



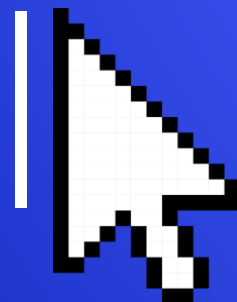
CAD



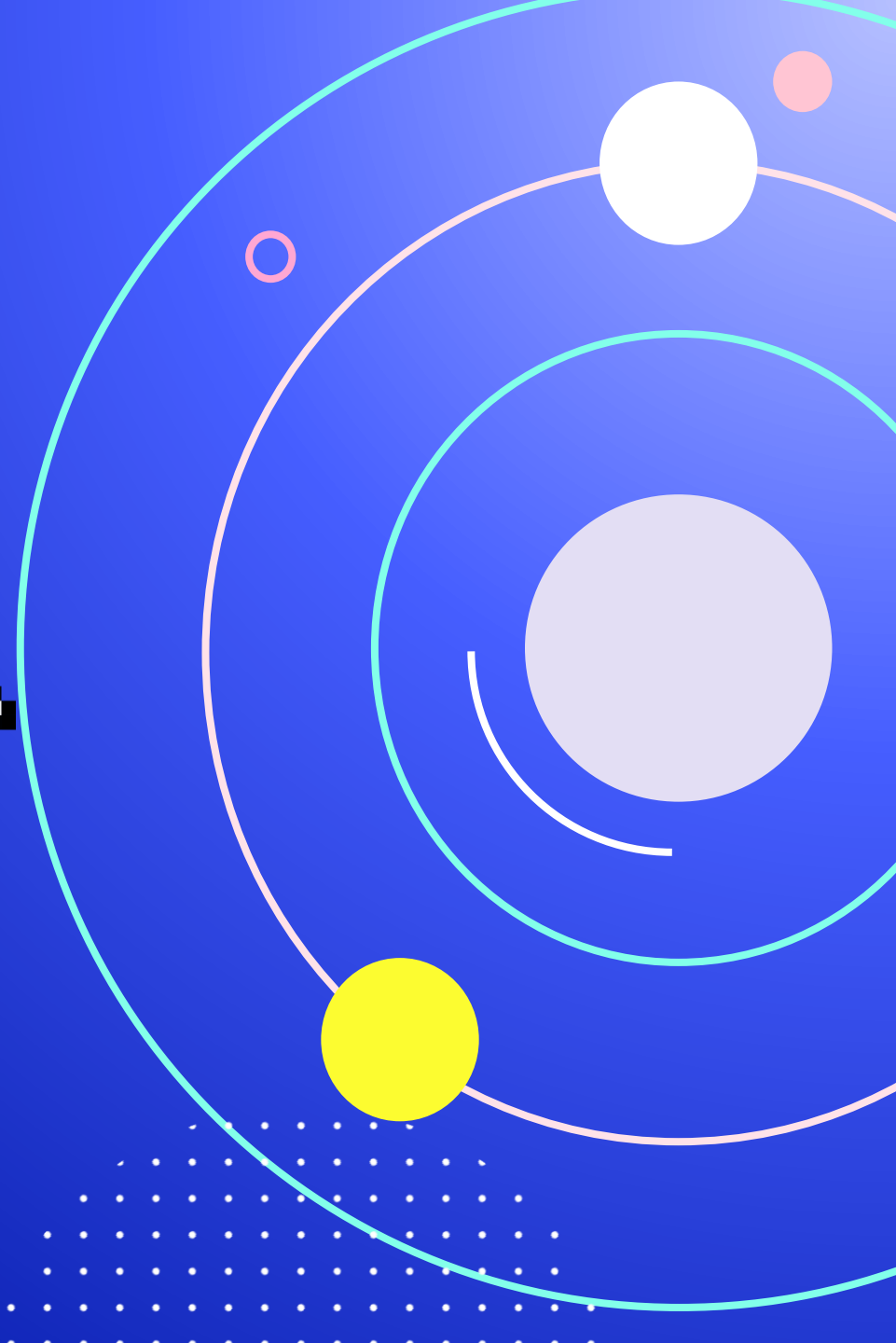
CENTRAL DE ATENDIMENTO  
DIGITAL

# Manual Adjust

Aqui você encontra como cadastrar e rastrear seus links



Março /2025





## O que é o Adjust?

É uma solução para mensuração e analytics



## Pra que serve?

Permite a criação de links rastreáveis, QR Code e Link token que podem ser utilizados nas jornadas

Possibilita acompanhar o comportamento do usuário e suas interações com os links rastreáveis

Clique pra  
acessar o link!

## Como acessar o Adjust

Login:

cad@bb.com.br

Senha:

EscolaRobo23\*

Clique pra  
acessar o link!

