

WEB MARKETING

Publicidade e Marketing
Aula 15

HOJE NO MENU



**GLOSSÁRIO
ANALYTICS**



**GOOGLE
STACK**



**PARÂMETROS
UTM**

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**GLOSSÁRIO
ANALYTICS**



**GOOGLE
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**PARÂMETROS
UTM**

ALGUNS CONCEITOS

USERS

Número de utilizadores que registaram pelo menos 1 sessão

SESSIONS

Conjunto de interacções num determinado espaço de tempo (até 30 mins de inactividade)

MEDIUM

A categoria da fonte do tráfego - pode ser *organic*, *cpc*, *referral*, *email* ou *none*

PAGEVIEWS

Total de páginas visualizadas

BOUNCE RATE

Saída rápida da página (sem interacção)

LANDING PAGE

Página onde teve início a sessão

EXIT PAGE

Página de abandono

CTR

Fórmula:
(Clicks/
Impressões)x100

ORGANIC SEARCH

Tráfego oriundo dos resultados dos motores de busca

REFERRAL TRAFFIC

Tráfego oriundo de outros sites

ALGUNS CONCEITOS

EVENT

Uma acção do utilizador registada no site
(ex: click, scroll, page_view)

CONVERSION

Uma acção do utilizador registada no site e que tem valor para a marca (ex: signup, purchase)

PARAMETERS

Informação adicional associada a um evento ou conversão para maior contexto (ex: source, medium, page_url...)

SEGMENTS

Um conjunto de utilizadores (ex: visitantes de um determinado país)

DIMENSIONS

Uma característica dessa informação (qualitativo, como por exemplo a cidade)

METRICS

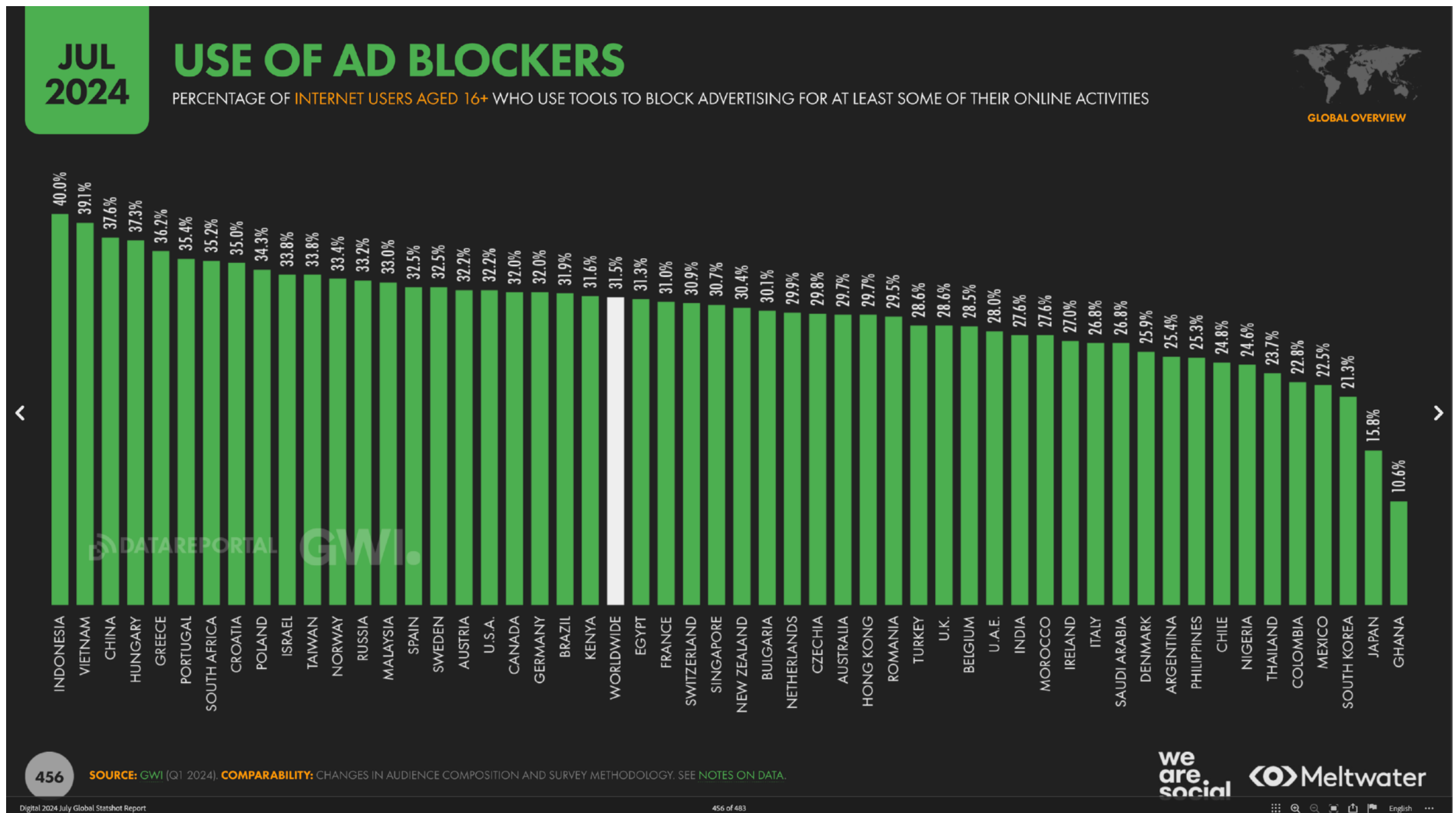
Medidas quantitativas, como o número de sessões



**OLHA PARA AS MÉTRICAS
QUE REALMENTE IMPORTAM.
SEM ILUSÕES.**

AD BLOCKERS

 **35.4% DOS UTILIZADORES TEM UM AD BLOCKER**

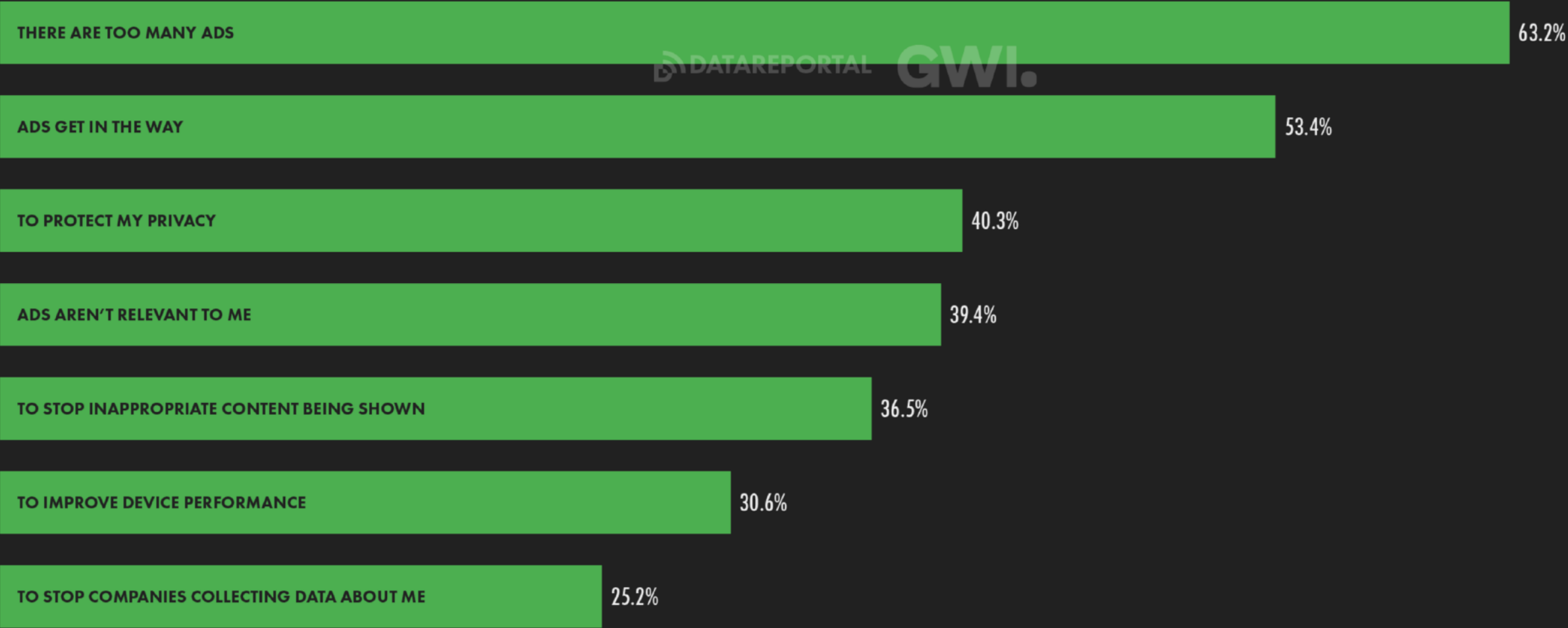


AD BLOCKERS - RAZÕES

JUL
2024

REASONS FOR USING AD BLOCKERS

PRIMARY REASONS FOR USING AD BLOCKERS AMONGST INTERNET USERS AGED 16+ WHO USE AD BLOCKERS AT LEAST SOME OF THE TIME



458 **SOURCE:** GWI (Q1 2024). **NOTE:** PERCENTAGES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USE AN AD-BLOCKING TOOL FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

