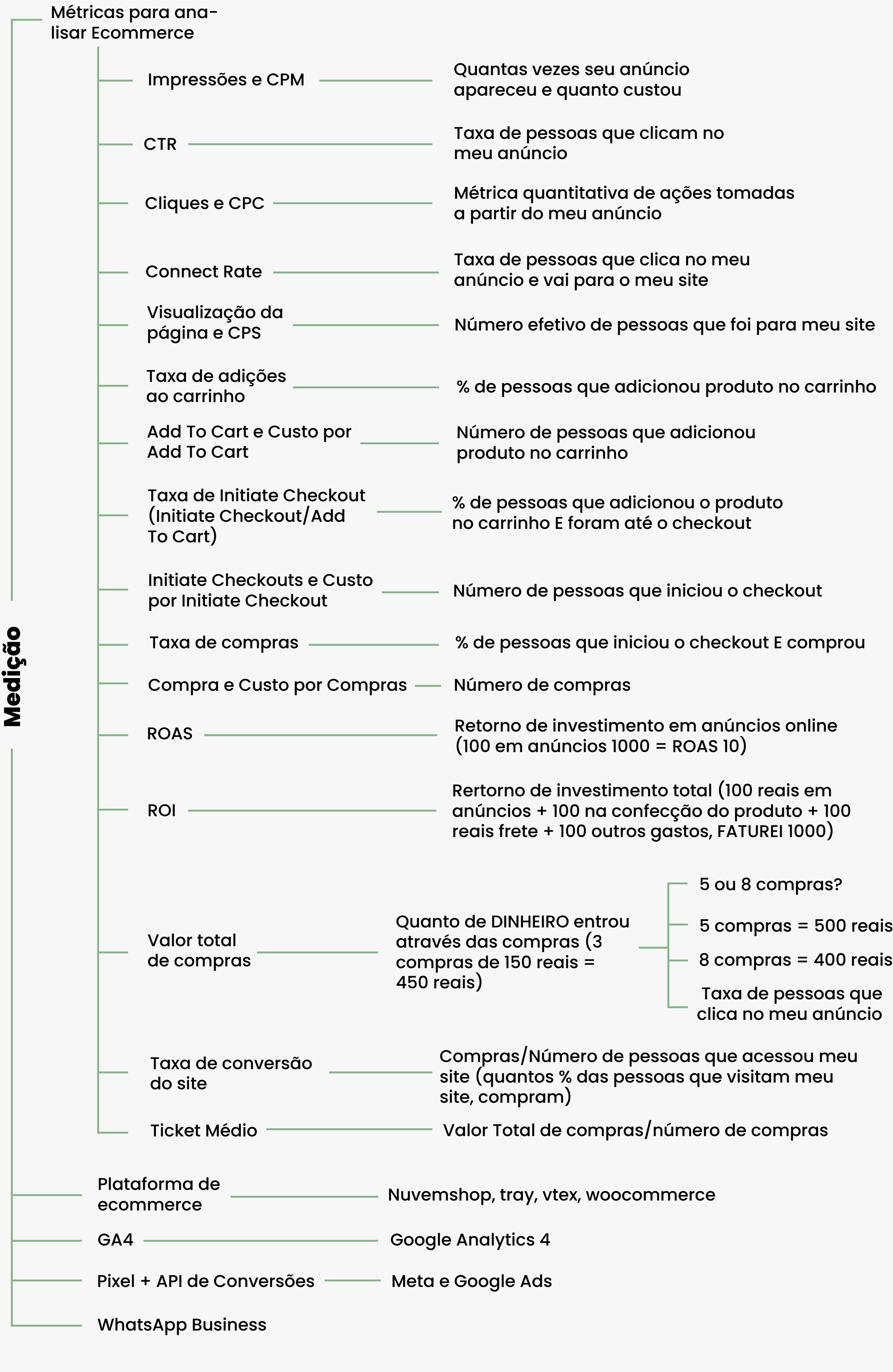
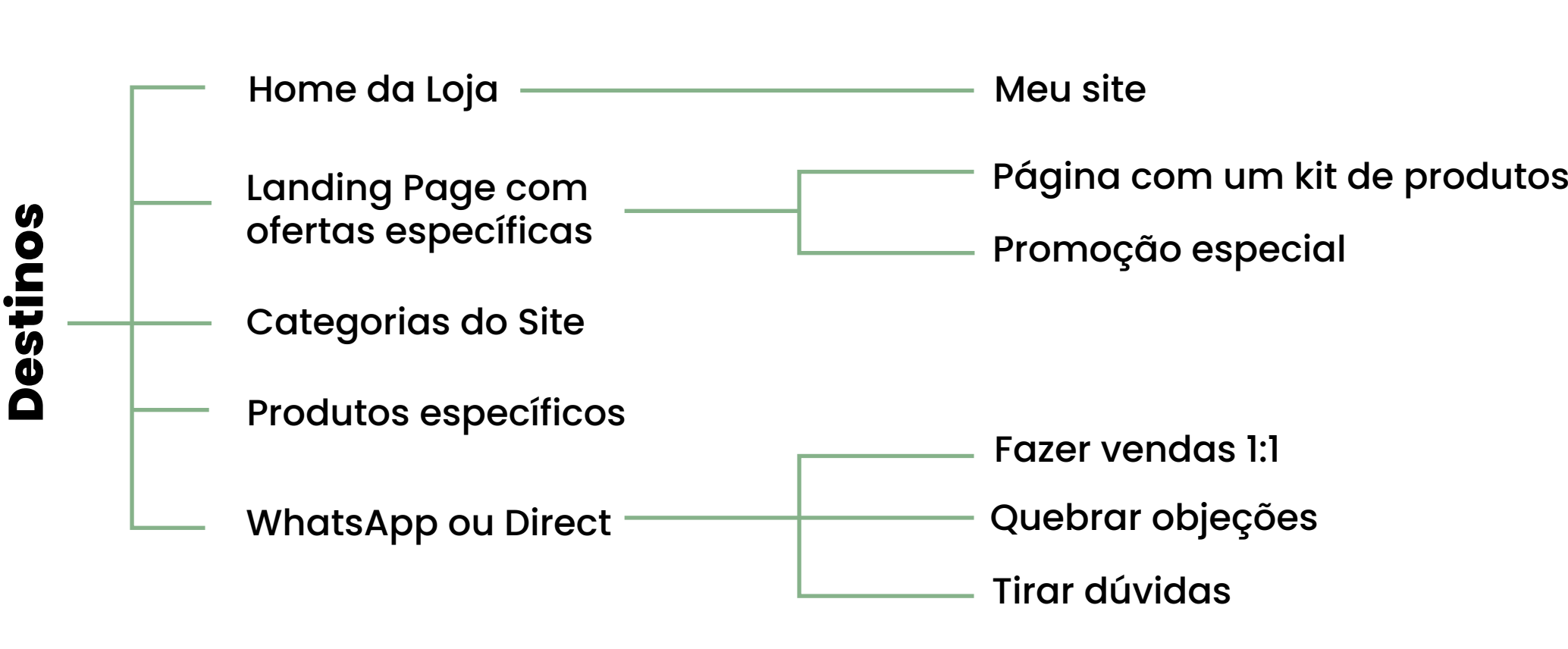
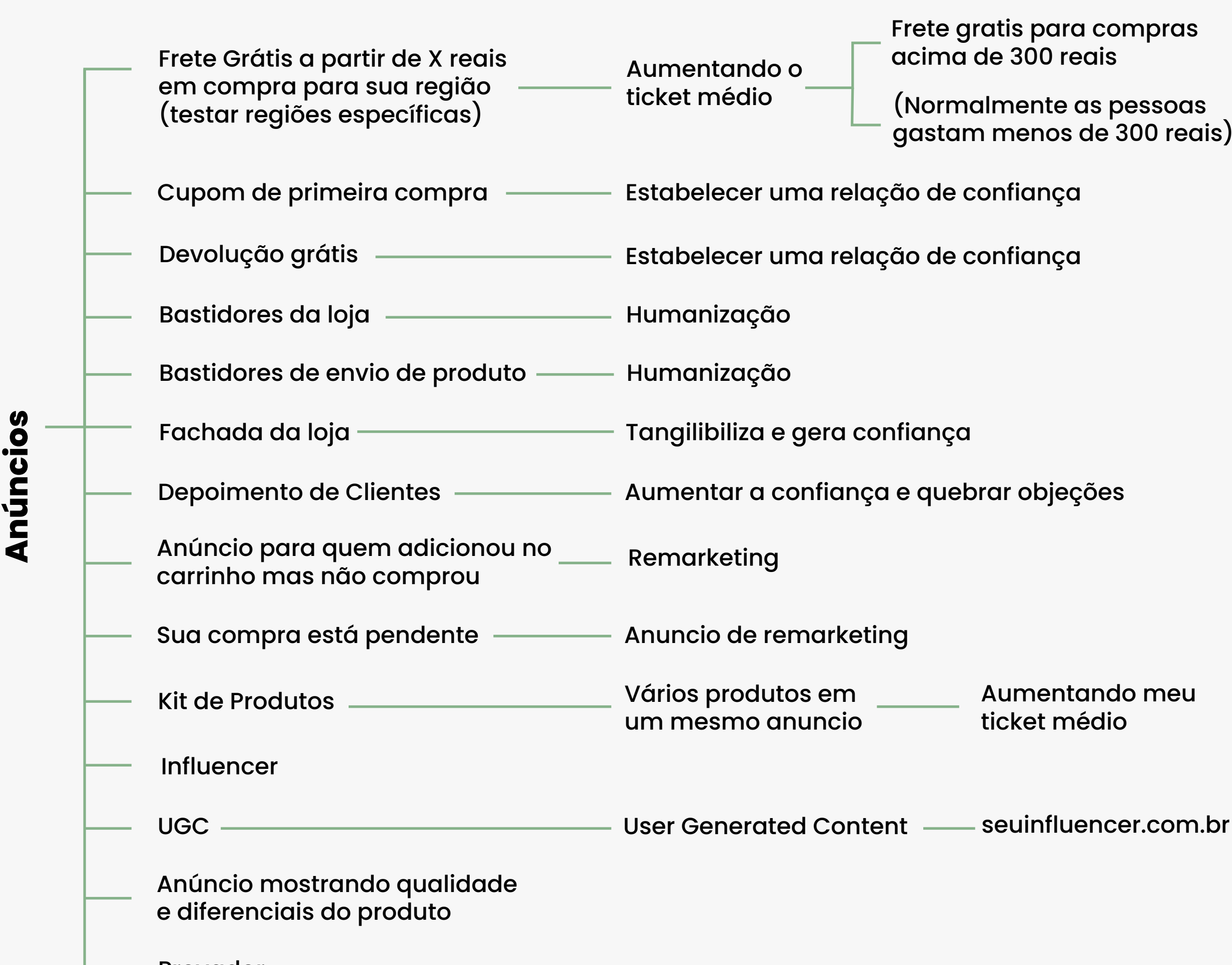
