

Markestic
Digital Marketing Solutions.

Adatalapú vagy adatvezérelt működések a teljes vásárlói útvonalon

Fodor Ákos Dániel

Internet Hungary 2019

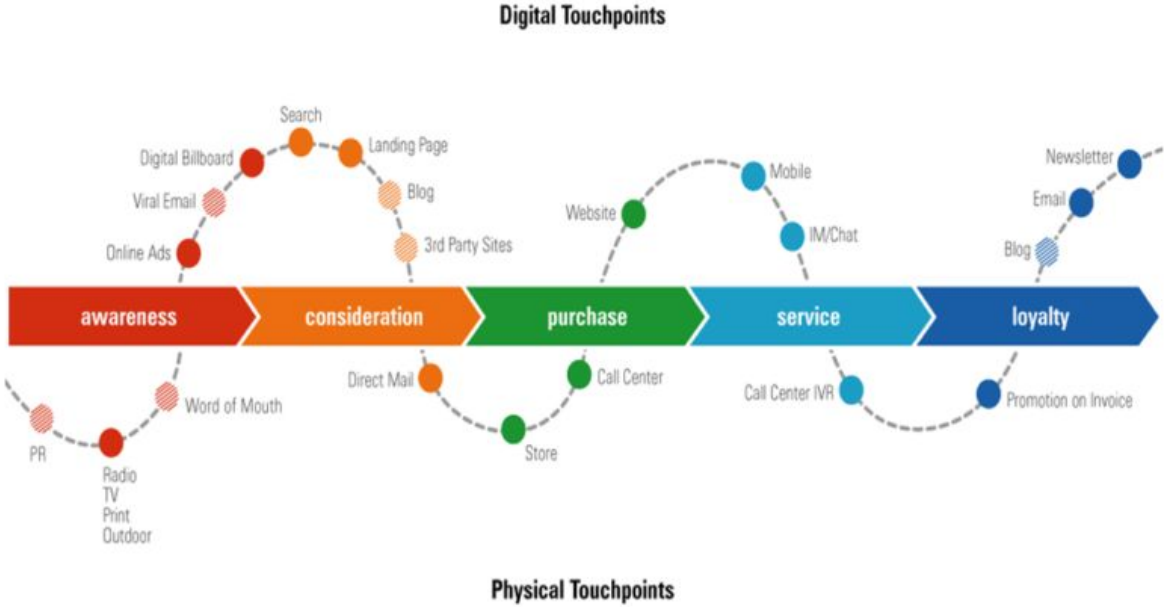
Mi az adatvezérelt megközelítés?



A **döntések** elsődlegesen **adatokra épülnek.** Nem intellektusra, nem intuícióra, nem korábbi tapasztalatokra.

A vásárlói útvonalak folyamatosan változnak.

Nem létrehozzuk, hanem felfedezzük őket.



Purchase mint egyedüli konverzió?

Lineáris funnel?

Last-click attribúció?

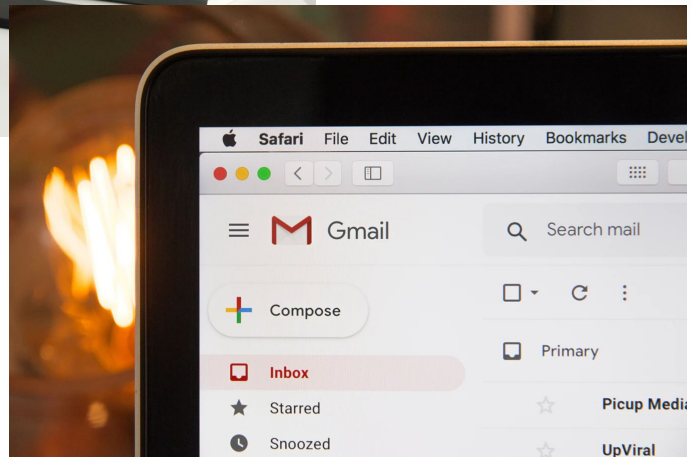
Demográfiai célzás viselkedés alapú helyett?