## Como acessar o Adjust

Login:

cad@bb.com.br

Senha:

EscolaRobo23\*

04



### Dica

Na Plataforma você pode encontrar os deeplinks do app já criados e separados por assunto

**Fonte:** Plataforma BB > Tecnologia > Construção > Descentralização Desenvolvimento de Canais > API Mobile



# Mão na massa

Vamos lá? 💪

05



https://suite.adjust.com




ADJUST





Hey CAD

 **Datascap**

 **Pulse**

 **Campaign Lab**

 **DataWorks**

 **AppView**



### Datascap

Analyze your campaign data in  
dashboards and reports

+ New report

Overview dashboard

Reports



### Pulse

Set up and manage your alerts

+ New pulse

Pulses



### Campaign Lab

Set up and manage campaign links for  
partners or owned media

+ New partner

Partners

Custom links



### DataWorks

Connect to your partner accounts for  
additional reporting services

+ New connection

Connections



### AppView

Set up and manage your apps

Apps

SKAN Conversion Hub



### Account settings

Manage your account settings

Account settings

CAD Adriana Bartz  
Banco do Brasil S.A.





Acesse o Adjust

06


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Hey CAD

 Datascap

 Pulse

 Campaign Lab

 DataWorks

 AppView

Na coluna esquerda, clique em **Campaign Lab**



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Analyze your campaign data in dashboards and reports

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Em seguida, clique em **Custom links**

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Hey CAD

Datascape

Pulse

Campaign Lab

Partners

Custom links

Audiences

Deep link generator

DataWorks

AppView



**Datascape**

Analyze your campaign data in  
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Datascape

Pulse

Campaign Lab

Partners

Custom links

Audiences

Deep link generator

DataWorks

AppView

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## Custom links








































Search links

App 0 selected

+ New link

### Channel level

Attribution comparison

App	Channel	Campaigns	
  	Portal de Investimentos - Oferta Pública	0 >>	 ...
  	Portal de Investimentos - Fundos de Investimento	1 >>	 ...
  	Portal de Investimentos - Tesouro Direto	0 >>	 ...
  	Portal de Investimentos - Assessoria	0 >>	 ...
  	Portal de Investimentos - Investalk	0 >>	 ...
  	Portal de Investimentos - Início	0 >>	 ...
  	Portal de Investimentos - Portfólio	0 >>	 ...
  	whatsapp	0 >>	 ...
  	Portal de Investimentos - Calculadora IR	0 >>	 ...
  	Portal de Investimentos - Títulos Privados	0 >>	 ...

Busque por "WhatsApp" em Custom links

Se na lista aparecer whatsapp, **não selecione** pois direcionará pro ambiente incorreto

**Utilize sempre a busca**

## Custom links

🔍 whatsapp

App 0 selected

Utilizando a busca, na coluna "Channel" **aparecem vários whatsapp(s)**

















**Selecione a opção de maior número**, clicando no ícone >> na coluna Campaigns

### Channel level

☐ Show hidden links

[Link overview](#)

[Attribution comparison](#)

App	Channel	Campaigns	
  	whatsapp	0 >>	 ...
  	WhatsApp	1 >>	 ..
  	whatsapp	0 >>	 ...
  	Whatsapp	13 >>	 ...

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

















## Custom links

Search links

### Campaign

Custom links / Whatsapp

Show hidden links Link overview Attribution comparison

App	Campaign	Adgroups	
  	Squad Campanhas	1 >>	 ...
  	canais_alternativos	1 >>	 ...
  	campanha_dia_namorados	0 >>	 ...
  	cashback_amazon_campanha_dia_namorados	0 >>	 ...
  	Rmkt - Consórcios	1 >>	 ...
  	Rmkt - Ourocard Fácil	0 >>	 ...
  	teste_credito	0 >>	 ...
  	Bot	83 >>	 ...
  	Remarketing - Conta Fácil	0 >>	 ...

Busque por "Bot" em **Search links**

Neste caso, não faz diferença buscar ou selecionar na lista

Na coluna **Adgroups**, selecione a opção "Bot" clicando no ícone >>

## Custom links







Adgroup

Show hidden links

Link overview

Attribution comparison

Custom links / Whatsapp / Bot

App	Adgroup	Creatives
<div><div></div><div> </div></div> <div></div> <div>Squad Consorcio</div> <div>10 </div> <div> ..</div>		

Em **Search links**, busque por "Squad xxx" a squad que utilizará o link rastreável na jornada

Selecione a opção desejada clicando no ícone >>, na coluna **Creatives**



Antes de cadastrar, **verifique na lista** de links cadastrados se já existe o mesmo link ativo e válido para reutilizar. Caso contrário, prossiga  
Clique em **New creative link**

+ New creative link

## Custom links

🔍 squad consorcio

### Creative




































Show hidden links

Link overview

Attribution comparison

Custom links / Whatsapp / Bot / Squad Consorcio

App	Creative	
  	Consortio Amigo Pontos Nivel	 ...
  	Consortio Ativo Nascentes Brasileiras - Contratar	 ...
  	Consortio Ativo Nascentes Brasileiras - Contratar (nova tela)	 ...
  	Consortio Ativo Contratação Não Correntistas	 ...
  	Ativo - Consortio Amigo	 ...
  	Ativo - Reativação da Cota - História 1373656	 ...
  	Site - Campanha Consortio Amigo	 ...
  	Consórcio Amigo 2024 - Link Regulamento	 ...
  	Ativo - DDA Agenda Financeira	 ...