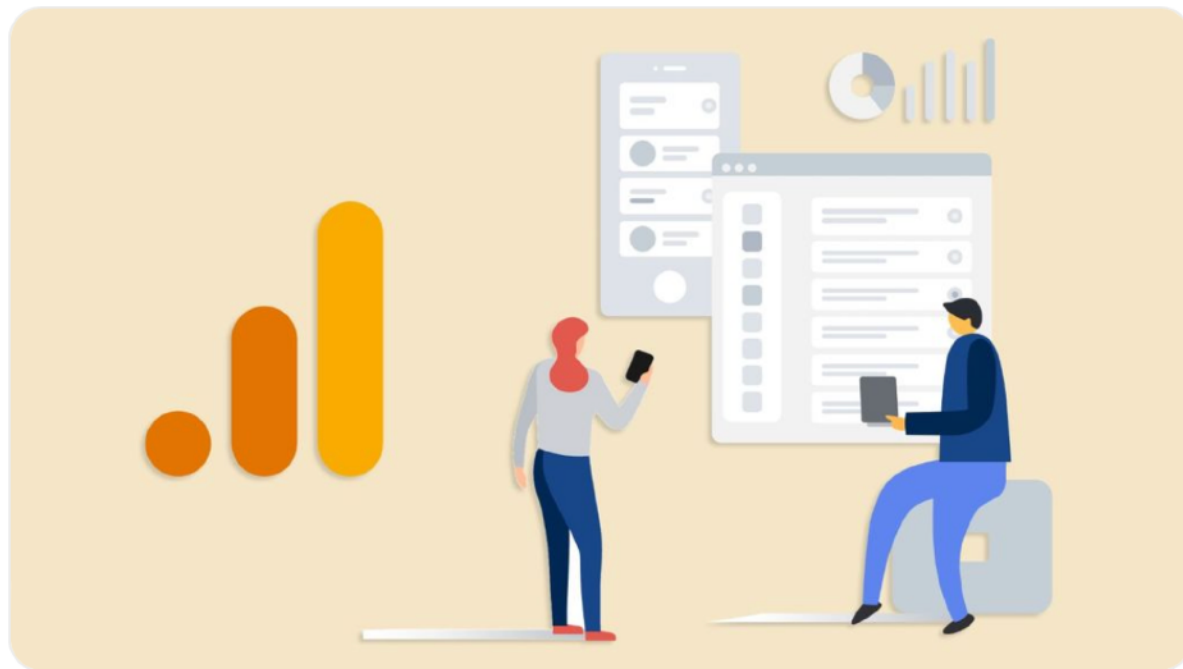


PARA O FUTURO

ANALYTICS DO LADO DO SERVIDOR?

Google Analytics banned in several European countries due to GDPR violations

JUNE 28, 2022 BY [JOHANNA ROMERO](#) — [LEAVE A COMMENT](#)



In yet another blow to Google Analytics in Europe, the Italian data protection authority found that a local web publisher's use of it violated GDPR rules. As a result, **the popular analytics tool has been declared illegal in Italy** after being banned in France and Austria earlier this year.



Netlify Analytics

See what we see—Netlify Analytics brings you data captured directly from our servers, presented simply and beautifully.

fathom/

Privacy-focused website analytics without compromise

For the longest time, website analytics software was seriously bad. It was hard to understand, time-consuming to use, and worse, it exploited visitor data for big tech to profit.

Fathom is a Google Analytics alternative that doesn't compromise visitor privacy for data. We revolutionized website analytics by making them easy to use and respectful of privacy laws (like GDPR and more).

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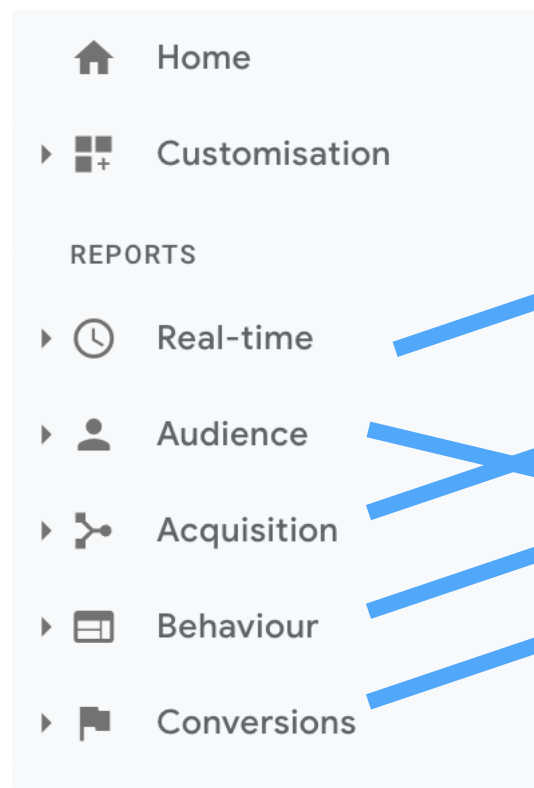
**PARÂMETROS
UTM**

GOOGLE ANALYTICS 4

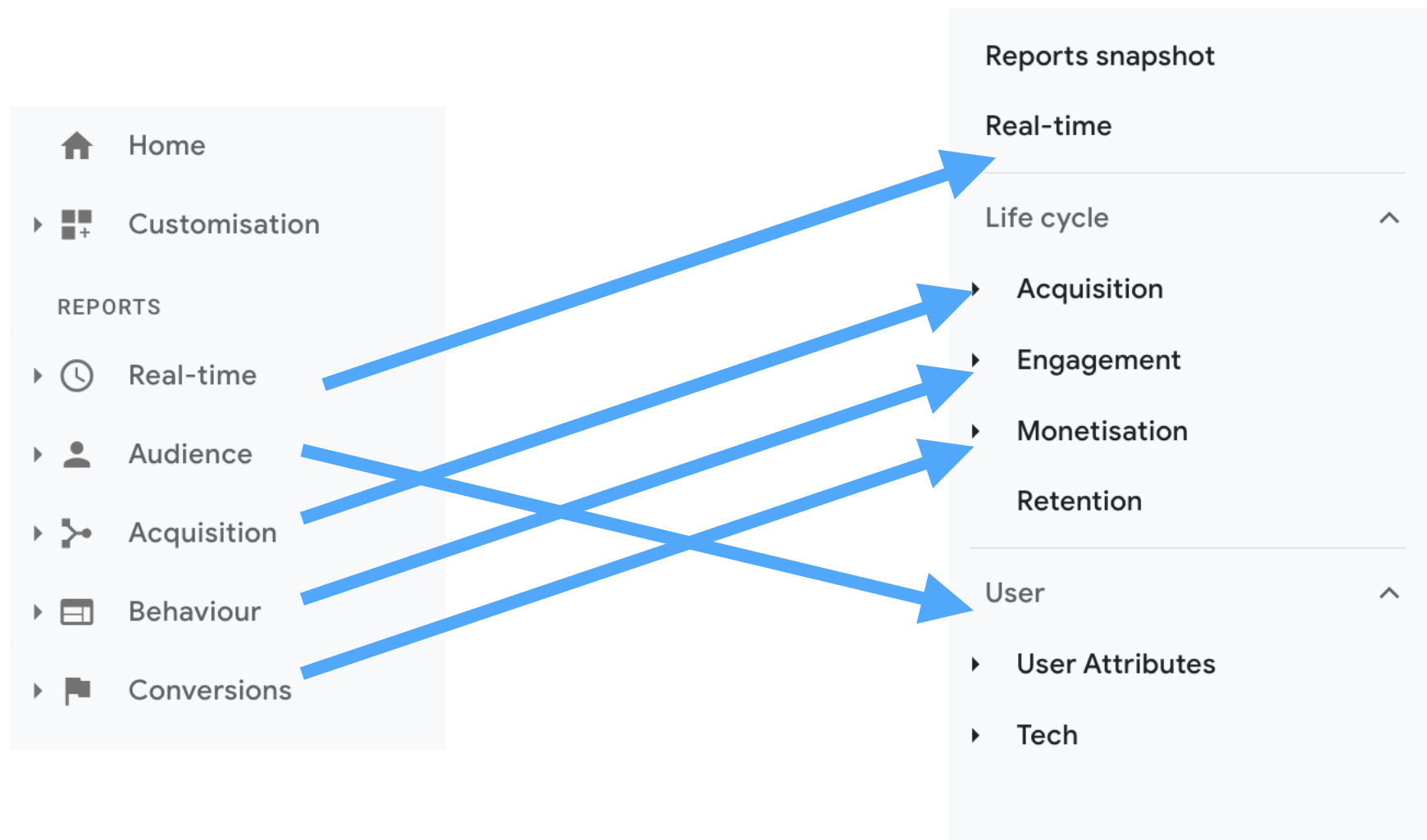
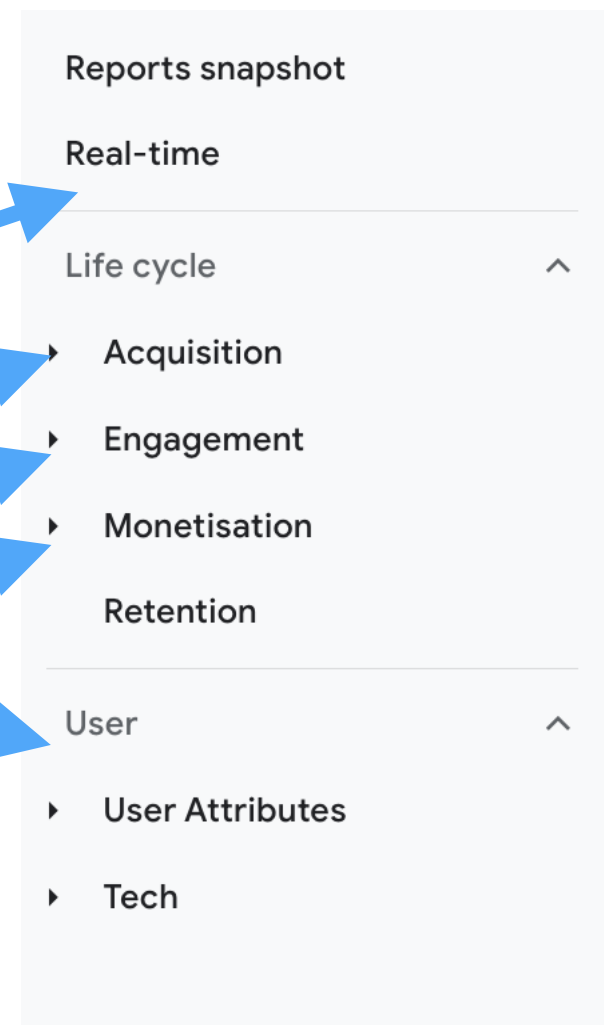


