

PORTFOLIO

María Teresa Bascuñán



SEO



SEO

- SEO positioning of 25 keywords for my client Softland (ERP software for enterprises) in 2018, a 6-month project.
- Achievements: 24 SEO Landing Pages were added and the homepage was updated for 3 keywords. 5,230 links were built that point to the SEO pages. The ranking results in Google were extraordinary at month 6: In Google: 25 rankings on the 1st page, 1 on the 2nd page and 11 keywords in the # 1 position.
- As of November 2021, most of those keywords continue to appear in the 1st Google page for a URL from Softland even though they migrated their website to another technology in 2020, at which time they call me to ask for advice for this migration in order to "not lose" what they have gained in SEO since they had previously lost all of their positioning working with another agency.

Google

KW: "programas de contabilidad" 320 búsquedas/mes

Chrome Archivo Editar Ver Historial Favoritos Personas Ventana Ayuda

programas de contabilidad - B x +

https://www.google.cl/search?cr=countryCL&rlz=1C5CHFA_enCL568CL569&biw=1561&bih=773&tbs=ctr%3AcountryCL&ei=-ZUOXKP5LMe...

Gmail .Hotmail.url WSI GNS account WSI Brand Market... WSI BlueCamroo WSI WebScan WSI LEARNING C... WSI SEMPO Otros favoritos

Google programas de contabilidad

Todos Imágenes Videos Noticias Maps Más Preferencias Herramientas

País: Chile ▾ Cualquier idioma ▾ De cualquier fecha ▾ Todos los resultados ▾ Borrar

Programa de Contabilidad Nubox | Mejora tu Productividad
(Anuncio) contabilidad.nubox.com/ ▾
Realiza las mismas tareas contables en menos tiempo y ahorrando en digitacion. Multiempresa. Optimiza Trabajo Contable. Diseñado para Contadores. Soporte técnico gratuito.
Plan Inicio - CLP53 k/mes - 2 Usuarios - Más ▾

Programas de Contabilidad - Softland | Softland Chile
<https://www.softland.cl/programas-de-contabilidad> ▾
Los Programas de Contabilidad forman parte del Área Financiera de Softland ERP y son una herramienta imprescindible para la gestión contable de su ...

miniSoft - Programas de Contabilidad, Remuneraciones. Oficina ...
<https://www.minisoft.cl/> ▾
eCont Sistema de Contabilidad,eSuelos Sistema de Remuneraciones, Oficina Virtual un nuevo concepto de comunicación con sus clientes. miniSuelos ...

Programa de Contabilidad - Software de Contabilidad en Chile - ERP ...
<https://www.contaline.cl/> ▾
Nuestro Software de Contabilidad destaca en calidad y funcionalidad con 17 años de experiencia. Este es un Programa de Contable 100% online y le ayudará ...

RJC Software de Contabilidad y Factura Electronica para contadores ...
<https://programadecontabilidad.cl/index.php> ▾
RJC Software tiene los mejores Software de Contabilidad IFRS, Remuneraciones, Boleta y Facturación Electronica, Contabilidad Simplificada 14 ter, ...

Tipos de software de contabilidad en Chile | Blog Nubox
<https://blog.nubox.com/tipos-de-software-de-contabilidad-en-chile> ▾
2 feb. 2017 - Averigua sobre los tipos de software de contabilidad en Chile y toma la mejor decisión

Mac OS X dock with various application icons.

VIDEO VIRALIZATION



Summary – Neurobionta VIDEO

- Video viralization campaign for Neurobionta (Vitamin B1, B6, B12 tablets)
- Budget CH\$10 MM (US\$15 M) in digital media
- Budget: 37% in Facebook and 63% in Youtube
- N° of total impressions: 5.195.253
- N° of total views: **1.408.989**
 - Facebook: 1.121.216
 - Youtube: 287.773
- General View Rate: 24.87% which means an extraordinary result
- Objective accomplishment: 800%,
 - CPV very low in Facebook (\$0.01 USD)
- Target: Men & Women 30+ years, ABC1C2 C3, concerned about their health and preventing diseases