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Custom links

Audiences

Deep link generator

DataWorks

AppView

CAD Adriana Bartz  
Banco do Brasil S.A.

## Link structure

- ✓ App selection
- 2 **Link structure**
- 3 User destinations (Optional)
- 4 Attribution settings (Optional)
- 5 Social
- 6 Link review (Optional)

## Build your link

Adjust supports four levels of campaign structure. Add levels to increase the granularity of your reports and get deeper insight into your data

Channel ⓘ

Whatsapp

Campaign ⓘ

Bot

Adgroup ⓘ

Squad Consorcio

Creative ⓘ

E.g. Instagram\_03

⚠ Creative cannot be empty

No lado esquerdo da página é possível visualizar a fase atual e as próximas para finalização

← → ↻ https://suite.adjust.com/custom-links/11lrpz/creative/new-child-link

## Link structure

- ✓ App selection
- 2 Link structure
- 3 User destinations (Optional)
- 4 Attribution settings (Optional)
- 5 Social
- 6 Link review (Optional)

### Build your link

Adjust supports four levels of campaign structure data

Channel ⓘ

Whatsapp

Campaign ⓘ

Bot

Adgroup ⓘ

Squad Consorcio

Creative ⓘ

E.g. Instagram\_03

⚠ Creative cannot be empty

### Hora de nomear o link!

A página já traz o caminho de armazenamento do link

Na caixa **Creative**, nomeie o link conforme o padrão **Site ou App + informação a ser fornecida pelo link**

**Ex 1:** App BB – Simulação de Consórcio

**Ex 2:** Site BB Consórcio –Meu Consórcio – Login

Nomeie no campo em vermelho e **clique em Next**

Quick create

Next >

<https://suite.adjust.com/custom-links/11lrpz/creative/new-child-link>[< Previous](#)

## User destinations

✓ App selection

✓ Link structure

3 **User destinations** (Optional)

● Define a deep link (Optional)

● Add a redirect (Optional)

● Add a fallback (Optional)

4 **Attribution settings** (Optional)

5 **Social**

6 **Link review** (Optional)

### Define a deep link

If the app is installed, send users to a specific app screen.

Where do you want to send users who have your app installed? 🤖 🍏

☒ App stores Default

☐ In-app screen

### Add a redirect

Optional

If the app is not installed, send users to app stores or a custom URL.

Where do you want to send users on supported devices? 🤖 🍏

☒ App stores Default

☐ Custom URL

### Add a fallback

Optional

If the app can't be installed, send users to app stores or a custom URL.

Selecione **Add a redirect > Custom URL**

Observe que traz automaticamente a opção acima dessa

Abrirá uma caixa para inserção da URL



< Previous

## User destinations

✓ App selection

✓ Link structure

3 User destinations (Optional)

• Define a deep link (Optional)

• Add a redirect (Optional)

• Add a fallback (Optional)

4 Attribution settings (Optional)

5 Social

6 Link review (Optional)

### Define a deep link

If the app is installed, send users to a specific app screen.

Where do you want to send users who have your app installed?  

☒ App stores Default

☐ In-app screen

### Add a redirect

If the app is not installed, send users to app stores or a custom URL.

Where do you want to send users on supported devices?  

☐ App stores Default

☒ Custom URL

Redirect URL

o.com.br/site/pravoice/consorcios/?gad\_source=1&gclid=EAlalQobChMIqqHjiqC7iQMVGkVIAB1r3gEEEEAYASAAEgLRaPD\_f

Use platform-specific URLs

### Add a fallback

If the app can't be installed, send users to app stores or a custom URL.

 Users on unsupported devices will be redirected to https://www.bb.com.br/site/pravoice/consorcios/?gad\_source=1&gclid=EAlalQobChMIqqHjiqC7iQMVGkVIAB1r3gEEEEAYASAAEgLRaPD\_BwE

When using global redirects, users on unsupported devices are also sent to the custom URL provided.

Inclua o link que deseja rastrear e clique em **Next**

Quick create

**Next** >

[< Previous](#)

## Attribution settings

- ✓ App selection
- ✓ Link structure
- ✓ User destinations (Optional)
- 4 Attribution settings (Optional)**
- 5 Social
- 6 Link review (Optional)

### New user: attribution

Choose how to attribute different engagements

#### Clicks

Adgroup-level settings apply

### Existing user: reattribution

Choose how to attribute different engagements from existing users for this link. Changes here will override app-level attribution settings.