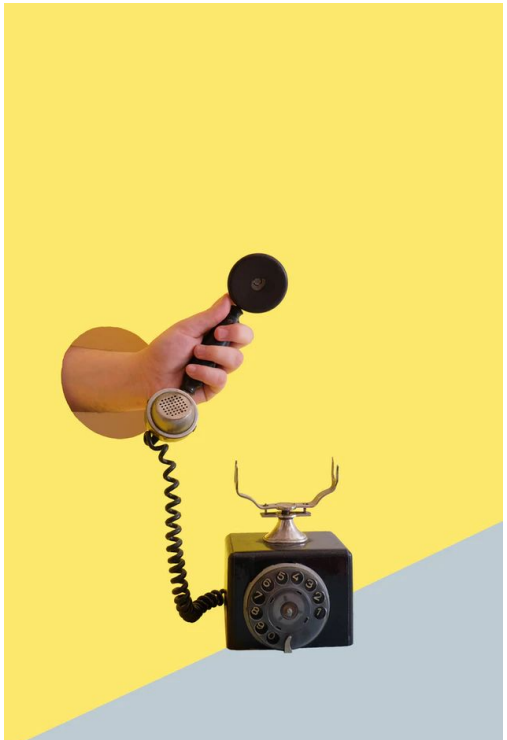
Siló szerűen működő adathalmazok?

Milyen mélységei lehetnek az adatvezérelt marketingnek?