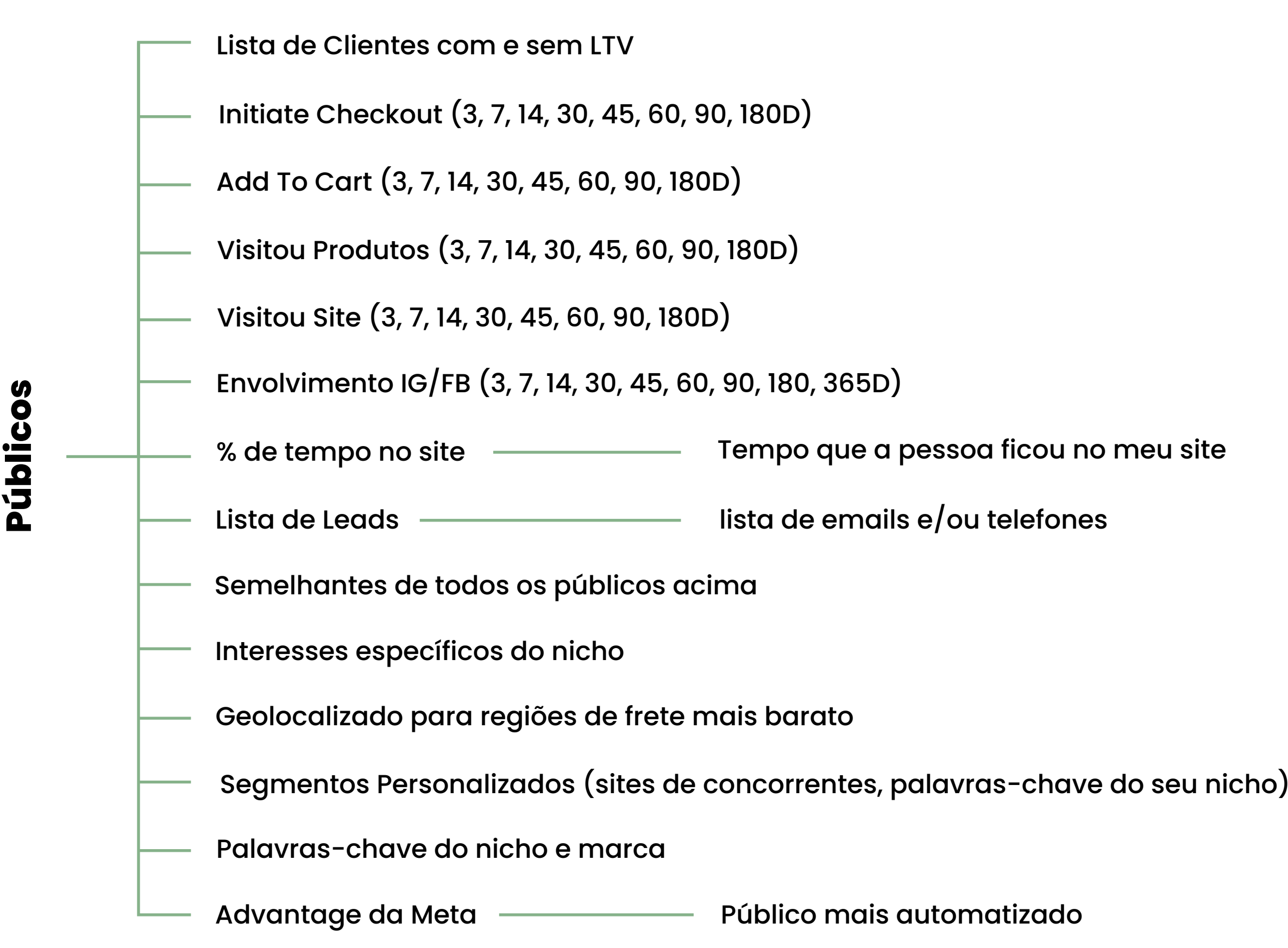
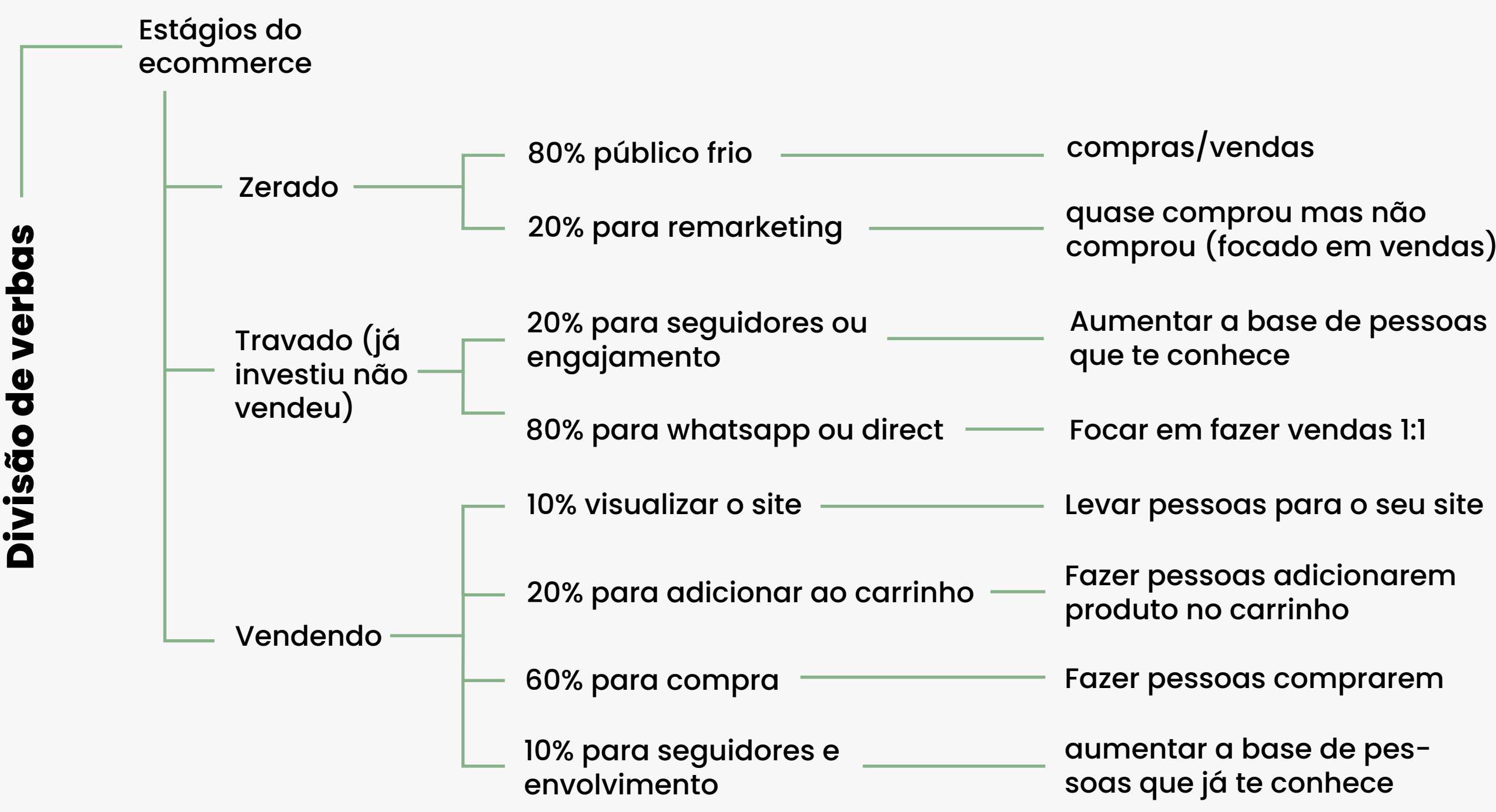