#### Clicks

Adgroup-level settings apply

### Paid campaign users

Choose how to attribute users who engage with your link after a previous click on another of your ads.

#### Where do you want to attribute these users?

- ☐ To the previous ad
- ☒ To this link

Certifique-se que em **Paid campaign users** foi selecionada a opção **To this link**  
Em seguida, clique em **Next**

[Quick create](#)[Next >](#)

<https://suite.adjust.com/custom-links/11lrpz/creative/new-child-link>[< Previous](#)

## Social

- ✓ App selection
- ✓ Link structure
- ✓ User destinations (Optional)
- ✓ Attribution settings (Optional)
- 5 Social**
- 6 Link review (Optional)

### Social sharing preview

Customize how your link looks when shared on social media or messaging apps. Changes here will override app-level preview settings for this link.



**Adjust Smith**  
20h

App default

Check this app today: [https://app.adjust.com/\(token\)](https://app.adjust.com/(token))



APP.ADJUST.COM

**Banco do Brasil**

Actual results, including image size, may vary across platforms.

Which social preview should this link use?

☒ App preview ☐ Default

☐ Custom preview

Quick create

**Next >**



Não é possível pular a fase de customização do link  
Mantenha a opção "App preview" (padrão do Adjust)  
e clique em **Next**



https://suite.adjust.com/custom-links/11lrpz/creative/new-child-link

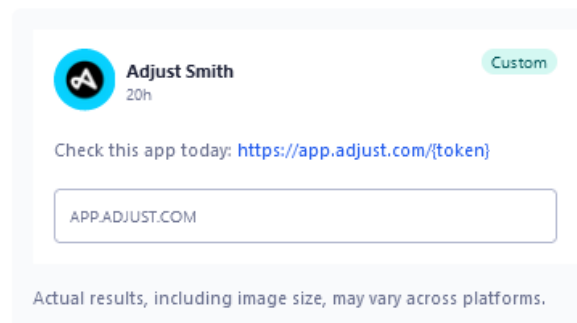


< Previous **Social**

- ✓ App selection
- ✓ Link structure
- ✓ User destinations (Optional)
- ✓ Attribution settings (Optional)
- 5 Social**
- 6 Link review (Optional)

### Social sharing preview

Customize how your link looks when shared on social media or messaging apps. Changes here will override app-level preview settings for this link.



Which social preview should this link use?

☐ App preview Default

☒ Custom preview

Image URL

JPG or PNG. Recommended size 1200 x 630px.

Title

Recommended 30 to 60 characters. Maximum 150 characters.

Description (optional)



Caso queira customizar, selecione **Custom preview** e preencha as informações

Em seguida, clique em **Next**

Quick create

Next >

[Previous](#) **Link review**

- ✓ App selection
- ✓ Link structure
- ✓ User destinations (Optional)
- ✓ Attribution settings (Optional)
- ✓ Social
- 6 Link review** (Optional)

### App Selection

Apps  
 Banco do Brasil

### Link structure

Channel  
Whatsapp  
└ Campaign  
└ Bot  
└ Adgroup  
└ Squad Consorcio  
└ Creative  
└ teste 2

### User destinations

Edit

Redirect  
[https://www.bb.com.br/site/pra-voce/consorcios/?gad\\_source=1&gclid=EAIaIQobChMIqQHjiqC7QMVGkVIAB1r3gEEEEAYASAAEgLRaPD\\_BwE](https://www.bb.com.br/site/pra-voce/consorcios/?gad_source=1&gclid=EAIaIQobChMIqQHjiqC7QMVGkVIAB1r3gEEEEAYASAAEgLRaPD_BwE)

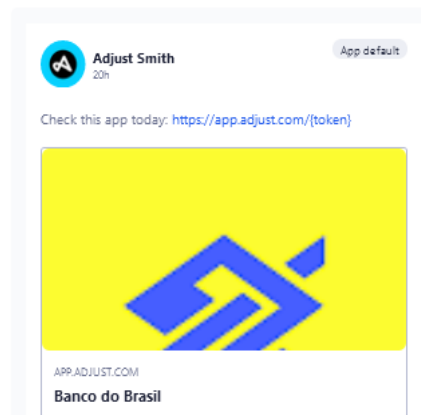
### Attribution Settings

Edit

App-level settings apply

### Social

Edit



Create link

**Link Structure** traz o local onde seu link está armazenado caso necessite consultá-lo

Para criar o link rastreável, clique em **Create Link**

Oba, link criado!

