

ABA Mídia – NE (Recife)

Comunicação Multiplataforma:
Lições e Desafios

agosto, 2017

awareness

sell out

awareness

consideração

sell out

Consideração

Conteúdo

Plataformas

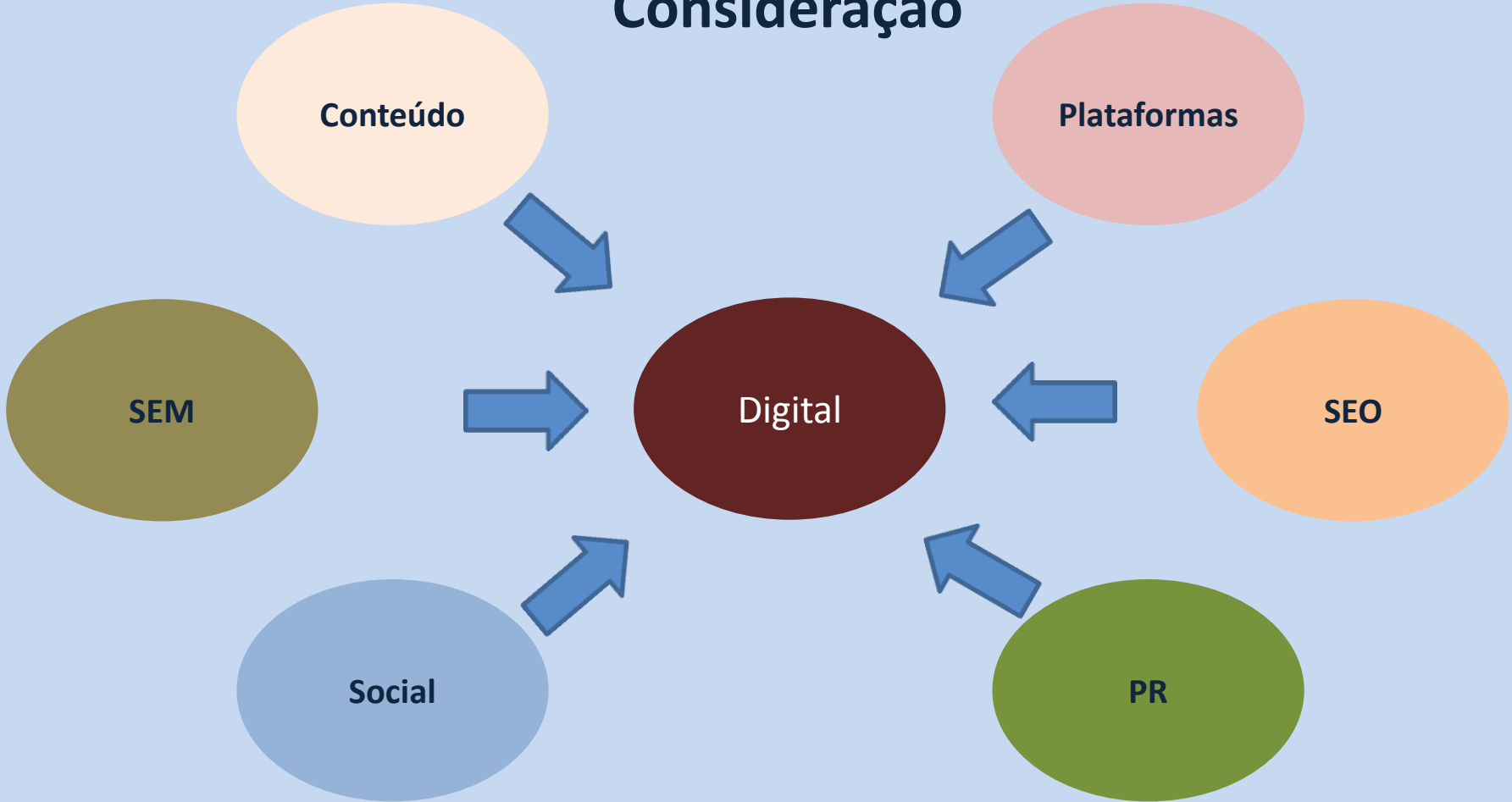
SEM

Digital

SEO

Social

PR





Steven Gerrard

X



Adam Lallana

mídia

digital

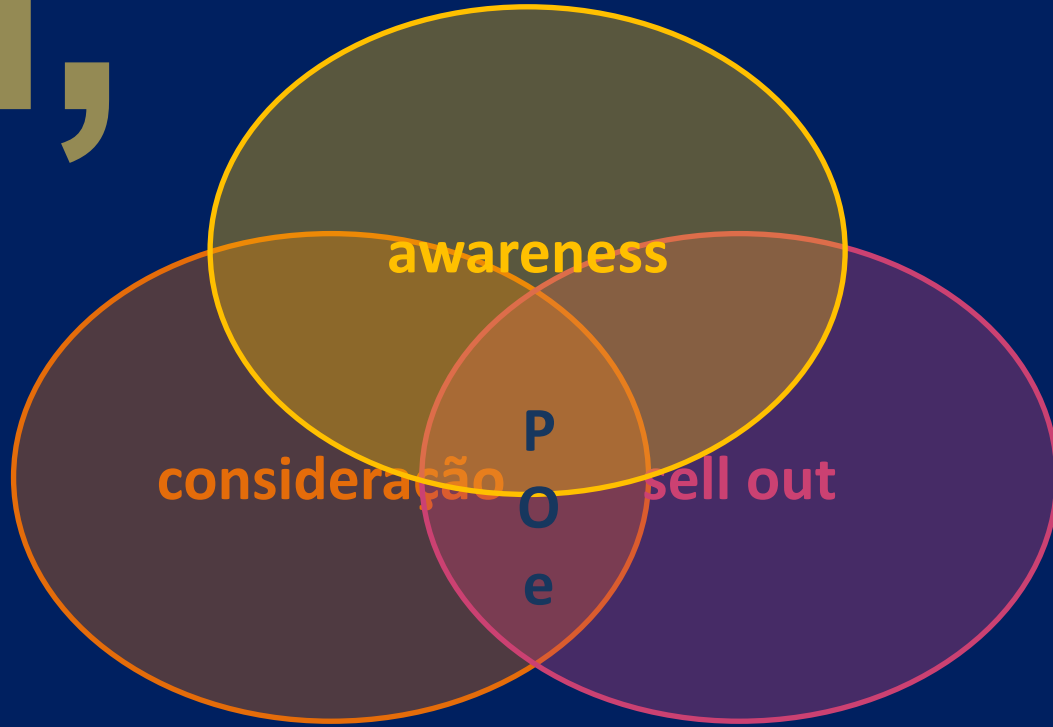