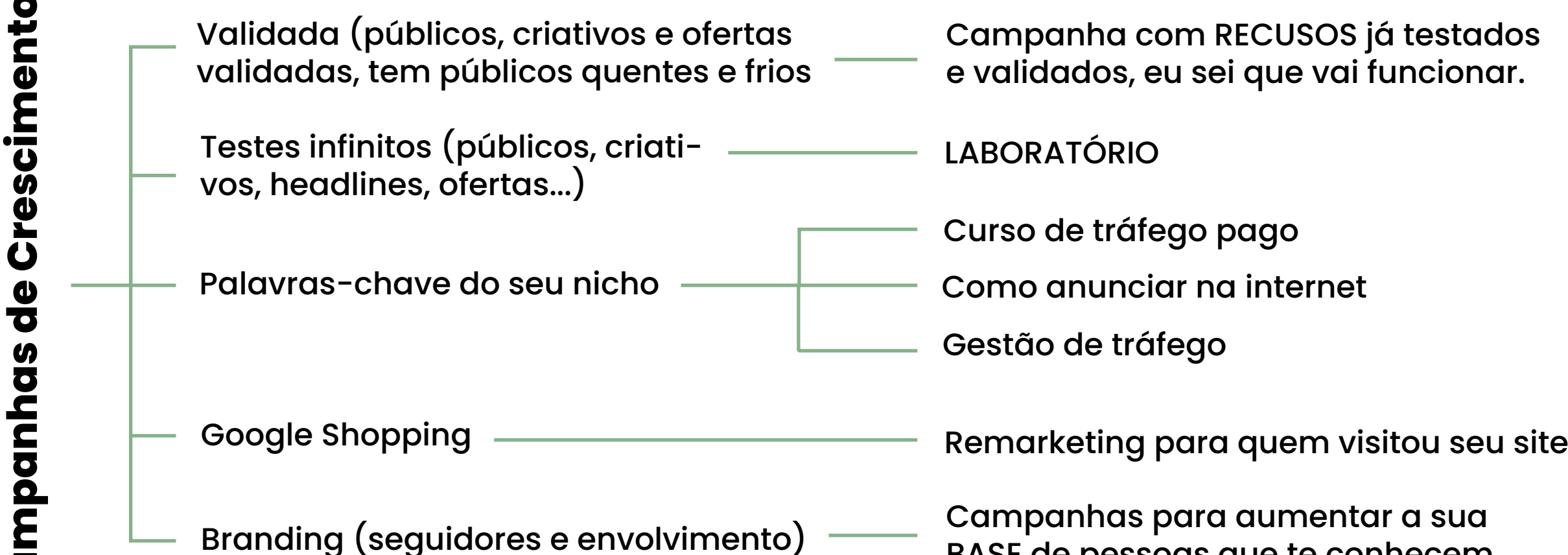
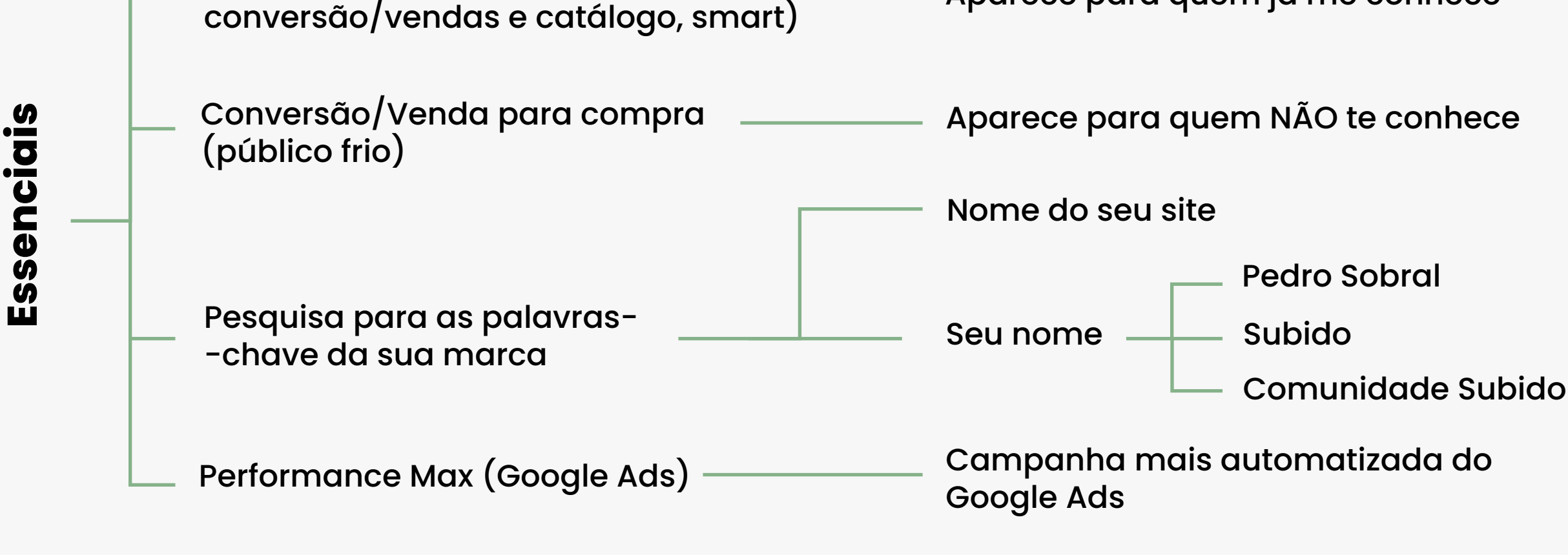
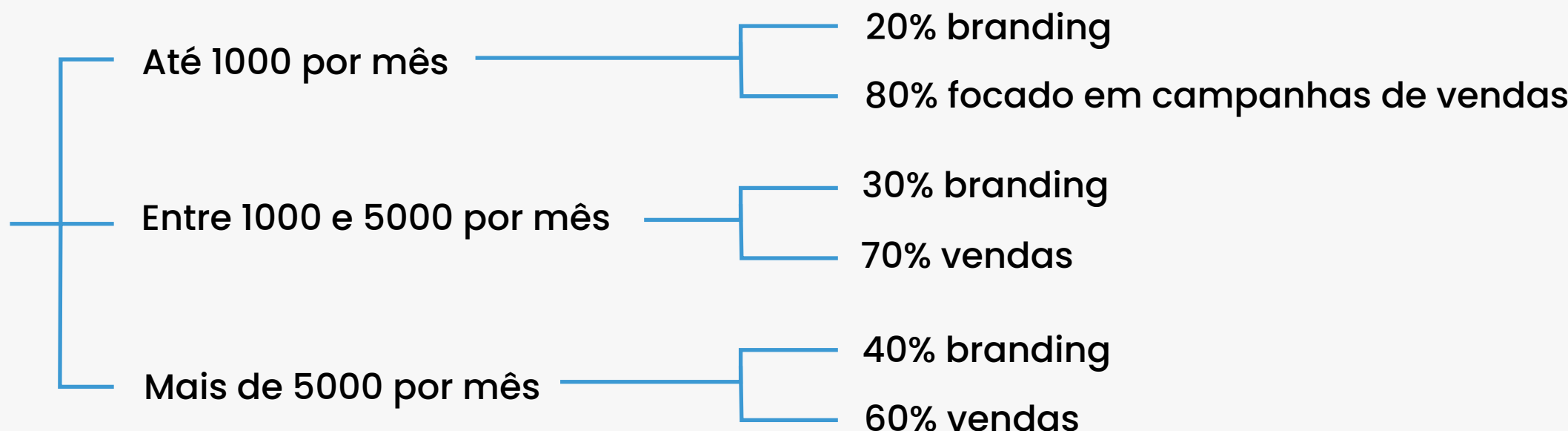