Ele foi gerado em três formatos: URL, QR Code e Link Token

Na próxima página te mostro a utilidade de cada um deles 😊

ADJUST

Datascape

Pulse

Campaign Lab

Partners

Custom links

Audiences

Deep link generator

DataWorks

AppView

Custom links / Whatsapp / Bot / Squad Consorcio / teste

teste

Link URLs

Link structure

User destinations

Attribution settings

Social

## Link URLs



Did you know you can shorten this link?

Short, branded links perform better when shared on social media. To increase users' trust in your links and avoid long URLs, go to **AppView** and set up a branded domain.

Go to AppView

### Click URL

https://app.adjust.com/1h47b0ca?redirect=https%3A%2F%2Fwww.bb.com.br%2Fsite%2Fpra-voce%2Fconsorcios%2F%3Fgad\_source%3D1%26gclid%3DEAlaIQobChMIpt\_MjvikiQMVGVWJIAB2ogggWEAAIASAAEgJkRPD\_BwE

Copy URL

### QR code



Download SVG

Download PNG

### Apps

To send users to the appropriate platform, links should include all versions of your chosen app.

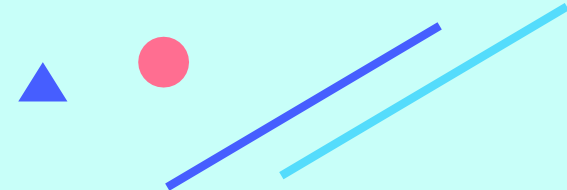


Link token: 1h47b0ca



## URL

Permite acessar o conteúdo copiando o link rastreável em qualquer navegador



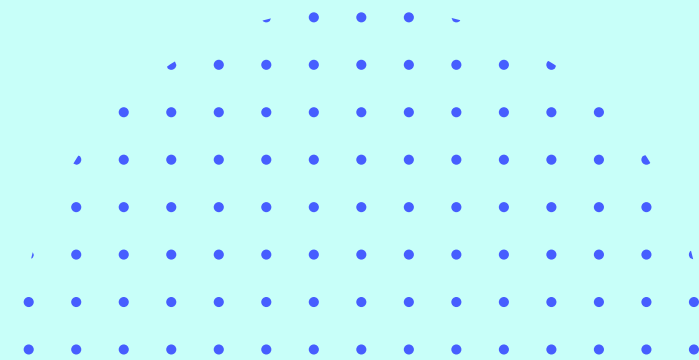
## QR Code

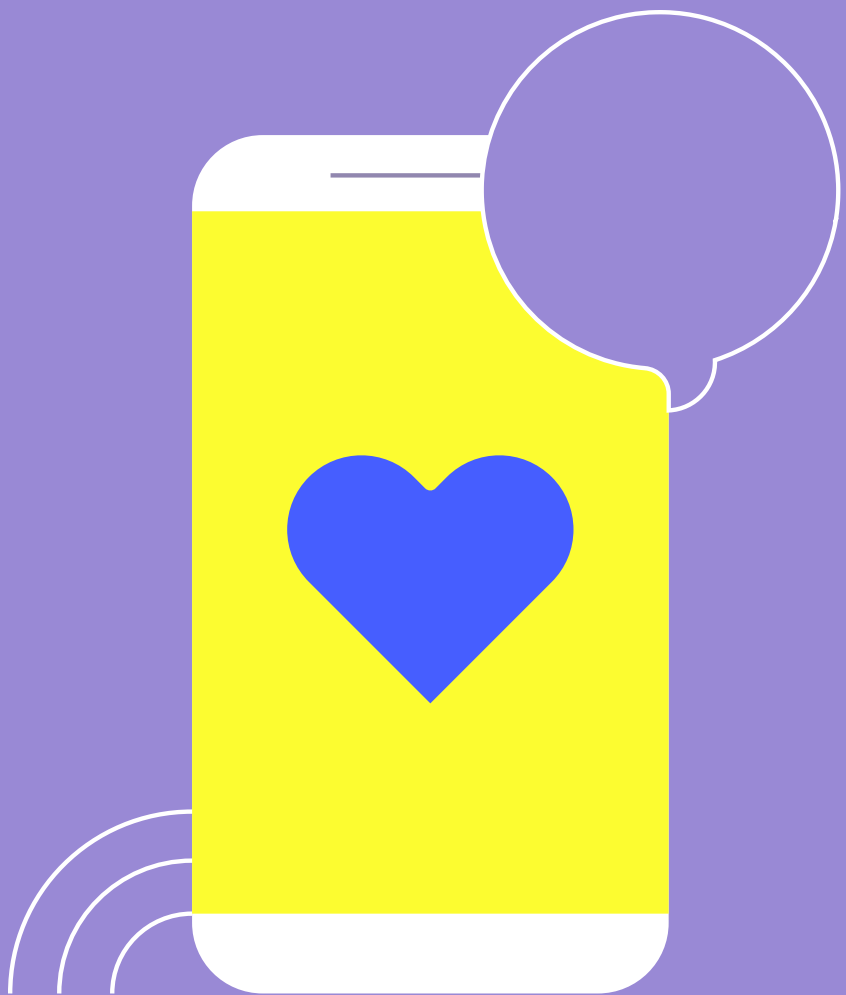
Permite acessar o link utilizando a câmera do smartphone ou tablet