DO GA 3 PARA O GA 4

GA 3 (UA)



GA4



GOOGLE ANALYTICS 4

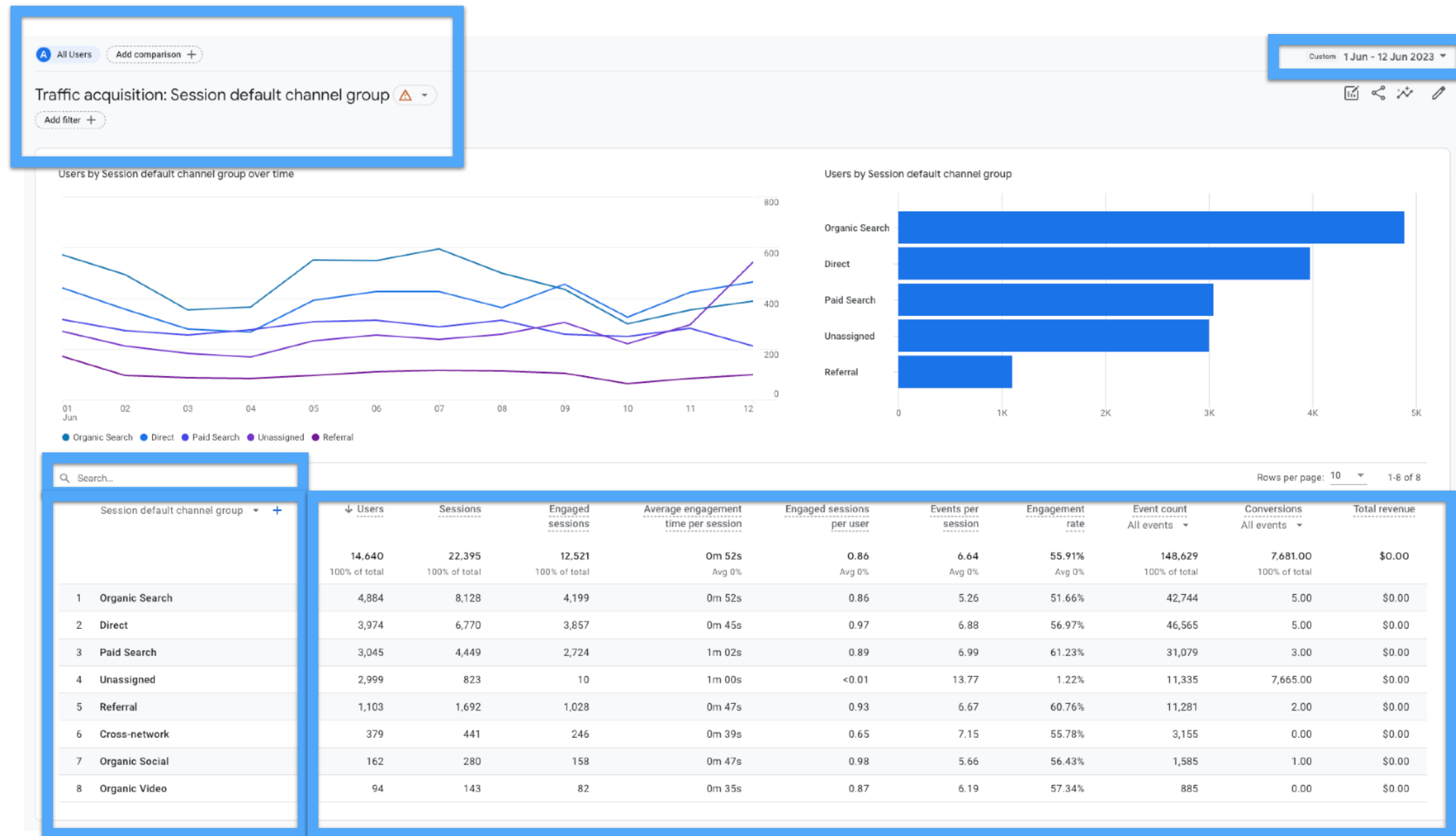
ALGUMAS DIFERENÇAS

	Universal Analytics (GA 3)	Google Analytics 4
1	Bounce Rate	Engagement Rate (Bounce Rate é o inverso)
2	Avg. Session Duration	Average Engagement Time per Session
3	Pages / Visit	Events per Session or Engaged Sessions per User
4	Pageviews	Views

GOOGLE ANALYTICS 4

Date Range

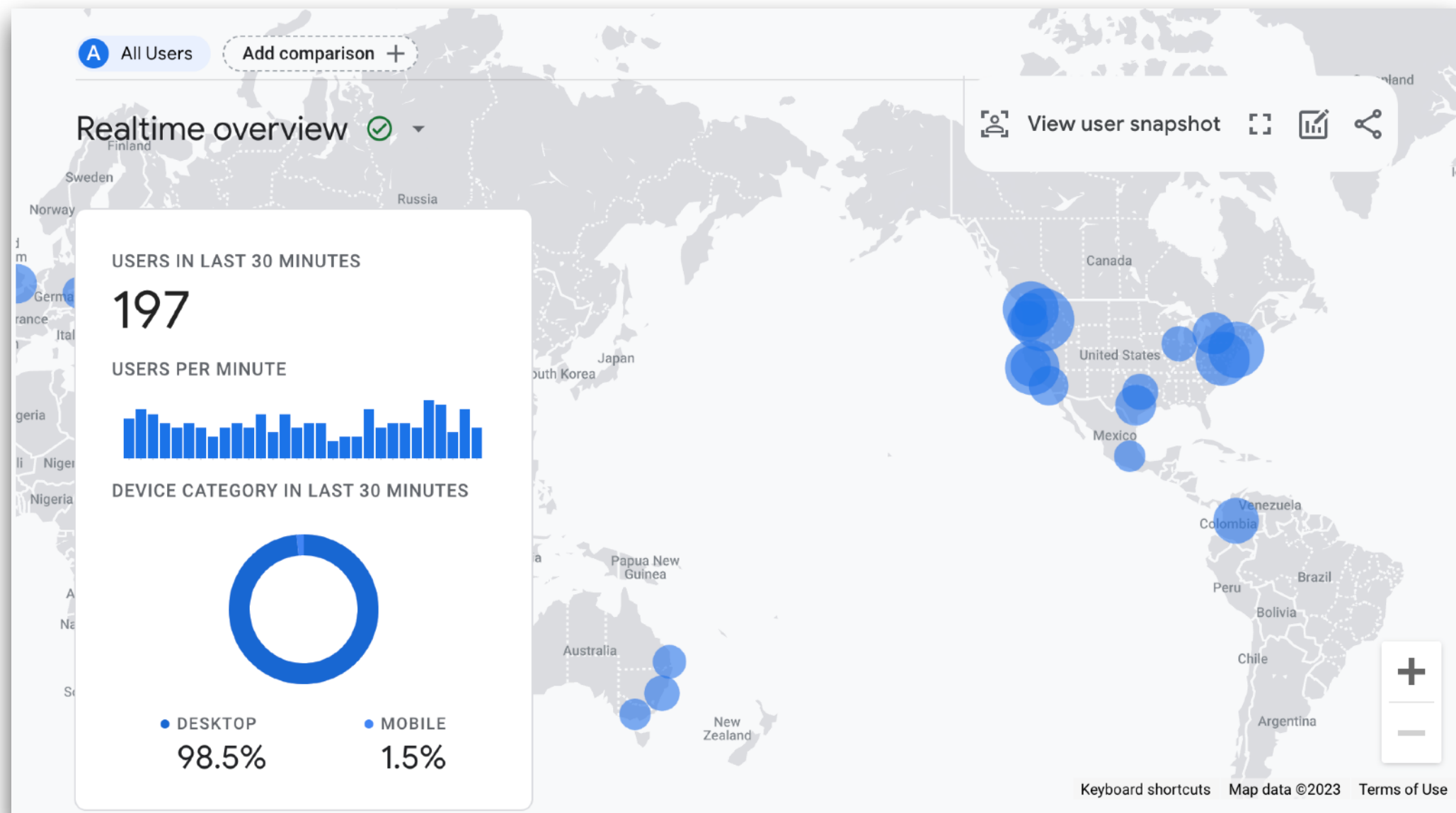
Segments
(comparison
and filters)



GA4 - REALTIME

A ATIVIDADE NO TEU SITE NOS ÚLTIMOS 30 MIN

De onde vêm? Que páginas visitaram?
Que eventos e conversões existiram?