Mapa do Tráfego Pago Estratégico

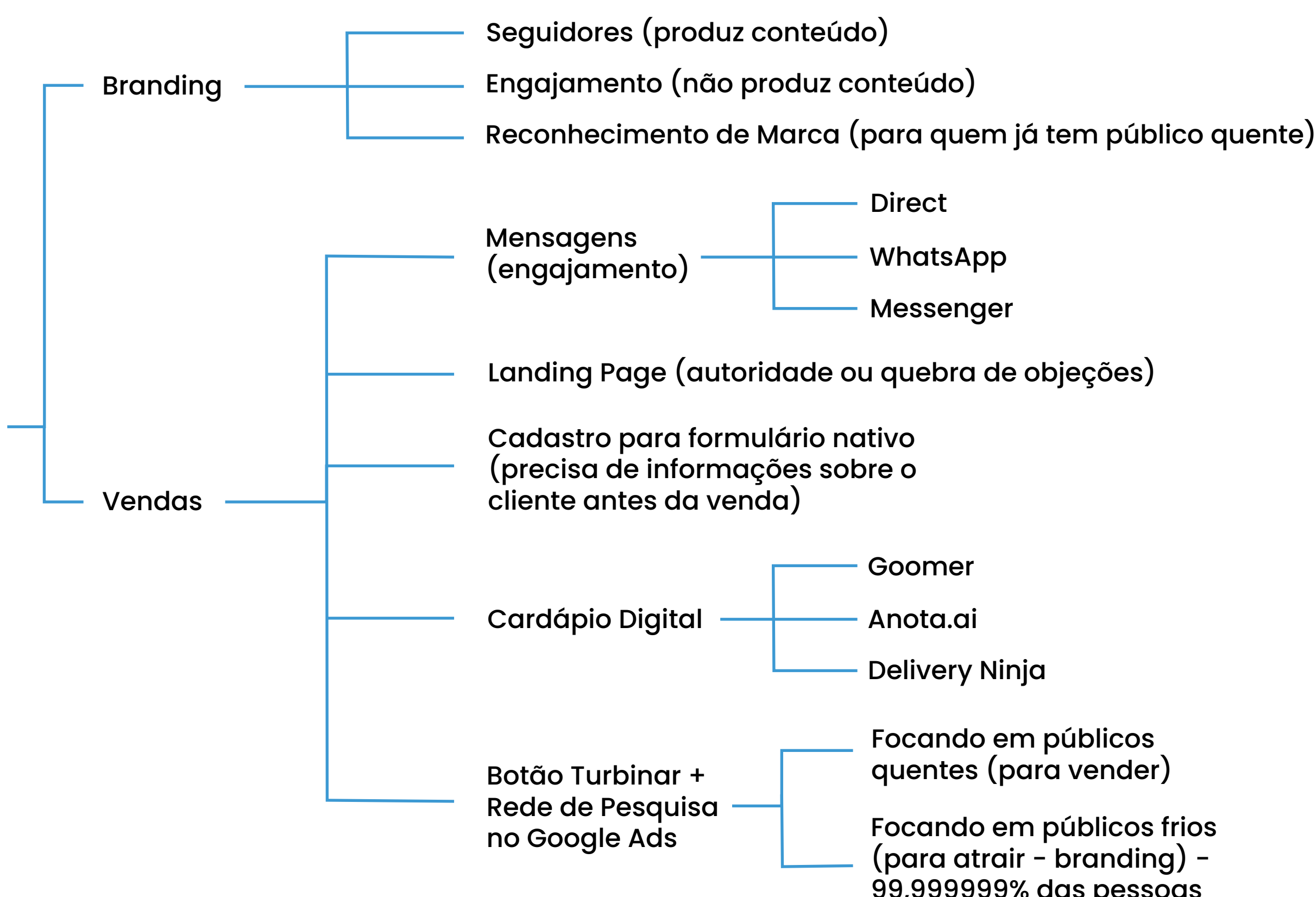
Ecommerce



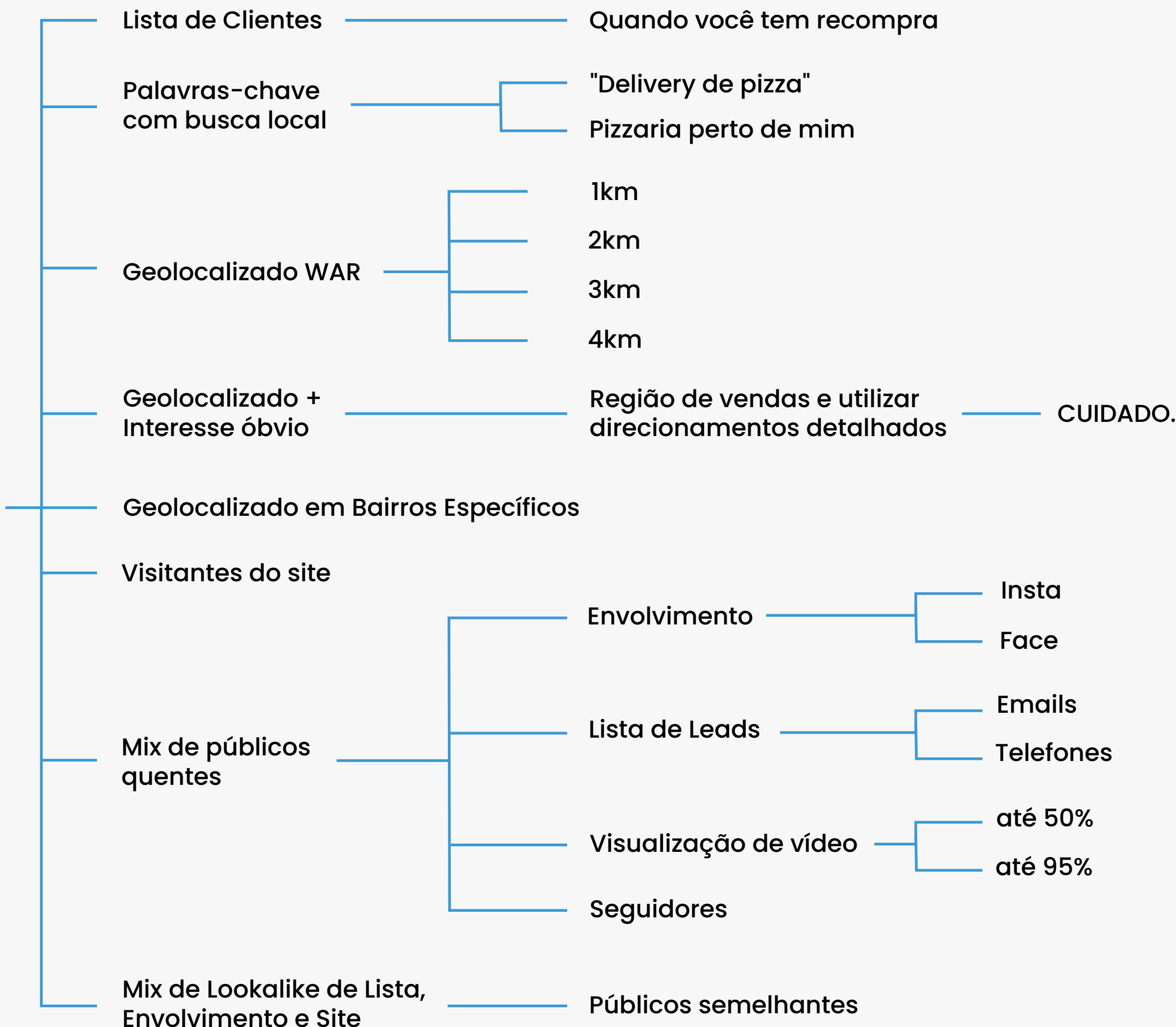
Divisão de verbas



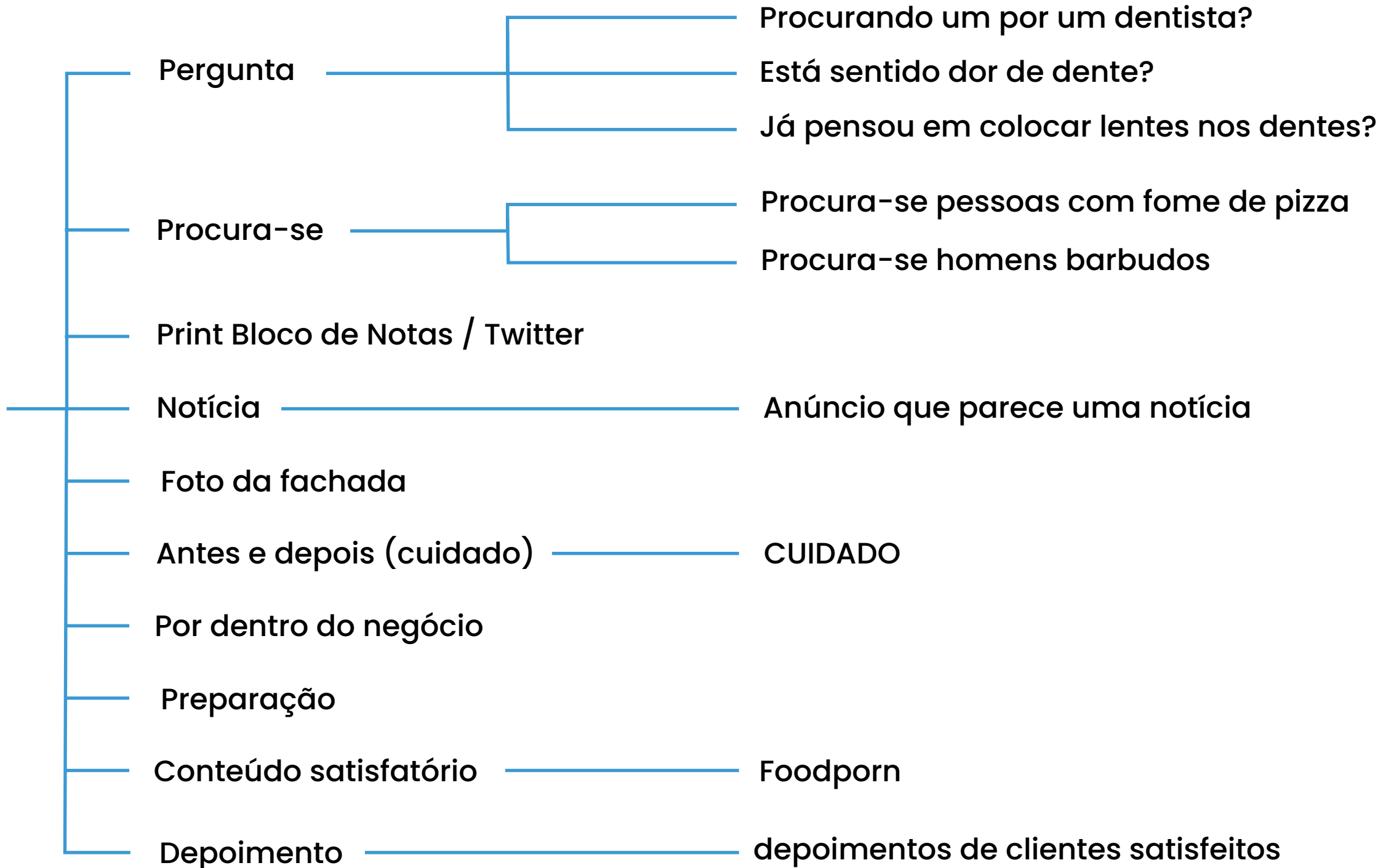
Campanhas



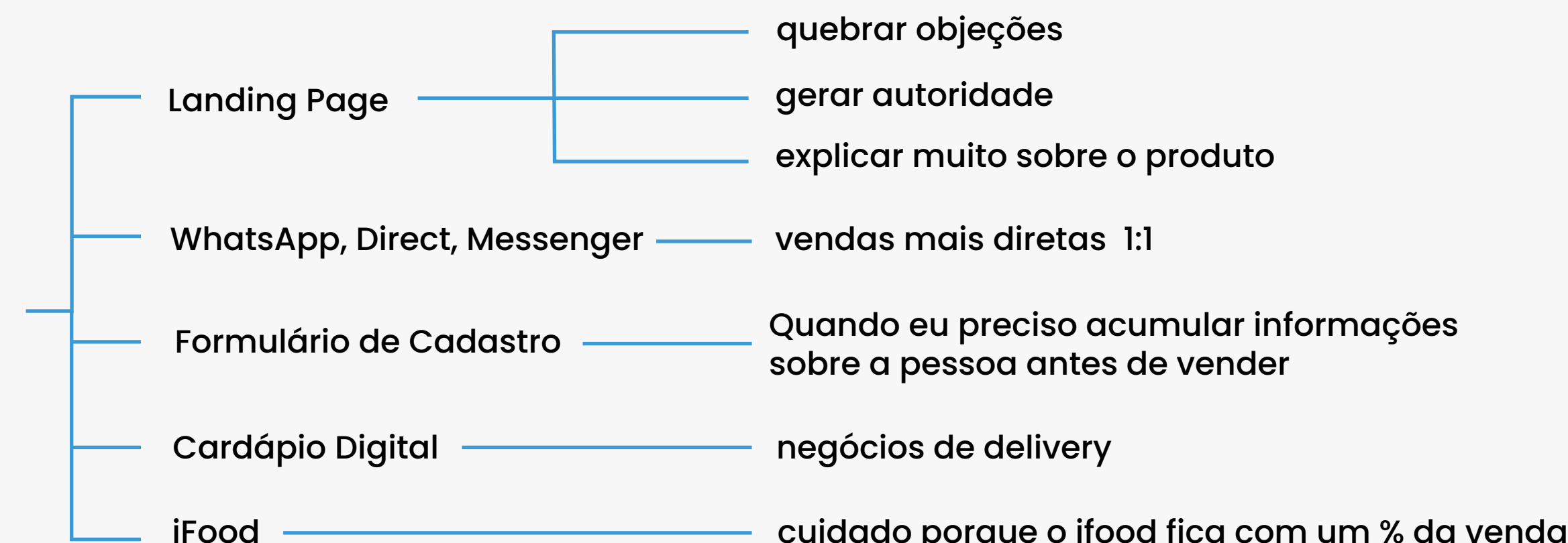
Públicos



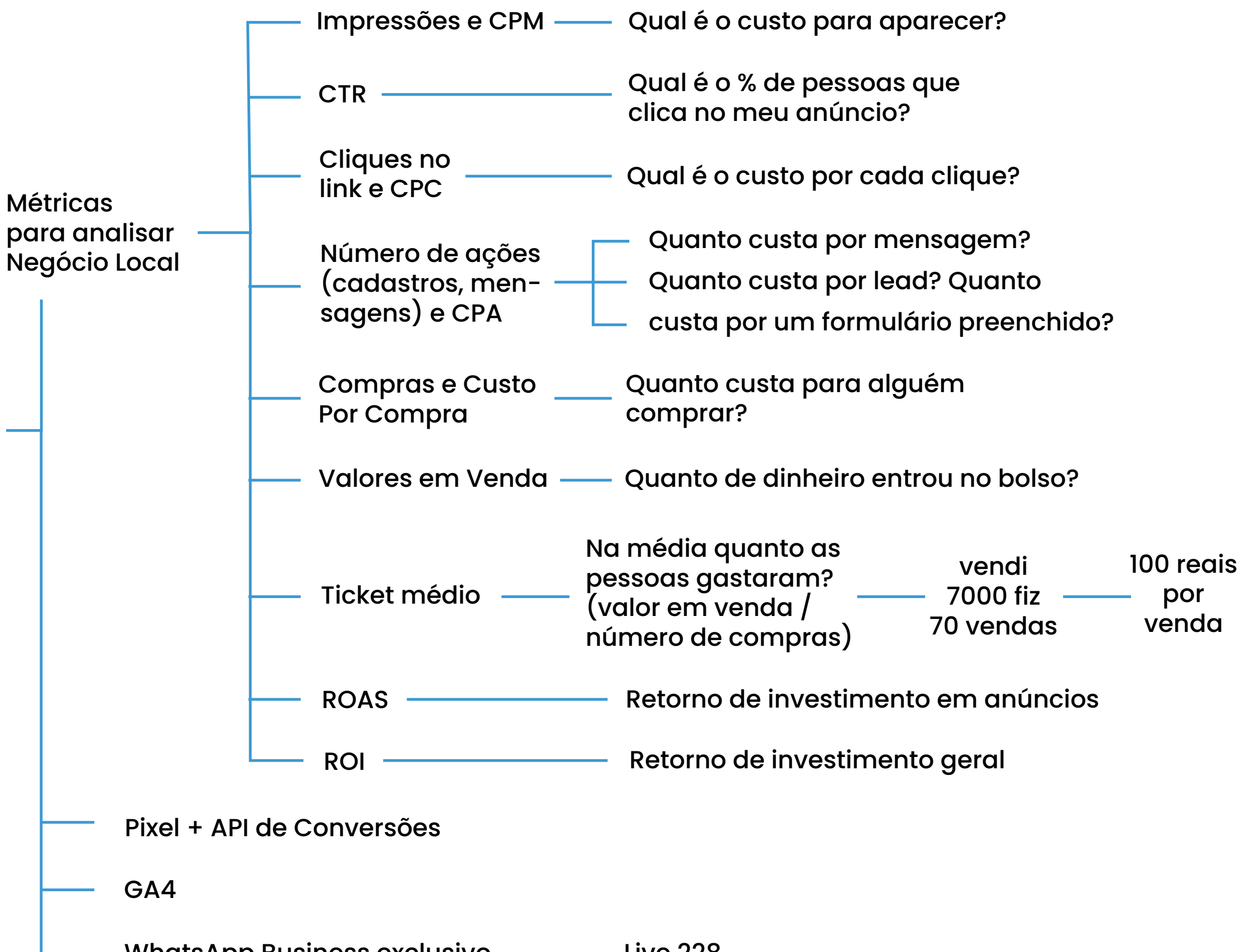
Anúncios



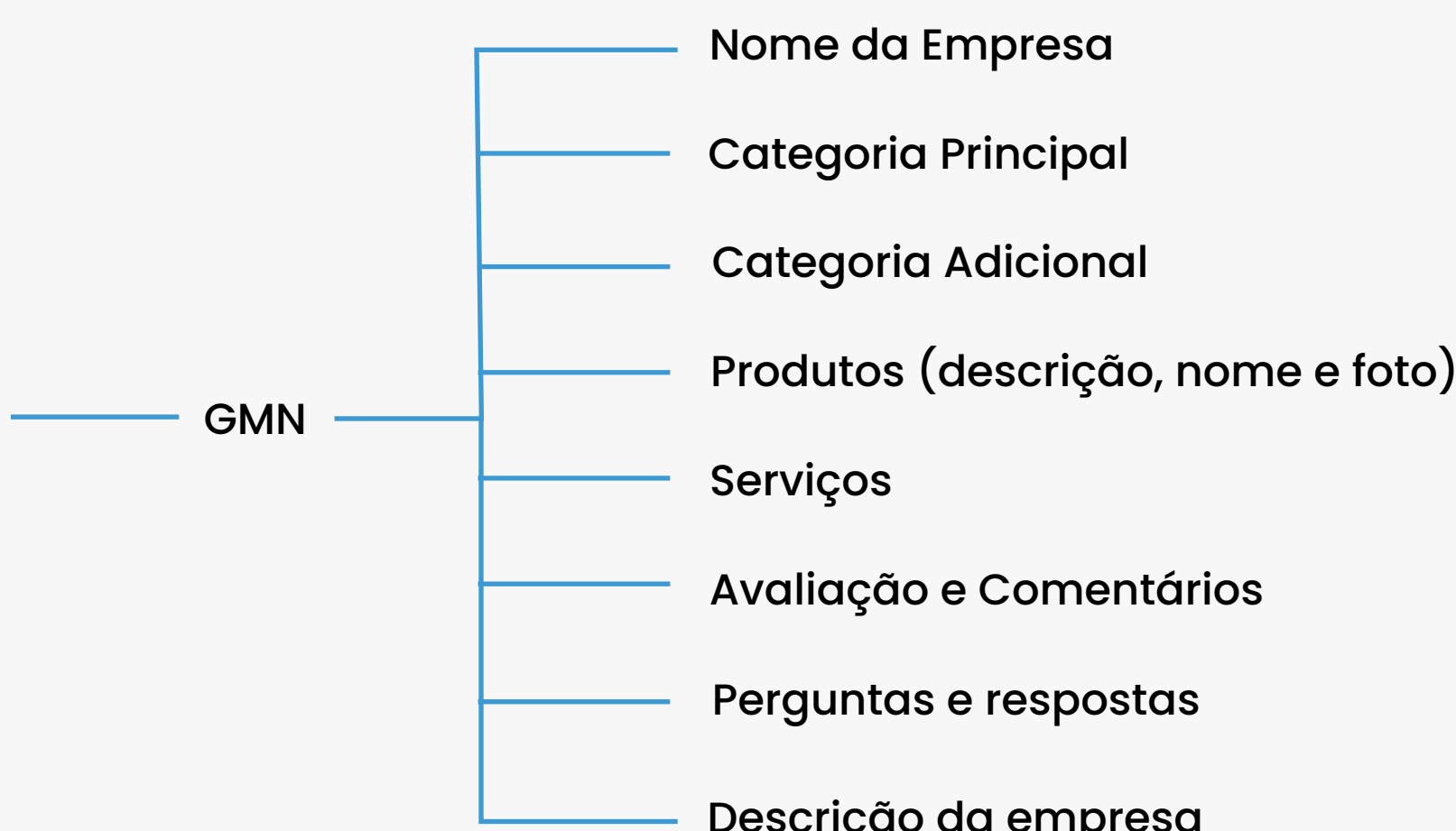