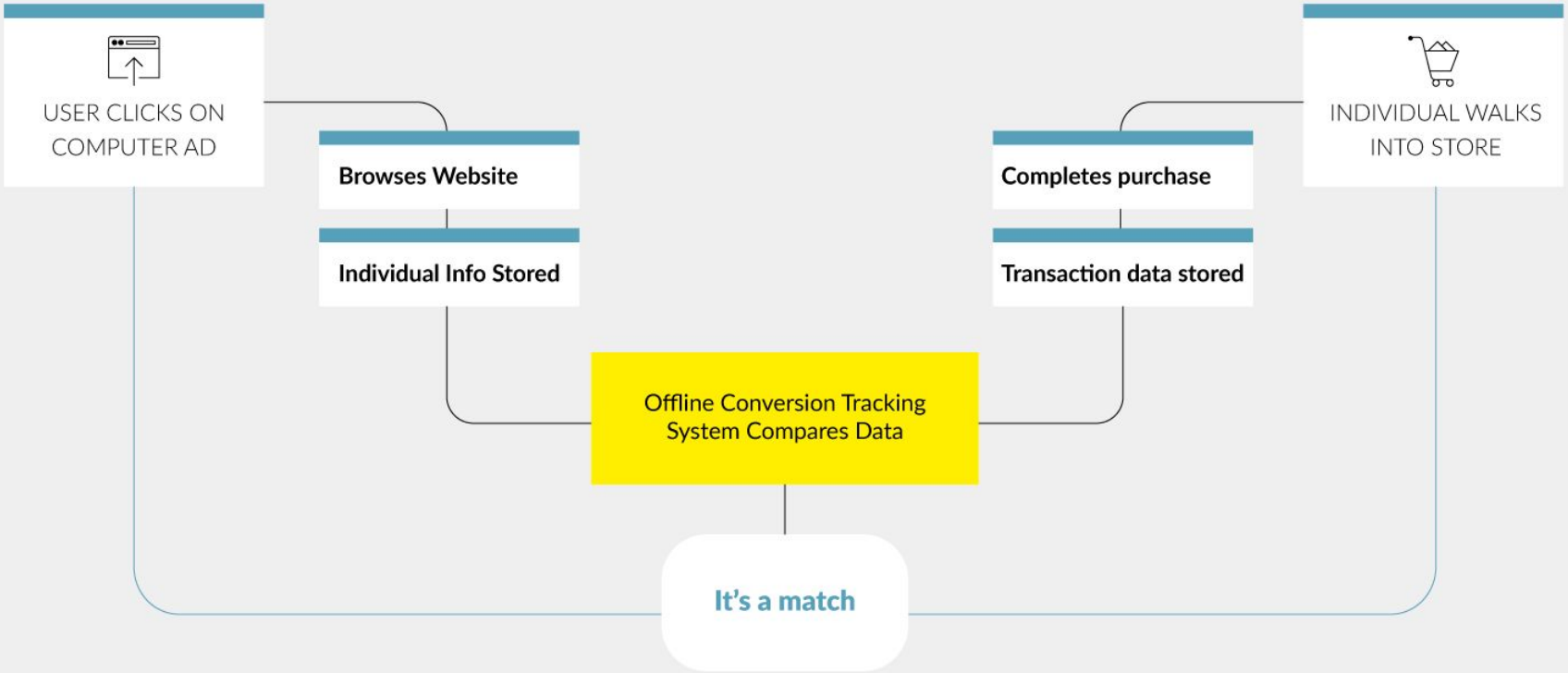








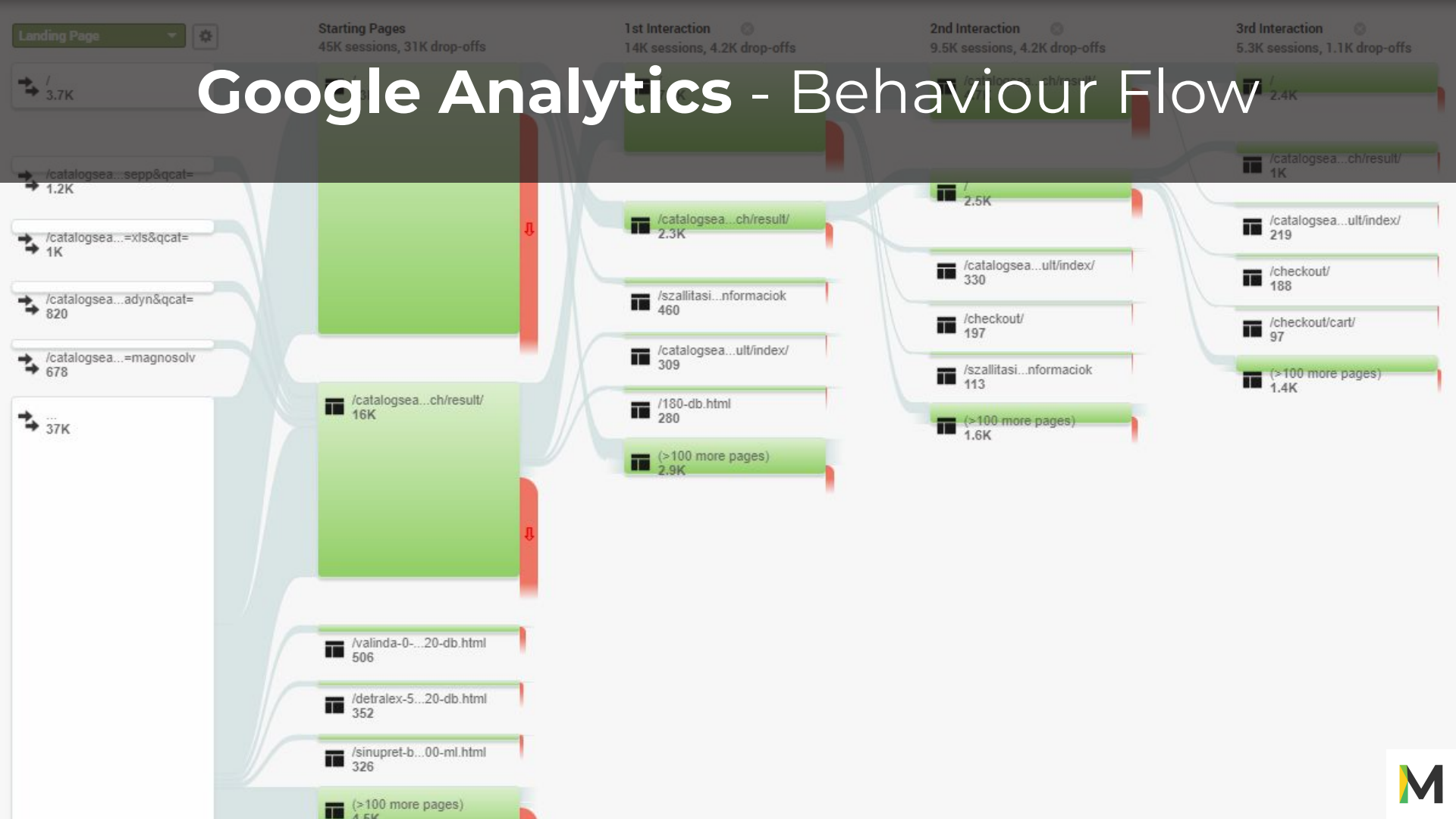
Offline Conversion Tracking




McBUSTED


Minden évben több adat kerül összegyűjtésre, mint az **azt megelőző összes évet együttvéve.**
Google
google.com/datacenters

Google Analytics - Behaviour Flow



Google Analytics - User Explorer

11:20 AM	Viewed **Szállítási és fizetési információk** /szallitasi-es-fizetesi-informaciok	
11:18 AM	Viewed **Találatok erre a kifejezésre: 'walmark marslakócskák'** /catalogsearch/result/?q=walmark+marslakócskák&qcat=	
10:55 AM	Added **FEMIBION 2 + D3 VITAMIN + METAFOLIN + DHA kapszula 120 db** to basket	
10:55 AM	Event **Add To Cart** on **Ecommerce**	
10:55 AM	Viewed details for **FEMIBION 2 + D3 VITAMIN + METAFOLIN + DHA kapszula 120 db**	
10:55 AM	Event **Product Views** on **Ecommerce**	
10:55 AM	Viewed **FEMIBION 2 + D3 VITAMIN + METAFOLIN + DHA kapszula 120 db** /femibion-2-d3-vitamin-metafolin-dha-kapszula-120-db.html/	
10:54 AM	Viewed details for **FEMIBION 2 + D3 VITAMIN + METAFOLIN + DHA kapszula 120 db**	
10:54 AM	Event **Product Views** on **Ecommerce**	

1:29 AM 35:44 Referral

11:29 AM $ Purchased **3 items** for **HUF13,090.00**

Action type	Transaction ID	Transaction revenue	Transaction tax	Transaction shipping	Product count
PAYMENT	000064794	HUF13,090.00	HUF1,933.27	HUF0.00	3

Product code	Product name	Product revenue	Product quantity
10001976	MAGNEROT tabletta 50 db	HUF2,638.09	1
10036587	ALGOFLEX FORTE filmtabletta 30 db	HUF2,266.67	1
N000087098	FEMIBION 2 + D3 VITAMIN + METAFOLIN + DHA kapszula 120 db	HUF6,251.97	1

Gift Winners - Free Gold Weddin

samlerhuset.no/gavetilfolket#3

Inkognitó

Virtual Page View as .../step2

future rulers after 1905, characterized in the highest quality by the Norwegian Mint. Along with the silver medals, you will also receive free collectibles such as custom-made cabinets for stylish and secure storage, a ...rtificate that guarantees authenticity and circulation restrictions, as well as historical ...ation of Det norske Kongehus after 1905.



The three upcoming commemorative medals in the set will be sent to you for free at the release, app... once a month at normal price 860 kr (shipping 49.95 kr will apply). You collect as long as you want, al... with 30 days full return right, and without any minimum purchase commitment or commitment time.

I want to secure the prestigious medal in pure silver with advanced embossing from the Norwegi... for only 399 NOK - thus saving 500 NOK at the normal price.