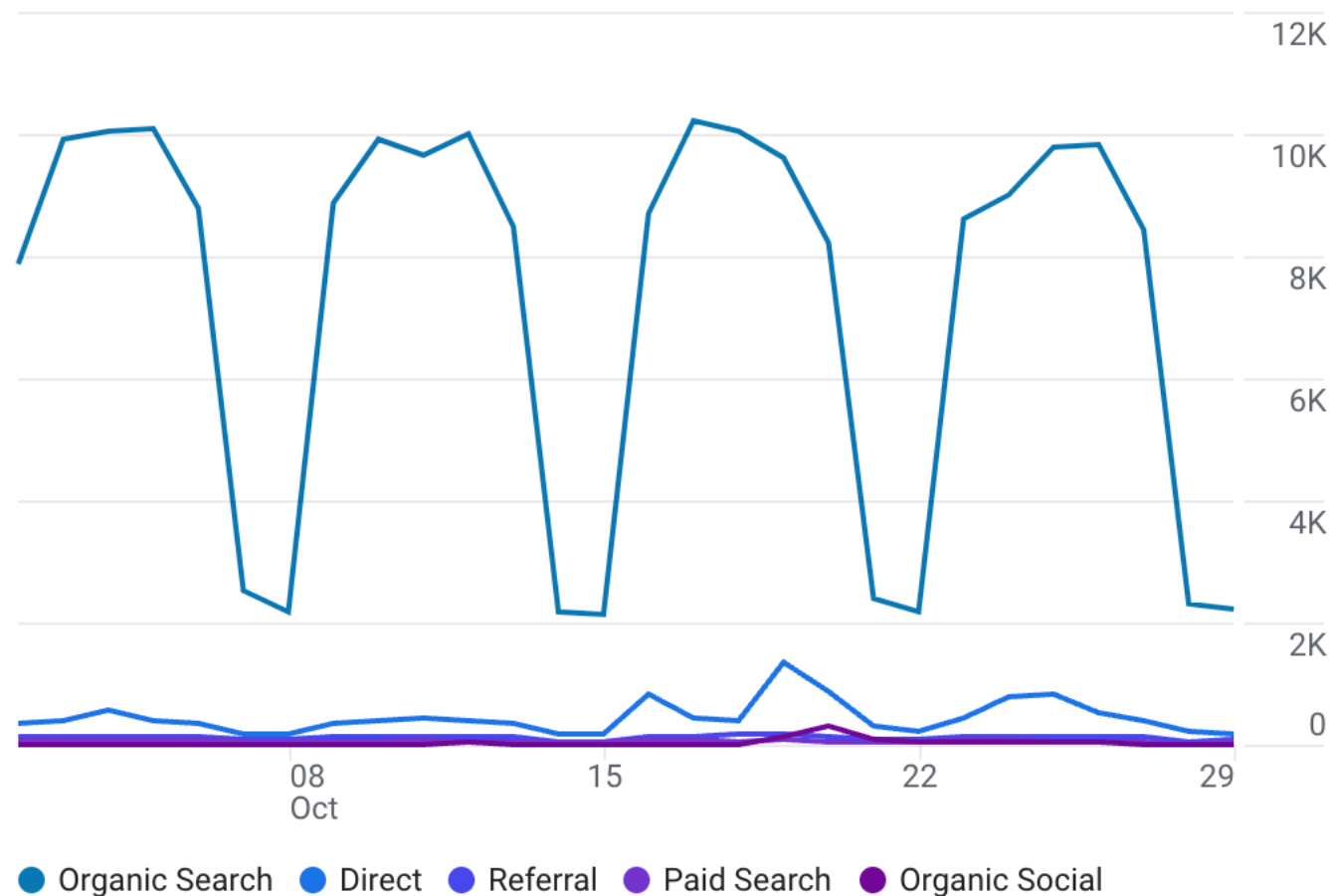


GA4 - LIFE CYCLE

AS INFORMAÇÕES MAIS RELEVANTES

De onde vêm? Que páginas visitaram?
Que eventos e conversões existiram?

New users by First user default channel group over time



New users by First user default channel group

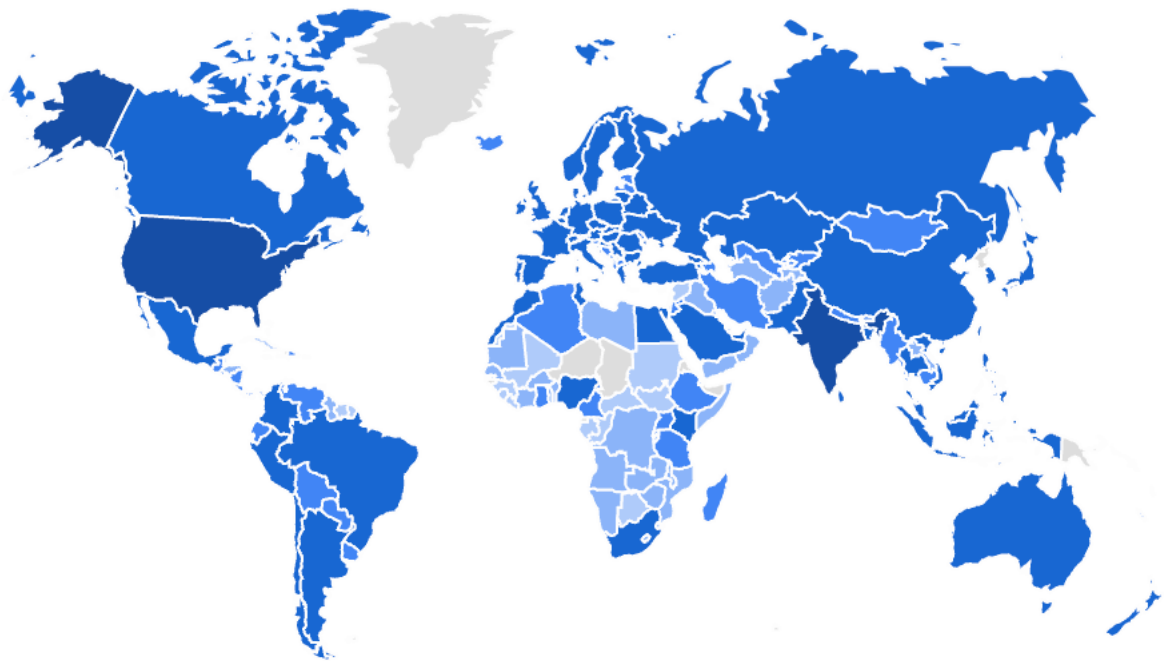


GA4 - USER

SOBRE O VISITANTE

De que cidade é? Qual é o género e idade?
Qual é o idioma? Quais os seus interesses?