| Medio | Sección | Formatos | Días | Compra | Contratado | | | | | REAL | | | | | | |
|--------------|---------|----------|------|--------|-------------|---------|--------|-----------|-----------------|---------------|-------------|-----------|--------|-----------|-----------------|---------------|
| | | | | | Impresiones | Views | Clicks | CTR aprox | Precio Unitario | Inversión | Impresiones | Views | Clicks | View Rate | Precio Unitario | Inversión |
| Facebook | | Video | 29 | CPV | 4.347.826 | 10.000 | | 0,23% | \$ 70 | \$ 700.000 | 4.202.226 | 1.121.216 | 927 | 26,68% | \$ 7 | \$ 3.720.006 |
| Youtube | | Video | 30 | CPV | 5.535.714 | 166.071 | | 3,00% | \$ 56 | \$ 9.300.000 | 1.034.876 | 287.773 | 3.008 | 23,07% | \$ 35 | \$ 6.333.171 |
| Total | | | | | 9.883.540 | 176.071 | - | 0,00% | | \$ 10.000.000 | 5.237.102 | 1.408.989 | 3.935 | 24,87% | | \$ 10.053.176 |
| Comisión 10% | | | | | | | | | | \$ 1.000.000 | | | | | | |
| Total | | | | | | | | | | \$ 11.000.000 | | | | | | |

rate

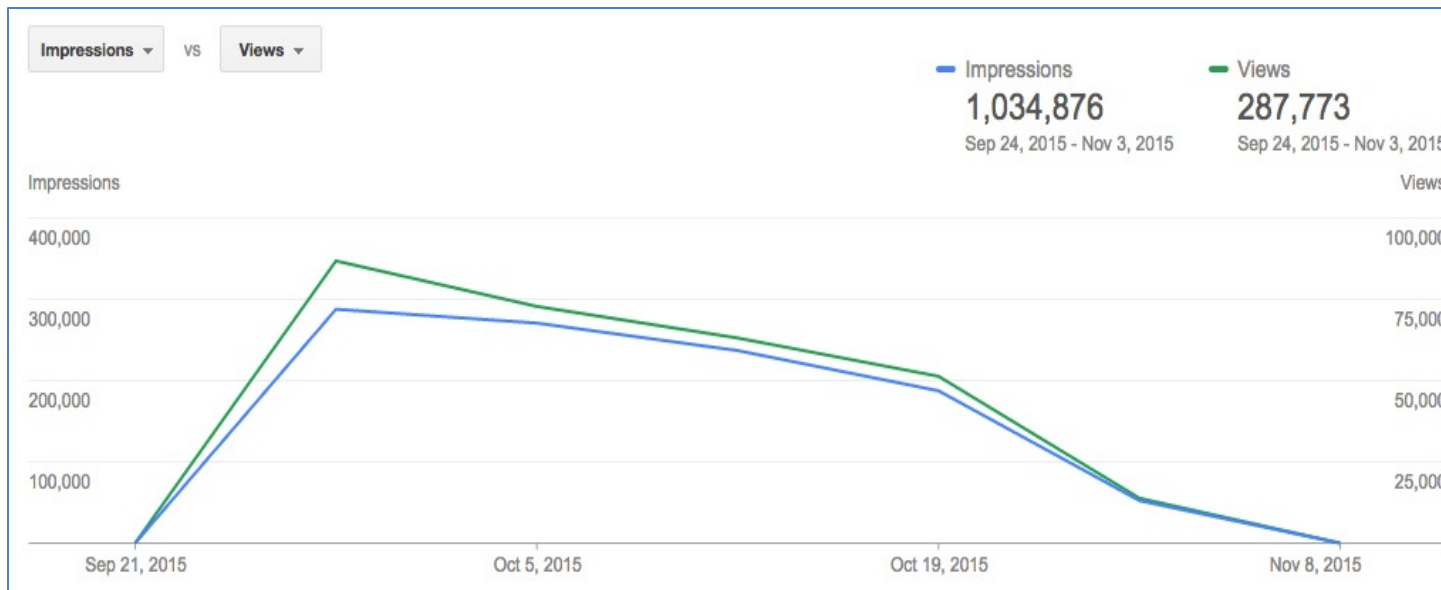
\$ 53.176

RESULTS – Neurobionta Video Youtube

- The results of the campaign were above expectations.
- A campaign was carried out (only In-Stream to be able to maintain a low CPV and not in GDN / In-Display):
 - Youtube Video Views
- Targeting:
 - Demographic: Age, Gender & Parental Status.
 - Topic (Topics): Health & Fitness, Family, Fitness y Wellness.