mídia

pr

digital



kpi,



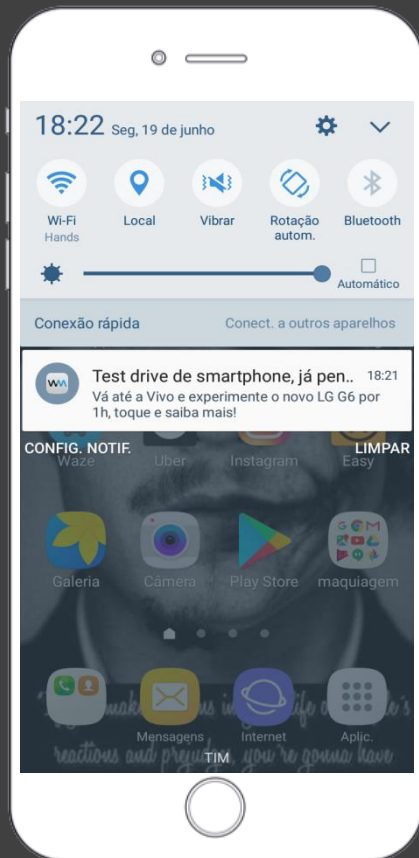


HANDS

Mobile Experience

ENTREGA PUSH

DISPARO 1



10.000

Disparos

1.099

Cliques

10,99%

Taxa de abertura



DINÂMICA DA INTERAÇÃO

DISPARO 2

25.908

Disparos

2.814

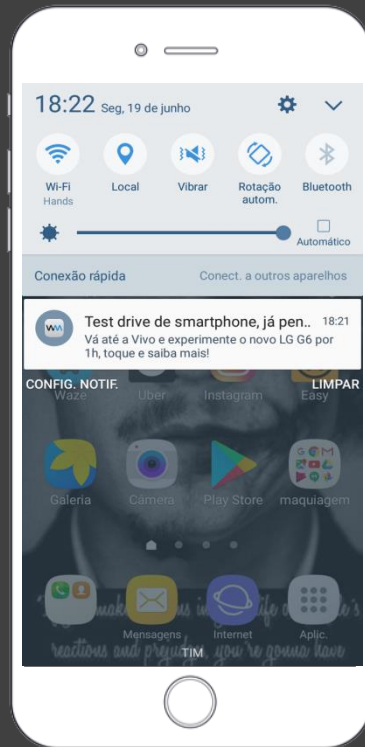
Cliques

10,86%

Cliques Traçar Rotas