Destinos



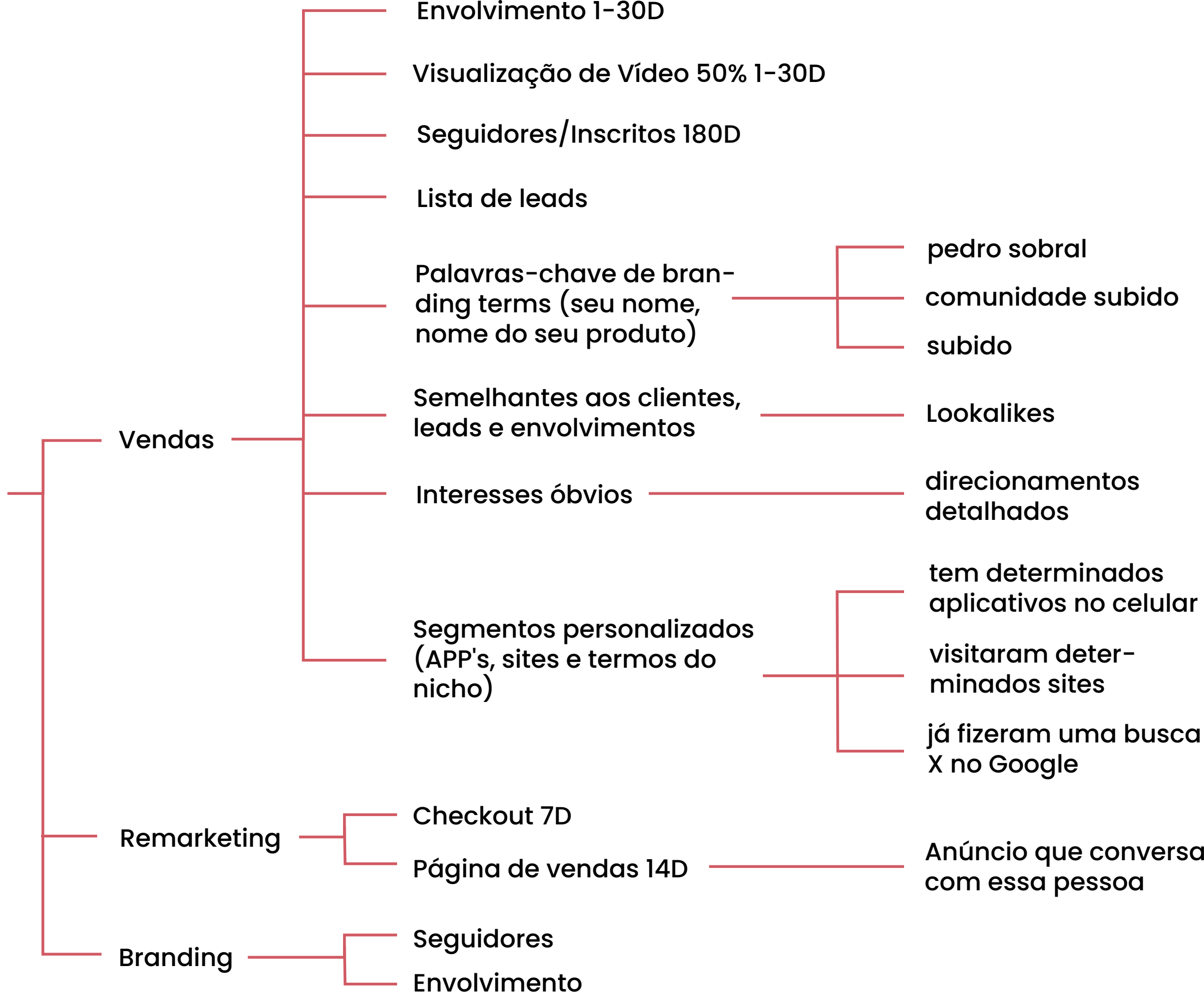
Medição



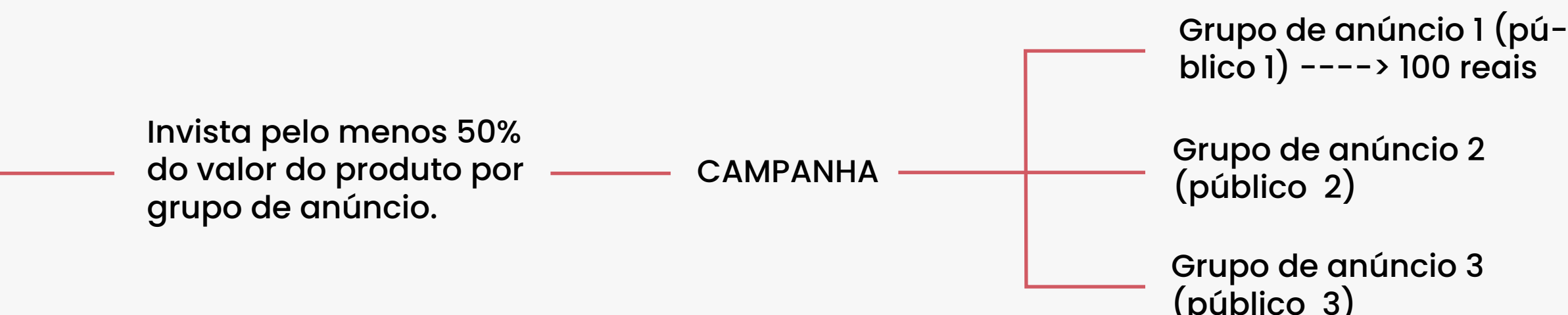
Especificidades



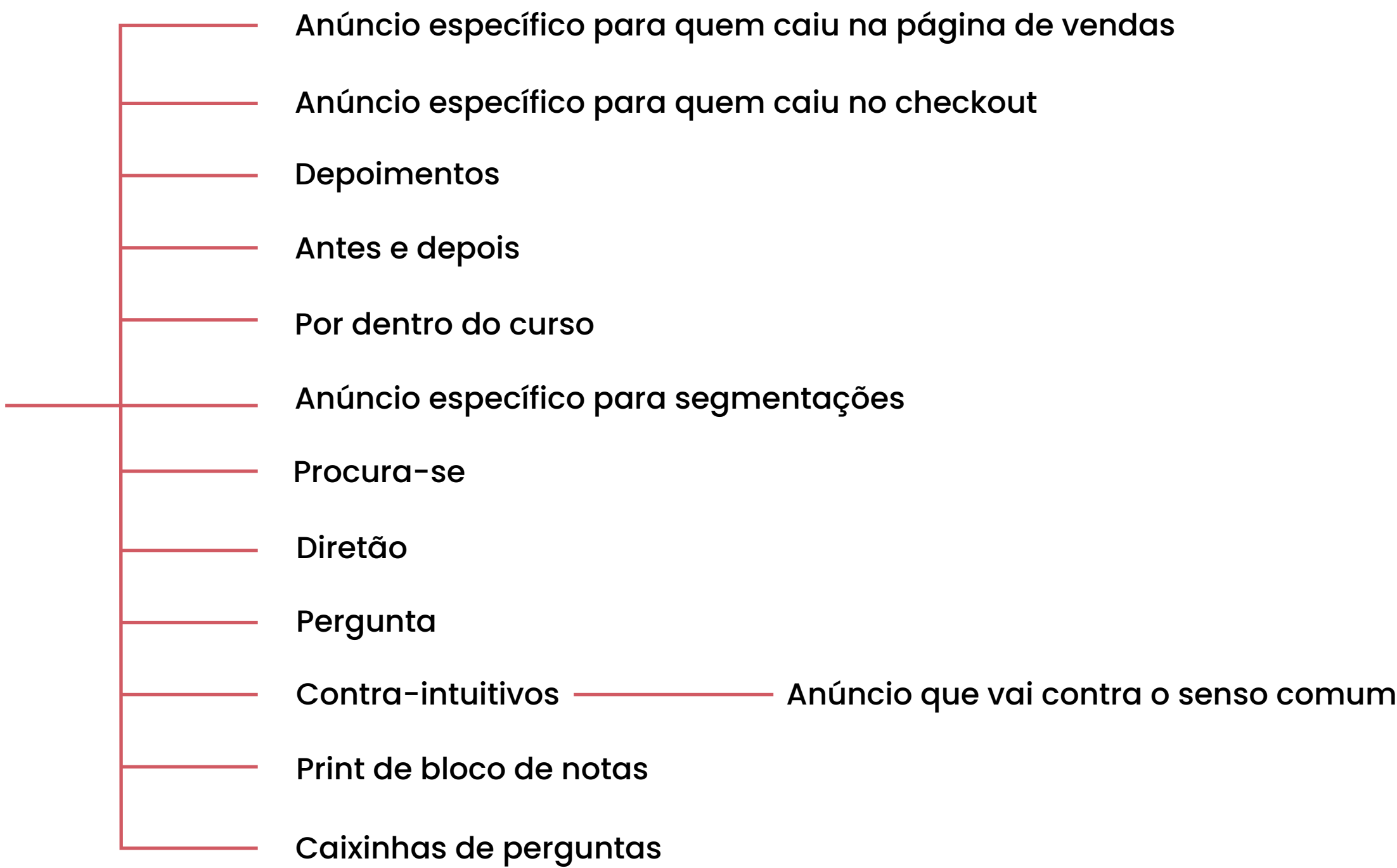
Campanhas e públicos



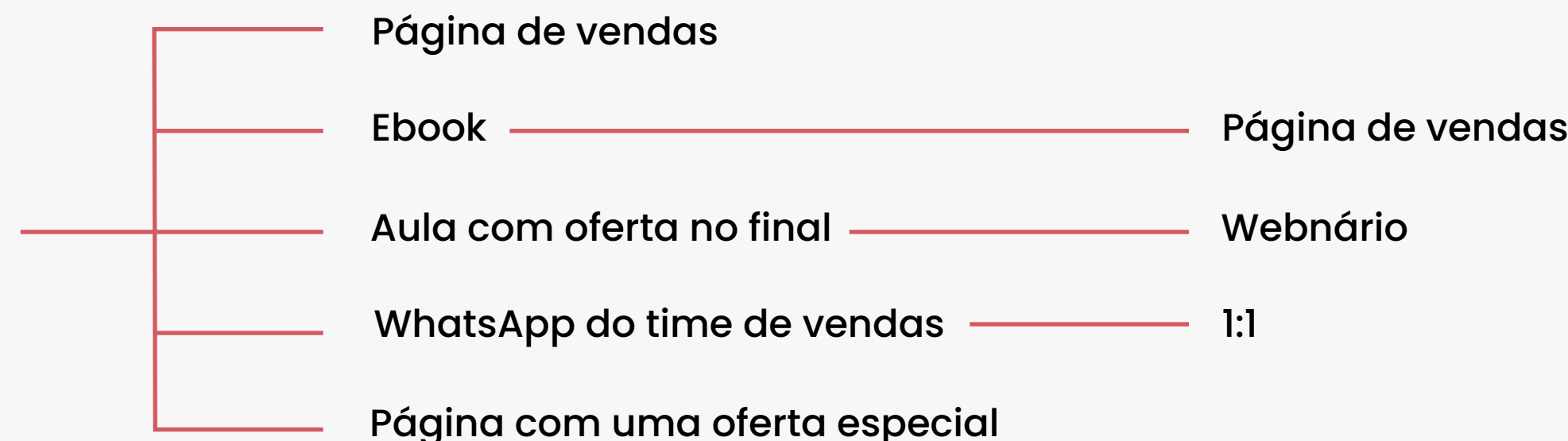
Divisão de verbas



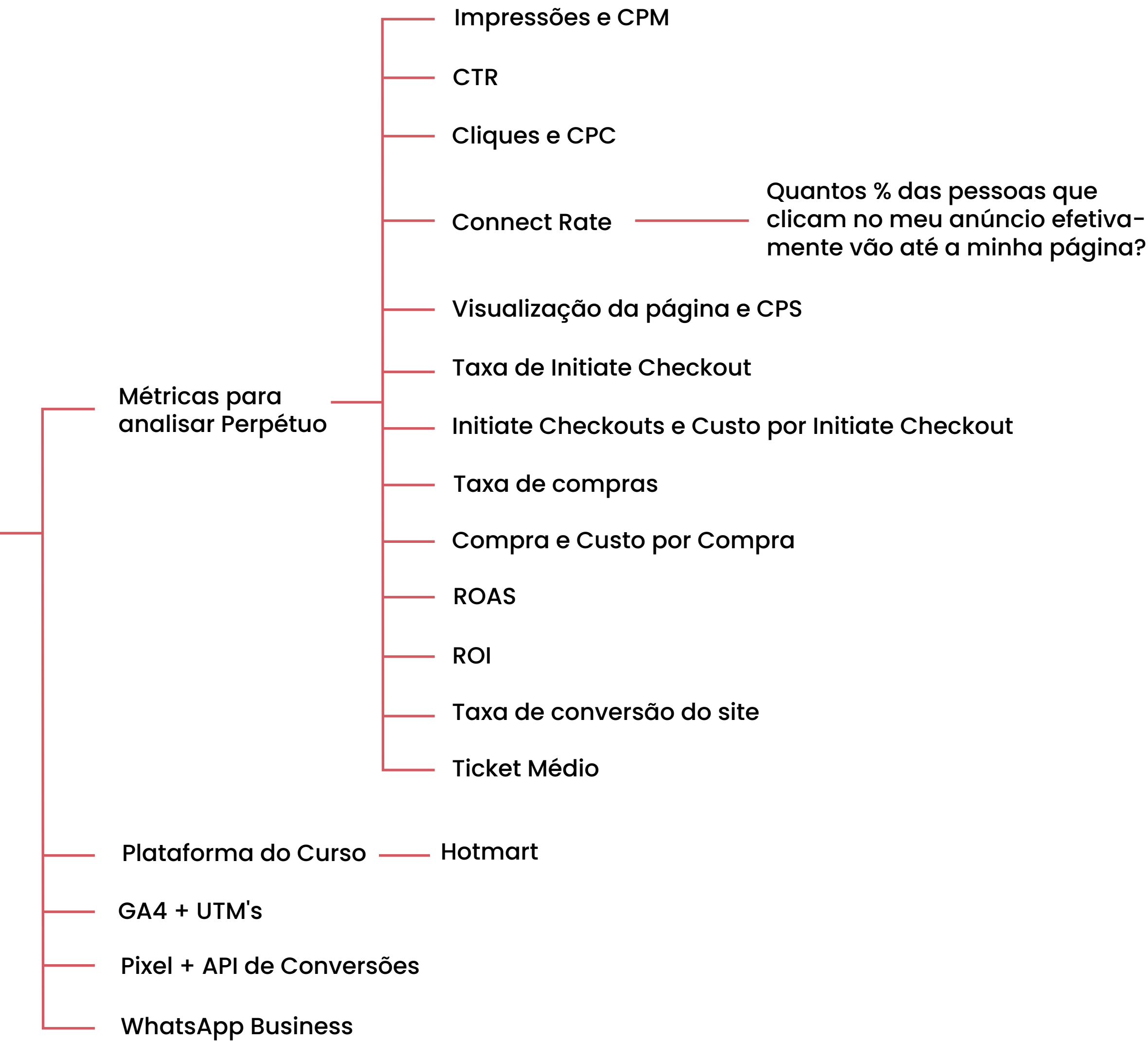
Anúncios



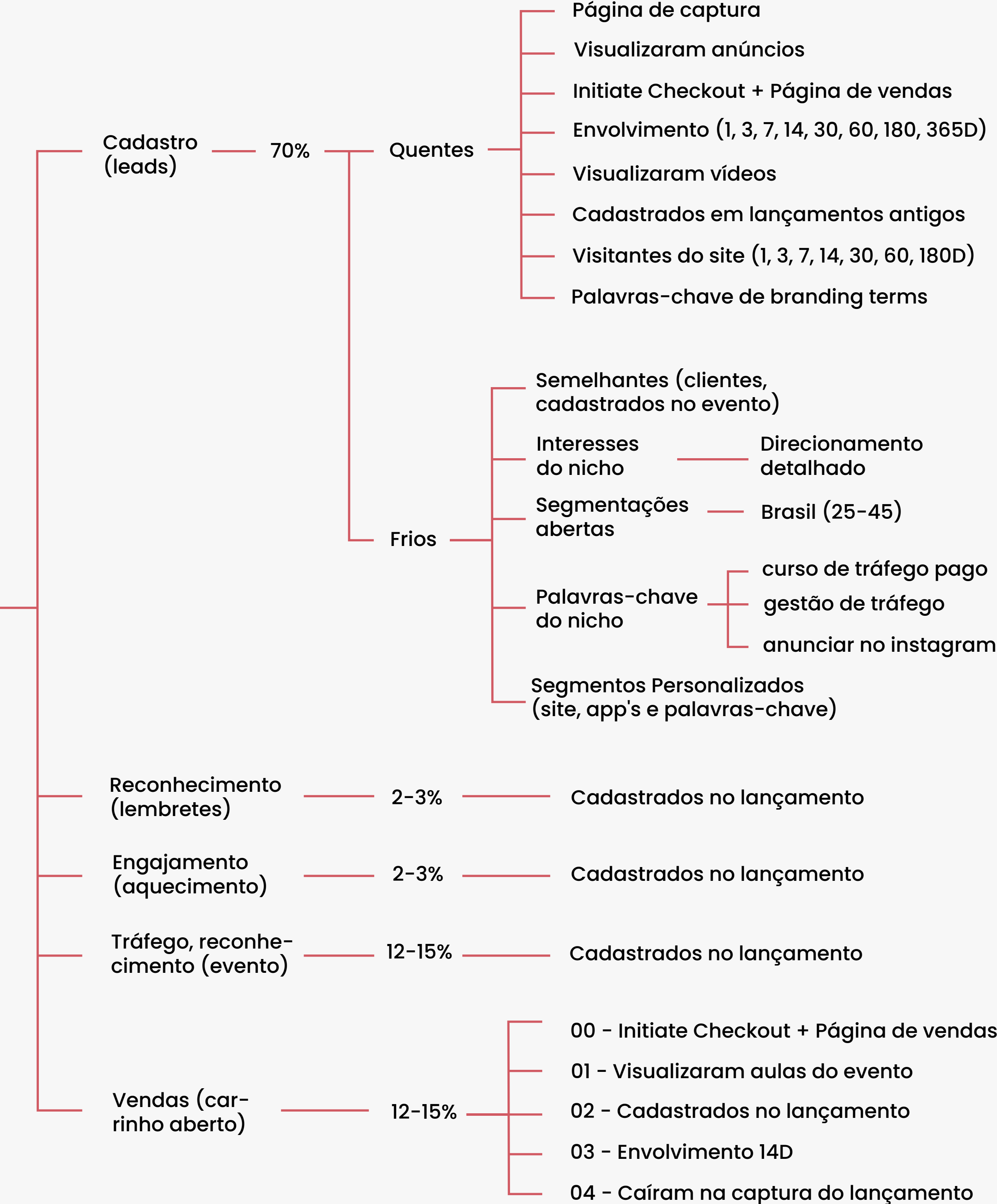
Destinos



Medição