23

## Link Token

Permite mensurar notificações push





# Como exportar os links?

É super fácil 🤩



Click URL ⓘ

Copy URL

[https://app.adjust.com/1h47b0ca?redirect=https%3A%2F%2Fwww.bb.com.br%2Fsite%2Fpra-voce%2Fconsorcios%2F%3Fgad\\_source%3D1%26gclid%3DEAlaIQobChMIpt\\_MjvikiQMVGWJIAB2ogggWEAAAYASAAEgJKRPD\\_BwE](https://app.adjust.com/1h47b0ca?redirect=https%3A%2F%2Fwww.bb.com.br%2Fsite%2Fpra-voce%2Fconsorcios%2F%3Fgad_source%3D1%26gclid%3DEAlaIQobChMIpt_MjvikiQMVGWJIAB2ogggWEAAAYASAAEgJKRPD_BwE)

QR code ⓘ

Download SVG

Download PNG



Link token: 1h47b0ca

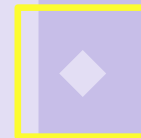


**URL:** clique em “Copy URL”

**QR Code:** clique em “Download SVG” ou “Download PNG”

- SVG: arquivo compatível com a Web
- PNG: imagem do QR Code

**Link token:** clique em  na parte inferior

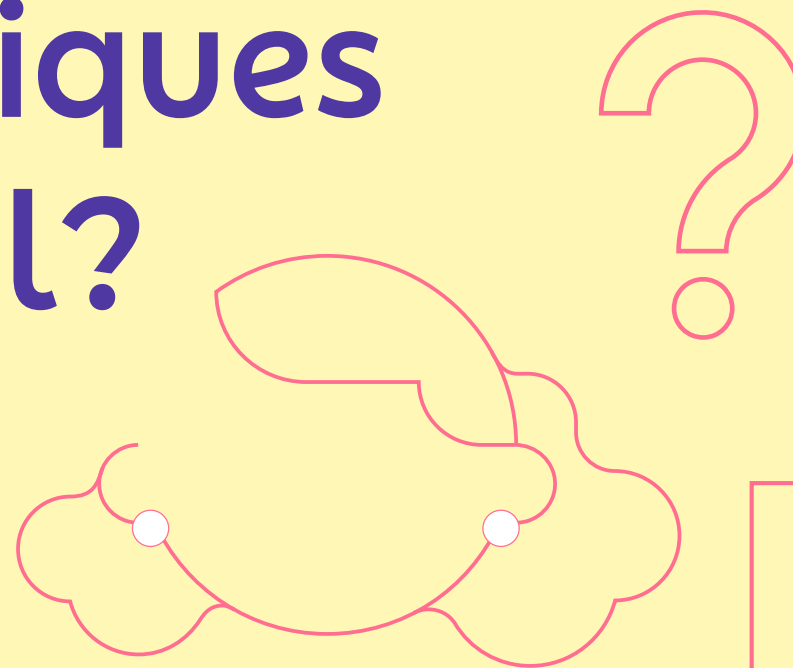




# Como verificar a quantidade de cliques no link rastreável?

Spoiler: dá pra fazer pelo Adjust e o Painel do Adjust | Quantidade de clicks nos botões (CAD)