Users▼ by Country



COUNTRY

USERS

United States

72K

India

30K

United Kingdom

15K

Germany

14K

Canada

8.4K

France

7.6K

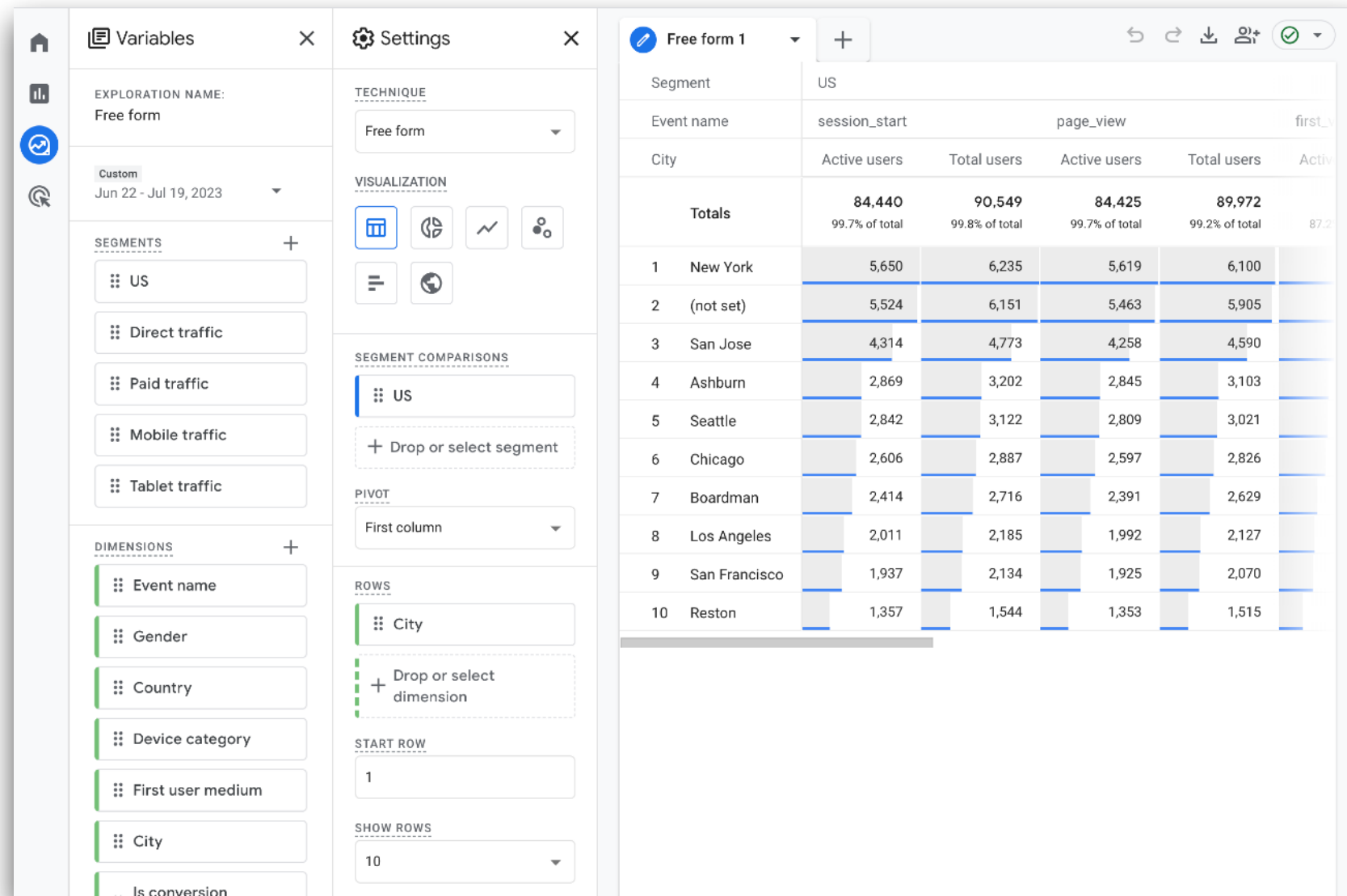
Poland

5.1K

[View countries](#) →

GA4 - EXPLORE

PARA O CRUZAMENTO DE DADOS
Cria os teus gráficos personalizados e analisa a jornada dos teus visitantes.



GA4 - CONVERSIONS

PARA VERES O QUE REALMENTE IMPORTA

Com a ajuda do Google Tag Manager, podes criar conversões para depois acompanhares no GA.

Conversion Events 

Conversion Events		Network Settings			
Conversion name ↑	Count (% change)		Value (% change)		Mark as conversion ?
newsletter_sign_up	2,874	↑ 111.6%	-		☒ ⋮
purchase	0	0%	0	0%	☐ ⋮
purchase_all	142	↑ 21.4%	-		☒ ⋮

GOOGLE TAG MANAGER

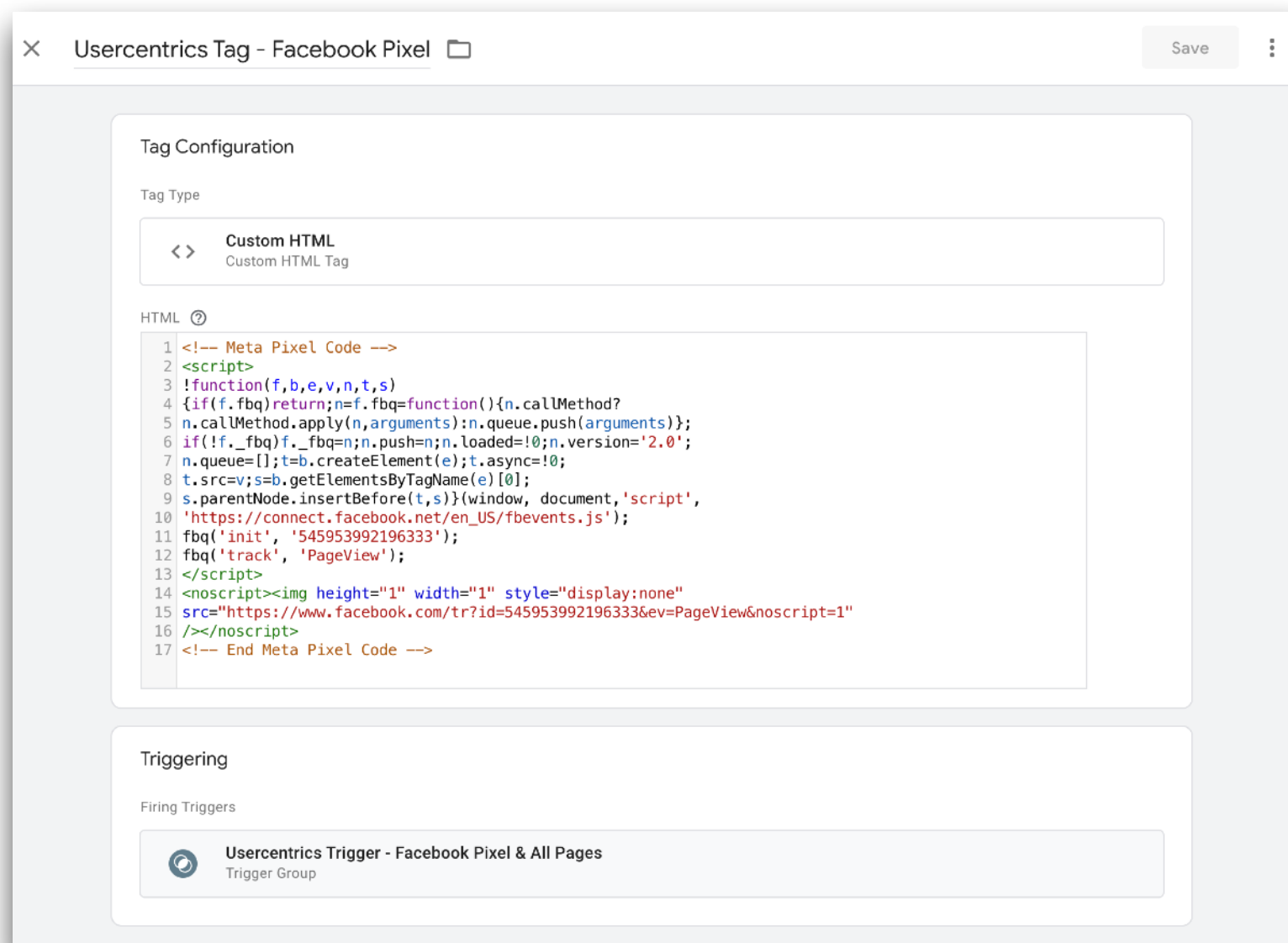


Google Tag Manager

GTM - UTILIDADES

GERIR TAGS FACILMENTE

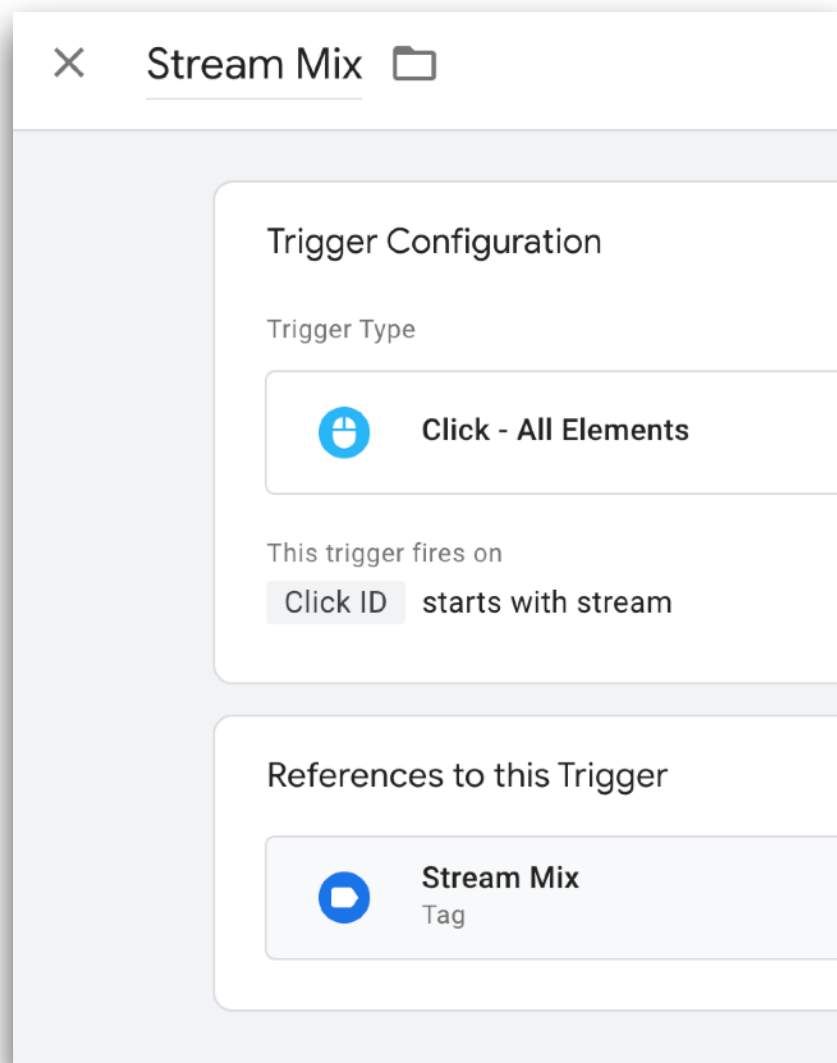
O GTM permite a gestão de tags de outras ferramentas de Marketing, como o GA ou o Facebook Pixel



GTM - UTILIDADES

CRIAR EVENTOS E CONVERSÕES

Que podem ser depois acompanhados
no Google Analytics



Event count by Event name

#1 page_view

3

27.27%



EVENT NAME

EVENT COUNT

stream-october2023

1

GTM - UTILIDADES

PREVIEW E DEBUG

O GTM permite-te testar cada tag criada antes de publicar as alterações

Output of GTM-WHXSHB ?