Performance summary– **Video Views** (28 Sep to 28 Oct 2015)

Impressions vs Views:



➤ Impressions : 1.034.876

➤ Views: 287.773

RESULTS – Neurobionta Video Facebook

Performance summary – **Video Views** (30 Sep to 27 Oct 2015):

Impressions vs Video Views



- Impressions: 4.160.377
- Video Views: 1.110.263
- View Rate: 26.69%
- The rate of Impressions vs Video Views remains consistent throughout the campaign
- Weekdays showed a slightly lower level of views than on weekends

GOOGLE ADS



SEM – Google Ads BION 3

- Google Search & Display campaign for Bion 3, a multivitamin for adults.
- Budget US\$3 M per month
- N° clicks Google: 13.405 in Nov vs 11.821 in Oct
- Display CTR 1.38% vs 0,94% in Oct
- Search CTR 6.98% vs 5,94% in Oct



RESULTS – Bion 3

Results month of November 2015:

Google Campaigns by Clics

November 1, 2015 - November 30, 2015

| Campaña | Impresiones | Clics | CTR | CPC Promedio | Costo |
|--------------------------|-------------|--------|-------|--------------|--------------|
| Bion 3 - Display Network | 808,836 | 11,201 | 1.38% | USD 0.13 | USD 1,498.95 |
| Bion 3 - Search Network | 31,560 | 2,204 | 6.98% | USD 0.68 | USD 1,507.99 |
| All Results | 840,396 | 13,405 | 1.60% | USD 0.22 | USD 3,006.94 |

RESULTS – Bion 3

Google Search



Search Campaigns - Top 10 ads by clics

November 1, 2015 - November 30, 2015

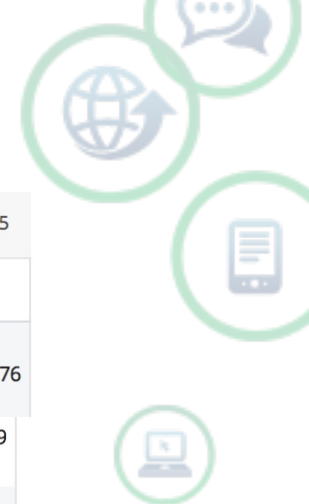
| Posición | Anuncio | Grupo de anuncios | Clics | CTR | CPC Promedio | Costo |
|----------|--|-------------------|-------|--------|--------------|------------|
| 1 | Bion3 www.Bion3.cl ¡Es más que un Multivitaminico! Fortalece tus Defensas y Actívale. | Bion 3 | 294 | 29.22% | USD 0.06 | USD 17.17 |
| 2 | Fortalece tus defensas www.Bion3.cl Bion3 multivitaminico+probioticos. Con efectividad comprobada.Conócelo | Bion 3 | 196 | 21.90% | USD 0.08 | USD 14.70 |
| 3 | Vitaminas + Probioticos www.bion3.cl/Multivitaminico Bion3 multivitaminico+probioticos. Con efectividad comprobada.Conócelo | vitaminas | 184 | 5.24% | USD 1.15 | USD 211.54 |
| 4 | Vitaminas Bion3 www.bion3.cl/Suplemento_Vitaminas ¡Bion3 te brinda Mayor Protección!. Fortalece tus Defensas y Actívale. | vitaminas | 150 | 4.66% | USD 1.28 | USD 191.96 |
| 5 | Bion3 www.Bion3.cl ¡Es más que un Multivitaminico! Fortalece tus Defensas y Actívale. | Bion 3 | 149 | 26.14% | USD 0.11 | USD 16.73 |
| 6 | Fortalece tus defensas www.Bion3.cl Bion3 multivitaminico+probioticos. Con efectividad comprobada.Conócelo | Bion 3 | 133 | 25.78% | USD 0.10 | USD 13.07 |


RESULTS – Bion 3

Google Display

Display Campaigns - Top 50 ads by clics

November 1, 2015 - November 30, 2015



| Posición | Anuncio | Grupo de anuncios | Clics | CTR | CPC Promedio | Costo |
|----------|--|--------------------------------------|-------|-------|--------------|------------|
| 1 | Animated November 2015 300x250 | contextual - vitaminas | 3,516 | 2.11% | USD 0.12 | USD 435.76 |
| 2 | Animated November 2015 300x250 | contextual - vitaminas | 2,290 | 2.15% | USD 0.12 | USD 277.59 |
| 3 | Animated November 2015 300x250 | managed placements new image ads | 1,252 | 2.81% | USD 0.14 | USD 169.51 |
| 4 | Animated November 2015 300x250 | contextual - vitaminas new image ads | 1,200 | 1.67% | USD 0.12 | USD 145.67 |
| 5 | Vitaminas + Probioticos www.bion3.cl/Multivitaminico Bion3 multivitaminico+probioticos. Con efectividad comprobada.Conócelo | contextual - vitaminas | 1,011 | 0.58% | USD 0.18 | USD 178.69 |
| 6 | Vitaminas Bion3 www.bion3.cl/Suplemento_Vitaminas ¡Bion3 te brinda Mayor Protección!. Fortalece tus Defensas y Actívalo. | contextual - vitaminas | 464 | 0.55% | USD 0.18 | USD 81.97 |
| 7 | Animated November 2015 300x250 | managed placements new image ads | 454 | 2.70% | USD 0.13 | USD 59.29 |
| 8 | Animated November 2015 300x250 | contextual - vitaminas new image ads | 342 | 1.51% | USD 0.12 | USD 39.68 |
| 9 | Animated October 2015 300x250 | contextual - vitaminas | 139 | 2.15% | USD 0.10 | USD 14.35 |
| 10 |  | contextual - vitaminas | 74 | 0.79% | USD 0.24 | USD 17.68 |