Vem que te mostro o passo a passo de cada um 😊





# Passo a passo **Adjust**



# Passo a passo Adjust

**ADJUST**

- Datascape**
- Pulse
- Campaign Lab
- DataWorks
- AppView

**Hey CAD**

**Datascape**

Analyze your campaign data in dashboards and reports

+ New report

Overview dashboard

Reports

**Pulse**

Set up and manage your alerts

+ New pulse

Pulses

**Campaign Lab**

Set up and manage campaign links for partners or owned media

+ New partner

Partners

Custom links

**DataWorks**

**AppView**

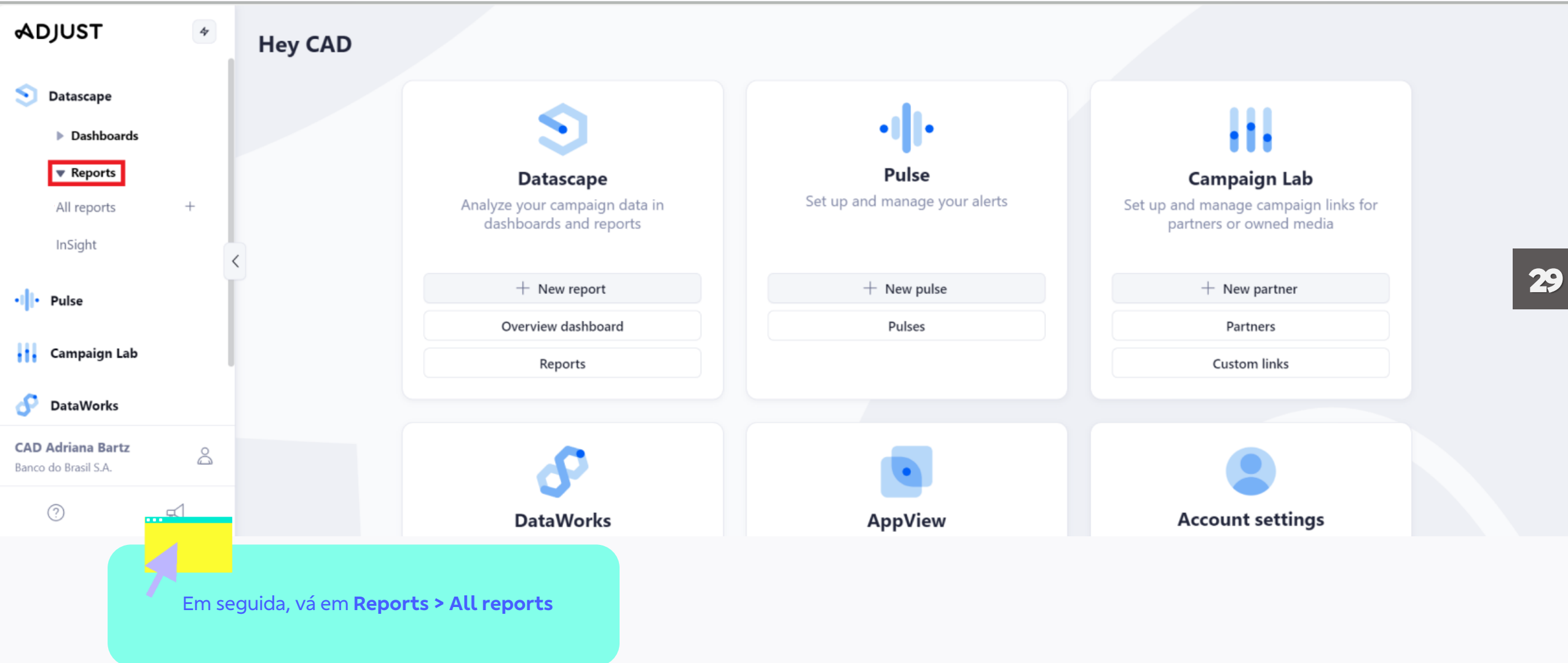
**Account settings**

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Banco do Brasil S.A.

?

Clique em **Datascape**, no lado esquerdo da tela

# Passo a passo Adjust



**ADJUST**

Hey CAD

**Datascape**

- Dashboards
- Reports**
- All reports
- InSight

**Pulse**

**Campaign Lab**

**DataWorks**

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Banco do Brasil S.A.

**Datascape**  
Analyze your campaign data in dashboards and reports

- + New report
- Overview dashboard
- Reports

**Pulse**  
Set up and manage your alerts

- + New pulse
- Pulses

**Campaign Lab**  
Set up and manage campaign links for partners or owned media

- + New partner
- Partners
- Custom links

**DataWorks**

**AppView**

**Account settings**

Em seguida, vá em **Reports > All reports**

# Passo a passo Adjust

ADJUST

Datascape

Dashboards

Reports

All reports

InSight

Pulse

Campaign Lab

DataWorks

CAD Adriana Bartz

Banco do Brasil S.A.

All reports

Search by name, owner

All reports

My reports

Internal

Agency

Name

Owner

Last modified

Visibility

Scheduled

Actions

Loja Bauducco - Acessos

DIMAC Adriano Ramos

10/30/2024

Public

No

☆ ...

Rec'N Play

DIMAC Adriano Ramos

10/29/2024

Public

No

☆ ...

BBSeg CapPP BTM

BBSeg Miryane Witt

10/23/2024

Public

No

☆ ...

BBSeg CapPP Telas

BBSeg Miryane Witt

10/23/2024

Public

No

☆ ...

BBSeg CapPU BTM

BBSeg Miryane Witt

10/23/2024

Public

No

☆ ...

BBSeg CapPM BTM

BBSeg Miryane Witt

10/23/2024

Public

No

☆ ...

BBSeg CapPU Telas

BBSeg Miryane Witt

10/23/2024

Public

No

☆ ...

+ New report

30

Em "Search", busque por **CAD\_BOT\_CLICKS**

# Passo a passo Adjust

ADJUST

Datascape

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CAD Adriana Bartz

Banco do Brasil S.A.