Tags	Variables	Data Layer	Consent	Errors
Tags Fired				
Usercentrics Tag - Quora Pixel Custom HTML - Fired 1 time(s)	Usercentrics Tag - Google Analytics 4 Google Tag - Fired 1 time(s)	Usercentrics Tag - Google Analytics Universal Google Analytics: Universal Analytics - Fired 1 time(s)		
Usercentrics Tag - Google Ads Google Ads Remarketing - Fired 1 time(s)	Usercentrics Tag - Google Optimize Google Optimize - Fired 1 time(s)	Usercentrics Tag - Conversion Linker Conversion Linker - Fired 1 time(s)		
Usercentrics Tag - Facebook Pixel Custom HTML - Fired 1 time(s)	Usercentrics Tag - Twitter Universal Tracking Custom HTML - Fired 1 time(s)			
Usercentrics Tag - Fathom Analytics & Website Custom HTML - Fired 1 time(s)	Usercentrics Tag - Rewardful (new) Custom HTML - Fired 1 time(s)	Usercentrics Tag - Hotjar Custom HTML - Fired 1 time(s)		

GTM - UTILIDADES

CONTROLO DE VERSÕES

O GTM cria um histórico de todas as alterações introduzidas para veres o que mudou a cada iteração

Versions				
Version ID ↓	Status	Name	Created	Published
50	Live, Latest	Add Buy Pro and Buy Basic triggers (+ Hotjar)	09/27/2023	09/27/2023
49		Add Hotjar + Homepage and Pricing page triggers	09/27/2023	09/27/2023
48		Usercentrics Improvements	08/01/2023	08/01/2023
47		Remove Custom Domains from Fathom Analytics	05/11/2023	05/11/2023
46		Add Google Optimize to project	04/13/2023	04/13/2023

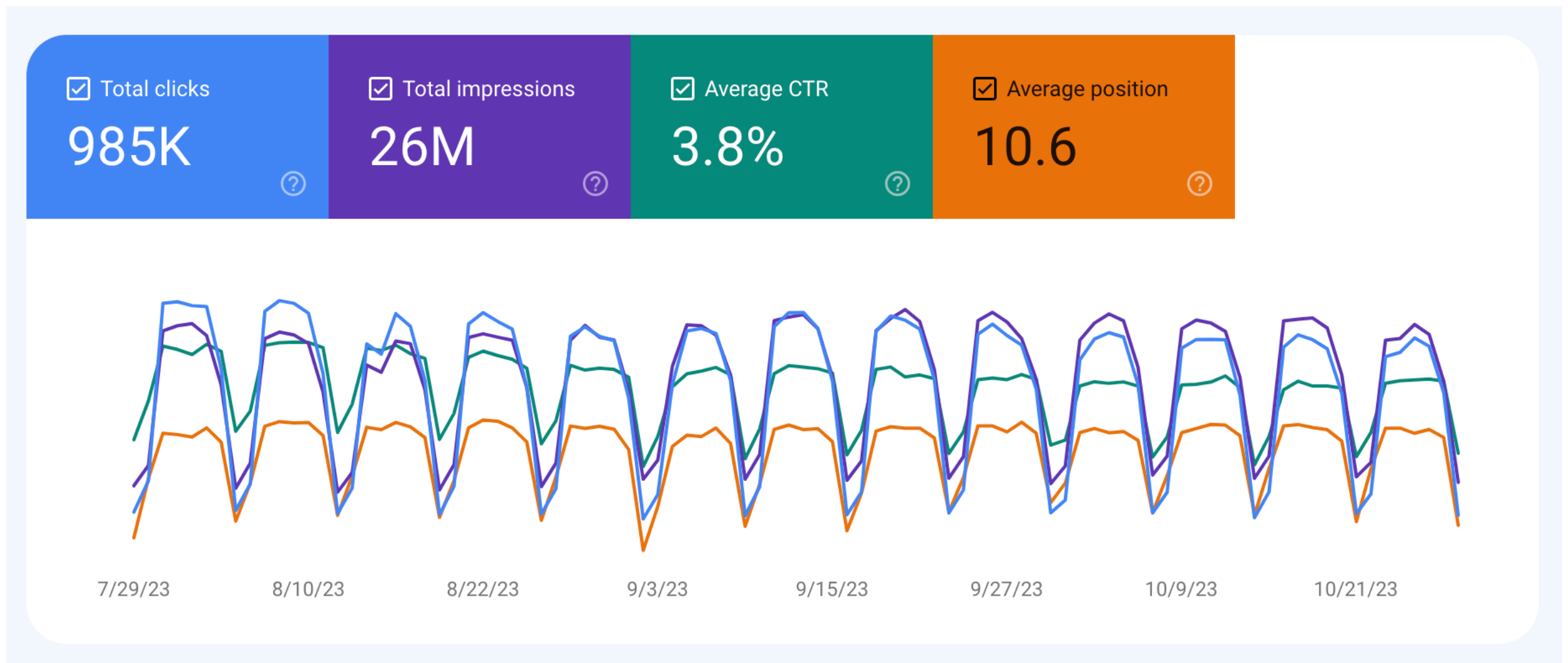
Google

| Search Console

GSC - UTILIDADES

PERFORMANCE

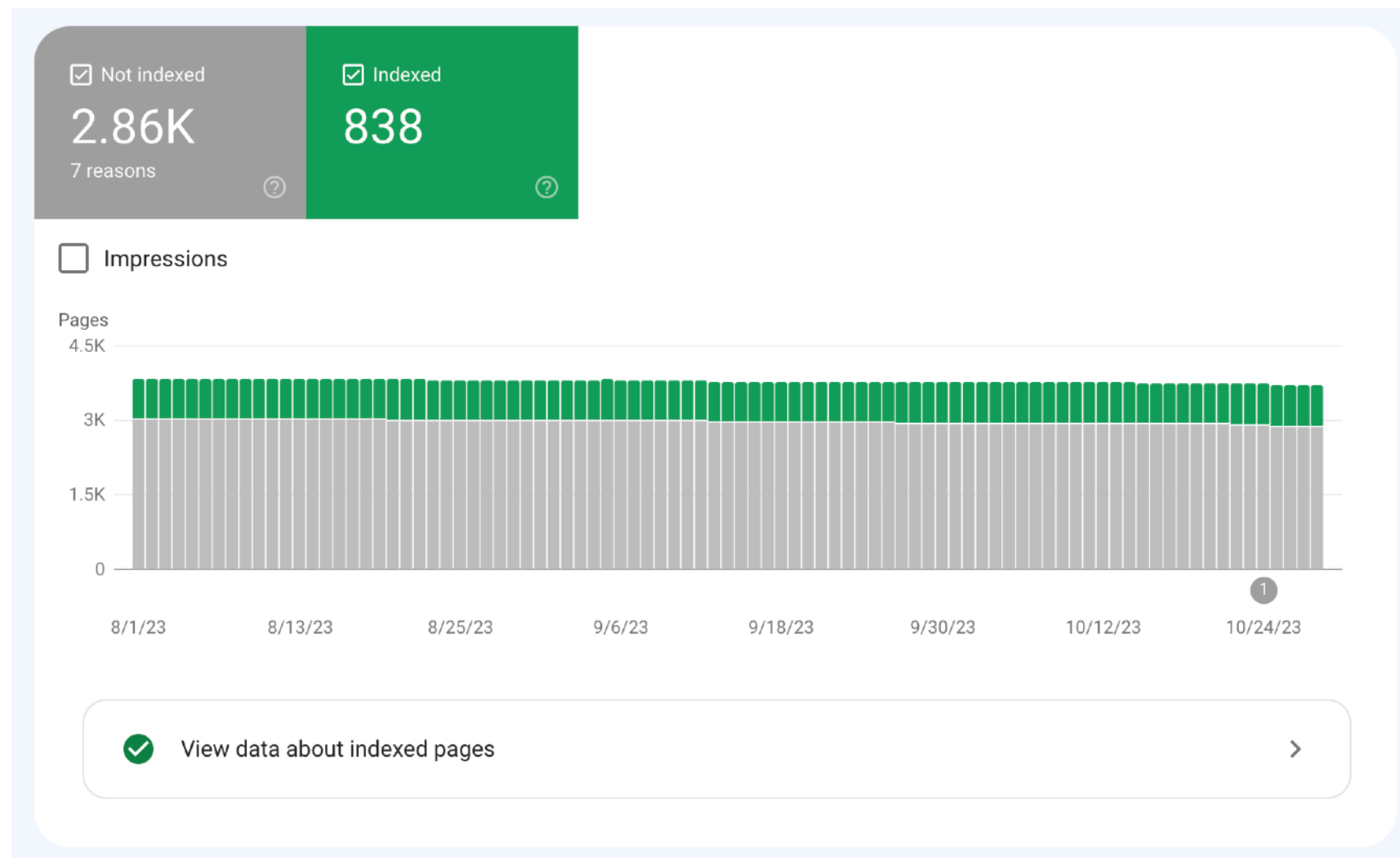
Identificar a performance do nosso site nas pesquisas realizadas pelos utilizadores ou no Google Discover