Campanhas, divisão de verbas e públicos



Anúncios

- Anúncio específico para quem caiu na captura
- Anúncio específico para segmentações
- Procura-se
- Diretão
- Pergunta
- Contra-intuitivos
- Print de bloco de notas
- Caixinhas de perguntas

Destinos

- Leads (cadastros) — Landing Page
- Lembrete
 - Vídeos do Youtube
 - Página do cronograma do evento
- Evento
 - Aula do Youtube
 - Blog de lançamento — Site com todas as aulas
- Vendas
 - Landing page de vendas
 - Checkout
 - Time comercial — Whatsapp

Medição

- Métricas para analisar Lançamento
 - Impressões e CPM
 - CTR
 - Cliques e CPC
 - Connect Rate
 - Visualização da landing page
 - Taxa de conversão da landing page
 - Leads e Custo por Lead
 - % de leads quentes vs leads frios
 - Comparecimento às aulas
 - Número de acessos à página de vendas
 - Taxa de Initiate Checkout
 - Initiate Checkouts e Custo por Initiate Checkout
 - Taxa de compras
 - Compra e Custo por Compra
 - ROAS
 - ROI
 - Taxa de conversão dos leads totais
- Pixel + API de Conversões
- GA4
- UTM's + CRM
- Vendas na plataforma