

## FUNIL

HOME PAGE

QUESTIONNAIRE

PLAN OF  
INVESTMENTS

REGISTRATION

## Funnel

The overall conversion of the funnel is 15.7%

The lowest conversion among the stages is the first:  
Homepage -> questionnaire (41.6%)

We can increase this conversion rate by trying to generate even more engagement and interest in the homepage, through A/B testing of content, images and CTAs (Note: analyze what has already been what has already been tested so as not to have to rework)

## Overall funnel performance - by channel

DIRECT CHANNEL

ORGANIC  
SEARCH

PAID SEARCH SOCIAL

HOMEPAGE

REGISTRATION

The channel with the highest conversion was "Direct", which was to be expected since the user who goes directly to the homepage probably already has a defined objective

The channel that generated the most visits was "Paid search", but it also had the lowest conversion rate

To increase conversion rates, we can review channel segmentation and break down analysis by channels used

For paid search: we could take the user to a Landing Page directly, rather than to the homepage. This Landing Page should be focused on the content generated in the ad so as not to generate a breach of expectation, which may explain the low conversion rate on this channel

## Overall funnel performance - by device

CANAL DESKTOP MOBILE

HOMEPAGE

REGISTRATION

The desktop had a conversion rate than mobile

To improve this: investigate if the site is optimized for mobile devices

## EFFECTIVENESS OF ACQUISITION CHANNELS EFFECTIVENESS OF ACQUISITION CHANNELS

DIRECT CHANNEL

ORGANIC SEARCH

PAID SEARCH SOCIAL

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The people most responsible  
for generation were the Direct"  
and "Organic search" channels

Together, they represent 70%  
of registrations made!

## EFFECTIVENESS OF ACQUISITION CHANNELS

The simulated average value per channel is much higher for Direct

The average total simulated was R\$

Attention to social, which was higher than paid search

## EFFECTIVENESS OF ACQUISITION CHANNELS

"Direct" represents almost 50% of the simulated, on average, per user

## EFFECTIVENESS OF ACQUISITION CHANNELS

Although Organic Search is the channel that brings in more registrations, the average value simulated by these registrations does not follow the same proportion

Paid search brings a relevant amount of contacts but the simulated average value is also lower

Direct, in addition to bringing in a of registrations, it is the one that brings the most return on the average simulated value, proportionally almost double what it generates from users.

Social, despite generating few registrations, it brings 4 times more in simulated value!  
We can look for ways to invest more in this channel and improve the conversion rate