GSC - UTILIDADES

INDEXING

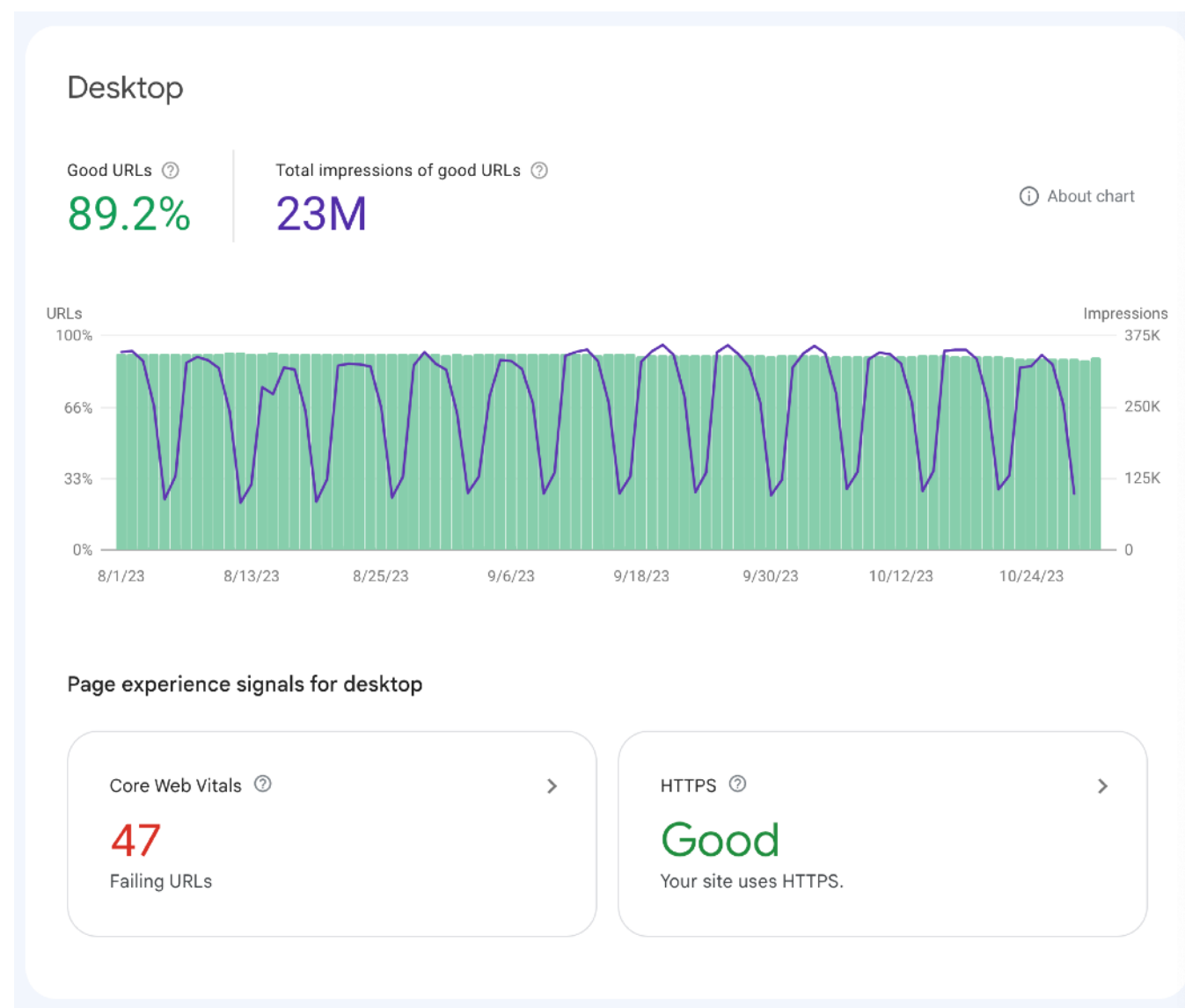
Garantir que todo o nosso site está a ser devidamente encontrado pelo Google e pedir remoções



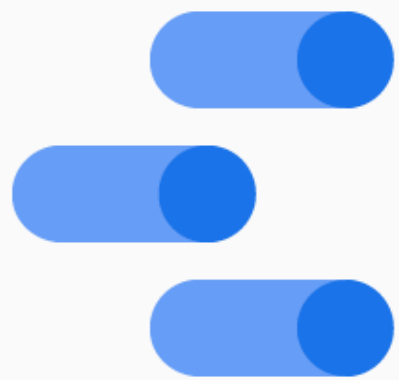
GSC - UTILIDADES

EXPERIENCE

Garantir que o nosso site proporciona uma boa experiência em mobile e cumpre os Core Web Vitals

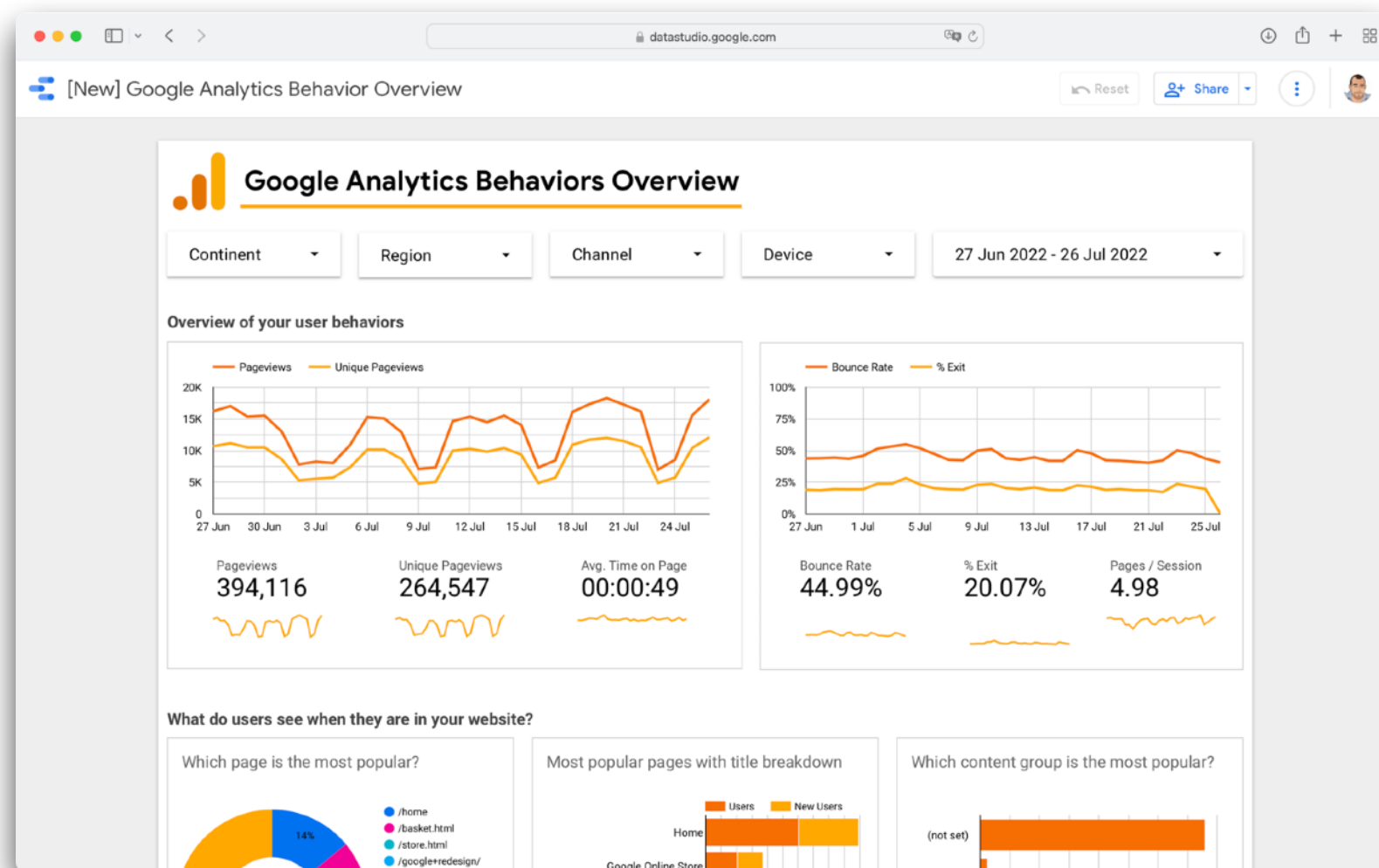


GOOGLE DATA STUDIO



Data Studio

GOOGLE DATA STUDIO



CRIA O TEU PRÓPRIO RELATÓRIO, AGREGANDO DADOS DE:

Google Analytics - Google Ads - Google Sheets - MySQL -
YouTube Analytics - Search Console - Facebook Ads - Shopify -
LinkedIn Ads - Ficheiros CSV - Mailchimp - PayPal - TikTok -
Reddit - QuickBooks - WooCommerce

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CAMPAIGN TRACKING

PARA MEDIR O IMPACTO DE CADA ESFORÇO PROMOCIONAL

<https://brunobrito.pt/10-mandamentos-de-social-media/>



[https://brunobrito.pt/10-mandamentos-de-social-media/
?utm_medium=social&utm_campaign=10-
Mandamentos&utm_source=twitter](https://brunobrito.pt/10-mandamentos-de-social-media/?utm_medium=social&utm_campaign=10-Mandamentos&utm_source=twitter)

**UMA FORMA MAIS DETALHADA DE
ENTENDER A ORIGEM DO TRÁFEGO (EX:
QUAL FOI O TWEET MAIS EFICAZ, OU O
LINK DA NEWSLETTER MAIS UTILIZADO)
NOTA: SÃO CASE-SENSITIVE**