8,78%

Taxa de interação



DINÂMICA DA INTERAÇÃO

DISPARO 3

76.839

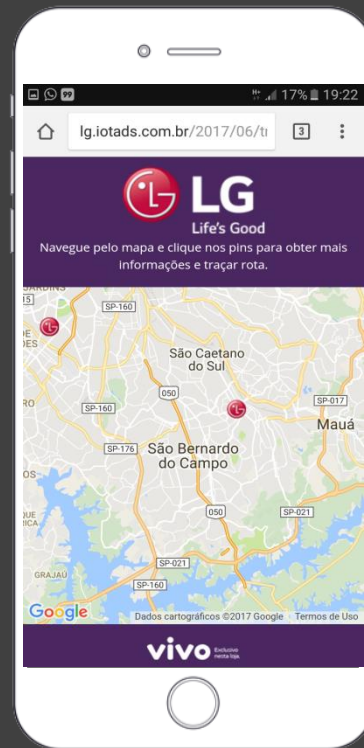
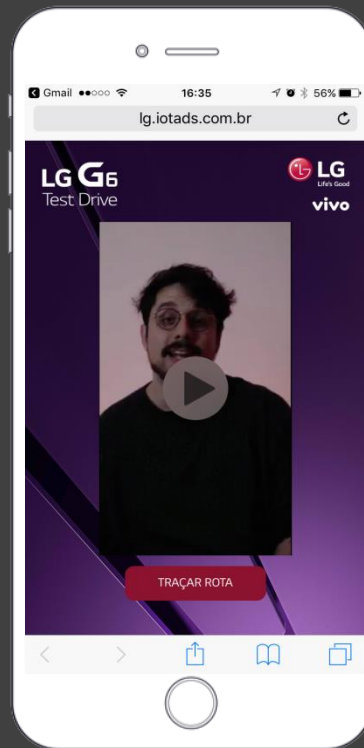
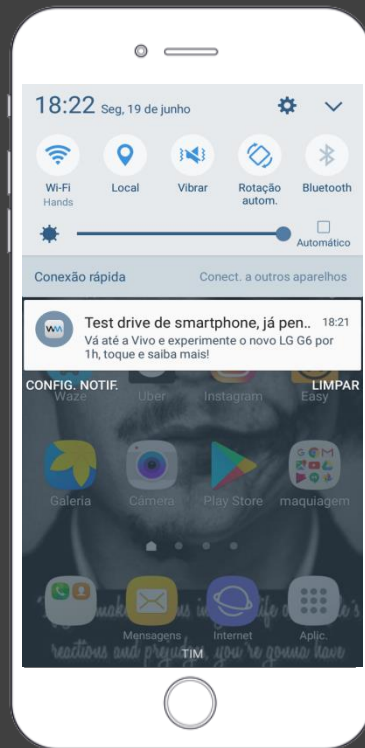
Disparos

13.762

Cliques

17,91%

Taxa de abertura





obrigado,

marco.frade@lge.com

LG – Head Digital, Media & PR

ABA – VP Comitê de Mídia