FB ADS



SEM – Facebook Ads BION INTIME

- Facebook Ads campaign for Bion INTIME, a probiotic for vaginal flora
- Budget US\$1,4 M per month in October 2015
- Results:
 - TOTAL Clicks : 36.579
 - Website Clicks: 22.385
 - Impressions: 1.327.438
 - Reach: 1.296.133
 - Frequency: 1.02
 - Average CPC: \$0.04 USD

RESULTS – Bion INTIME

Results month of October 2015:



Top 1 Campaigns by Clics





October 1, 2015 - October 31, 2015

| Campaña | Impresiones | Reach (±?) | Frequency (±?) | Clics | Website Clicks | CTR | CPC Promedio | Costo |
|--|-------------|------------|----------------|--------|----------------|-------|--------------|--------------|
| Maria Teresa Bascunan - Bion InTime - website clicks | 1,327,438 | 1,296,133 | 1.02 | 36,579 | 22,385 | 2.76% | USD 0.04 | USD 1,435.73 |
| All Results | 1,327,438 | 1,296,133 | 1.02 | 36,579 | 22,385 | 2.76% | USD 0.04 | USD 1,435.73 |

RESULTS –Bion INTIME

Top 15 Ads by Clics

October 1, 2015 - October 31, 2015

| Posición | Anuncio | Impresiones | Frequency (±?) | Reach (±?) | Clics | Website Clicks | Costo | CTR |
|----------|--|-------------|----------------|------------|-------|----------------|------------|-------|
| 1 | Bion InTime - Facebook Ads - October 2015...  | 217,004 | 1.01 | 214,278 | 6,354 | 3,586 | USD 227.77 | 2.93% |
| 2 | Bion InTime - Facebook Ads - October 2015...  | 104,490 | 1.01 | 103,057 | 3,375 | 2,299 | USD 150.38 | 3.23% |
| 3 | Bion InTime - Facebook Ads - October 2015...  | 83,137 | 1.02 | 81,790 | 3,007 | 1,976 | USD 129.10 | 3.62% |
| 4 | Bion InTime - Facebook Ads - October 2015...  | 111,144 | 1.03 | 107,509 | 2,863 | 1,641 | USD 140.51 | 2.58% |

APPLE SEARCH ADS



Apple Search Ads - SICOGNI

- Apple Search Ads campaign for SICOGNI, a brain game, in 7 countries
- Small Budget US\$300 per month in October/November 2021
- Search Results:
 - TTR over 6% in all countries
 - CR over 42% in all countries
 - Spain appears as the most successful country

Apple Search Ads - SICOGNI

Apple Search Ads | Advanced ▾

Zuranalytics SpA

Maria Teresa B. ▾



Zuranalytics SpA ▾

[Recomendaciones](#)

[Informes personalizados](#)

Administrar campañas ?

Q Buscar campañas

, 2021—Nov 08, 2021



Crear campaña

Acciones ▾

Filtros ▾

Ver: Activadas ▾

[Editar columnas](#)

| <input type="checkbox"/> | Nombre de la campaña | Estado | CPM promedio | Impresiones | Toques | Instalaciones | TTR | CR |
|--------------------------|---|----------------|--------------|-------------|--------|---------------|-------|--------|
| <input type="checkbox"/> |  SC Colombia Peru Ecu... | En pausa | \$35.73 | 1,650 | 129 | 55 | 7.82% | 42.64% |
| <input type="checkbox"/> |  SC España | ● Ejecutándose | \$62.92 | 1,729 | 146 | 75 | 8.44% | 51.37% |
| <input type="checkbox"/> |  SC Chile | En pausa | \$39.94 | 540 | 42 | 18 | 7.78% | 42.86% |
| <input type="checkbox"/> |  SC Mexico | En pausa | \$37.04 | 1,005 | 60 | 25 | 5.97% | 41.67% |
| <input type="checkbox"/> |  SC USA | En pausa | \$58.75 | 8 | 1 | 1 | 12.5% | 100% |