PARÂMETROS UTM

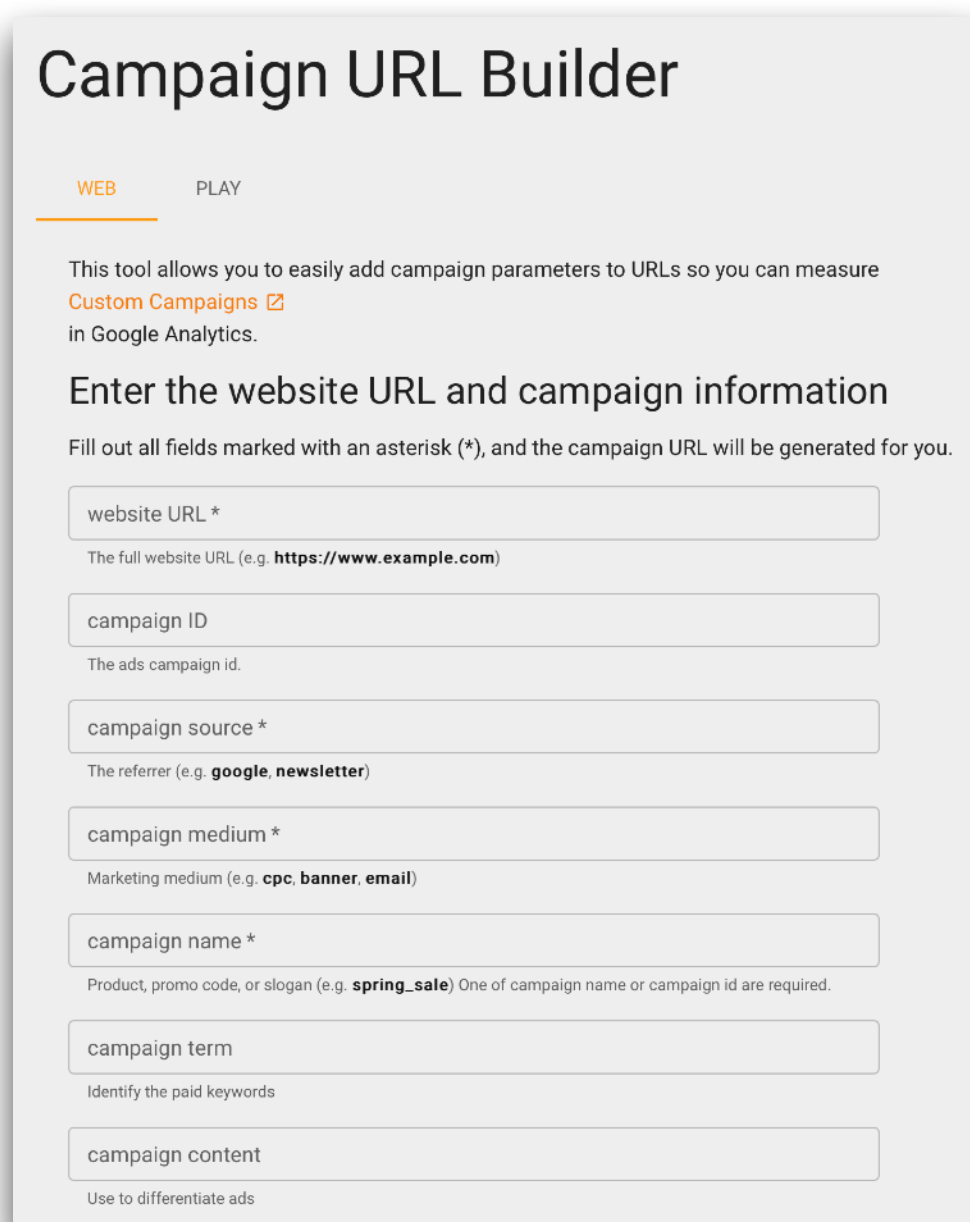
	Parâmetros UTM	Descrição	Exemplos
1	Campaign Name	O nome da campanha, para depois filtrar no GA	promo_natal, gopro5
2	Campaign Medium	O meio utilizado para divulgação	social, banner, email
3	Campaign Source	O canal utilizado (mais específico que <i>medium</i>)	google, newsletter, pinterest
4	Campaign Term*	Utilizado para <i>paid search</i>	tacos+golf
5	Campaign Content*	Para diferenciar <i>links</i> , <i>banners</i> ou <i>tweets</i>	link-header, banner3

*parâmetro opcional

PARA GERAR OS URLS

GOOGLE CAMPAIGN URL BUILDER

Ferramenta oficial da Google



Campaign URL Builder

WEB **PLAY**

This tool allows you to easily add campaign parameters to URLs so you can measure [Custom Campaigns](#) in Google Analytics.

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

website URL *
The full website URL (e.g. **https://www.example.com**)

campaign ID
The ads campaign id.

campaign source *
The referrer (e.g. **google, newsletter**)

campaign medium *
Marketing medium (e.g. **cpc, banner, email**)

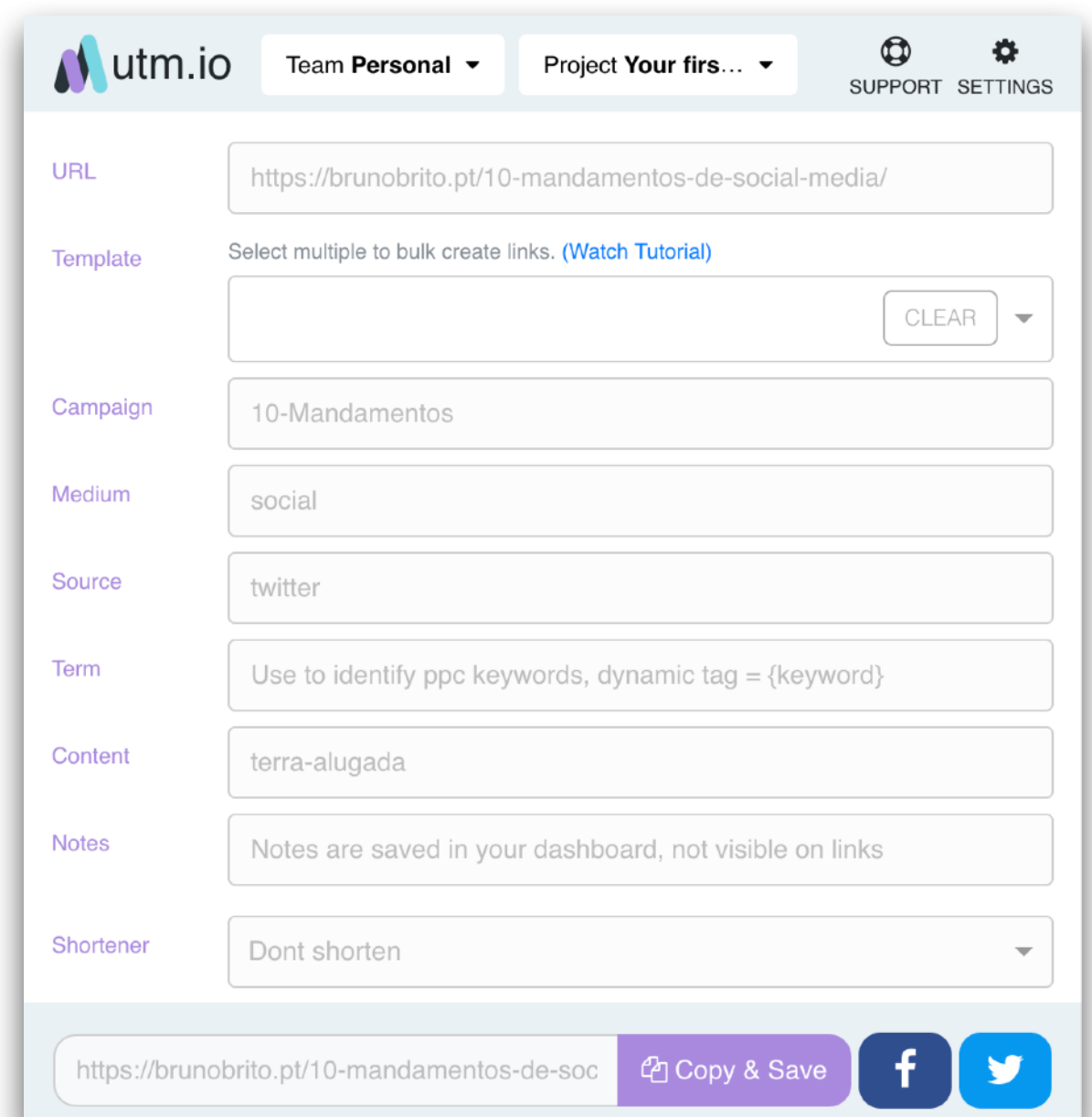
campaign name *
Product, promo code, or slogan (e.g. **spring_sale**) One of campaign name or campaign id are required.

campaign term
Identify the paid keywords

campaign content
Use to differentiate ads

UTM.IO - CHROME EXTENSION

Extensão para Google Chrome



utm.io Team **Personal** Project **Your first...** **SUPPORT** **SETTINGS**

URL

Template Select multiple to bulk create links. [\(Watch Tutorial\)](#) **CLEAR**

Campaign

Medium

Source

Term

Content

Notes

Shortener

Copy & Save

DÚVIDAS?