All reports

CAD\_BOT\_CLICKS

All reports

My reports

Internal

Agency

Name

Owner

Last modified

Visibility

Scheduled

Actions

CAD\_BOT\_CLICKS

CAD Adriana Bartz

07/05/2023

Public

No

☆ ...

+ New report

31

Clique em **CAD\_BOT\_CLICKS** para abrir o painel de consulta

# Passo a passo Adjust

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CAD Adriana Bartz

Banco do Brasil S.A.

All reports

CAD\_BOT\_CLICKS

Data configuration

App Banco do Brasil

03 May 2024 → 30 October 2024

Compare to No comparison

Channel Network\_whatsapp

Country All

Charts

Edit table

All Campaigns / Bot

Adgroup name	Clicks	Installs	CCR
Squad Conta e Pgt os	1,173,342	16,428	1.4%
Squad Campanhas	775,276	6,365	0.82%
Direciona para o Bot	461,884	3,107	0.67%
Squad Renegociação	414,260	2,610	0.63%
Total	3,627,021	38,725	1.07%

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Com o painel é possível selecionar a Squad, selecionar período e verificar os cliques



# Passo a passo Adjust

**ADJUST**

Datscape

Dashboards
Reports
All reports
InSight
Pulse
Campaign Lab
DataWorks
CAD Adriana Bartz
Banco do Brasil S.A.

All reports
**CAD\_BOT\_CLICKS**

Data configuration
App Banco do Brasil
03 May 2024 → 30 October 2024
Compare to No comparison
Channel Network\_whatsapp
Country All

Charts
Edit table

All Campaigns / Bot


Adgroup name	Clicks	Installs	CCR
16,428	1.4%		
6,365	0.82%		
3,107	0.67%		
2,610	0.63%		
<b>38,725</b>	<b>1.07%</b>		

Show rows that match **all** of the following conditions

Condition type
Matches exactly
Value

+ Add
Reset
Apply

33

Para selecionar a Squad que armazena o link rastreável a ser consultado, na coluna **Adgroup** clique em 

Na nova janela, informe o nome da Squad

# Passo a passo Adjust

ADJUST

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All reports

CAD\_BOT\_CLICKS

Data configuration

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Compare to No comparison

Channel Network\_whatsapp

Country All

Charts

Edit table

All Campaigns / Bot

Adgroup name	Clicks	Installs	CCR
...	...	...	...
	16,428		1.4%
	6,365		0.82%
	3,107		0.67%
	2,610		0.63%
	38,725		1.07%

Show rows that match all of the following conditions

Condition type

Matches exactly

Value

consórcio

+ Add

Consortorio - Extrato

Squad Consorticio

Reset

Apply

Selecione a Squad e clique em Apply

# Passo a passo Adjust

ADJUST

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03 May 2024 → 30 October 2024

Compare to No comparison

Channel Network\_whatsapp

Country All

Charts

Edit table

All Campaigns / Bot

Adgroup name	Clicks	Installs	CCR
Squad Consorcio	36,244	305	0.84%
Total	36,244	305	0.84%

35

Clique na Squad desejada e pronto!

O painel traz a relação de todos os links rastreáveis relacionados a Squad e a quantidade de cliques dentro do período desejado

# Passo a passo Adjust

ADJUST

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App Banco do Brasil

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Compare to No comparison

Channel Network\_whatsapp

Country All

Charts

Edit table

All Campaigns / Bot / Squad Consorcio

Ad name	Clicks	Installs	CCR
Ativo - Consorcio Amigo	11,267	89	0.79%
Deeplink Contratação Consórcio	7,577	105	1.39%
Ativo - DDA Agenda Financeira	7,233	47	0.65%
Site - Campanha Consorcio Amigo	6,051	31	0.51%
Total	36,244	305	0.84%

Pronto! Agora você consegue ver a quantidade de clicks

Dica: É possível detalhar mais clicando em e/ou em ...

# Passo a passo Adjust

ADJUST

Datascape

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All reports

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CAD Adriana Bartz

Banco do Brasil S.A.

All reports

CAD\_BOT\_CLICKS

Data configuration

App Banco do Brasil

03 May 2024 → 30 October 2024

Compare to No comparison

Channel Network\_whatsapp

Country All

Charts

Edit table

Ad name

Clicks

Installs

CCR

Ativo - Consorcio Amigo	11,267	89	0.79%
Deeplink Contratação Consórcio	7,577	105	1.39%
Ativo - DDA Agenda Financeira	7,233	47	0.65%
Site - Campanha Consorcio Amigo	6,051	31	0.51%
Total	36,244	305	0.84%

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Caso necessário, gere o **arquivo CSV**



CAD



CENTRAL DE ATENDIMENTO  
DIGITAL

# Você chegou no final do manual!

Fique à vontade para consultar novamente sempre que precisar.