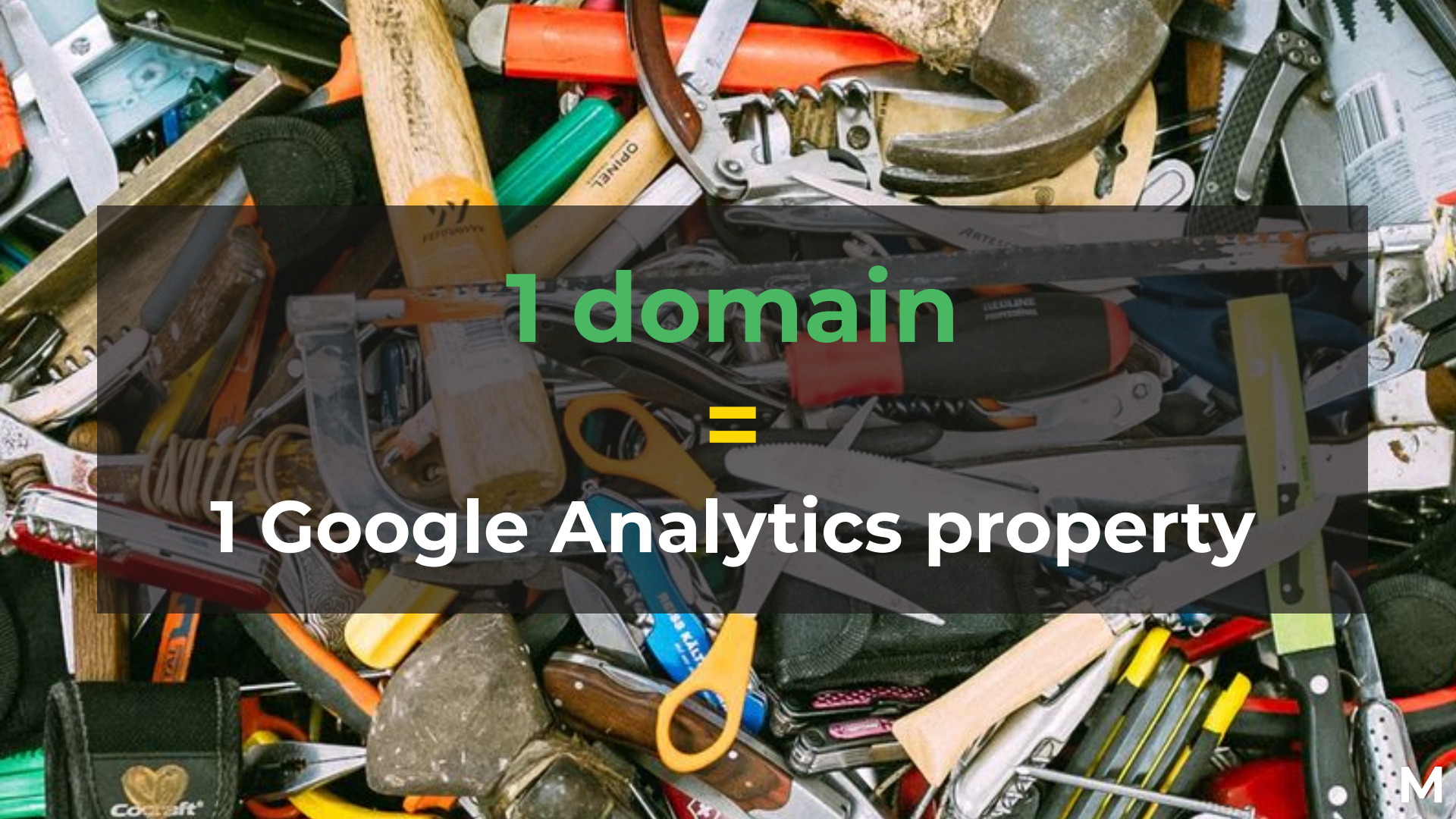
Terms and conditions

Event Name: Add To Cart
Category:
Action:
Label:
Comment:

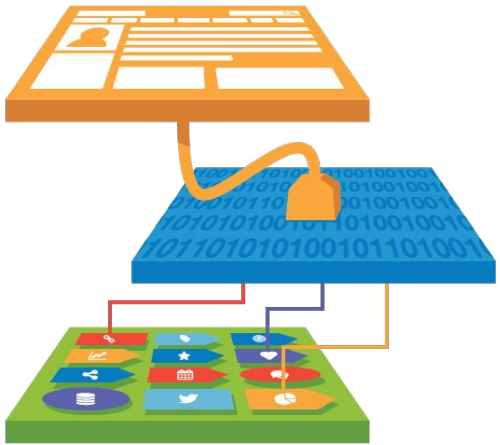
1 digitális mérési projekt tapasztalatai

QUESTIONS AND ANSWERS TERMS AND CONDITIONS CONTACT US PRIVACY AND SECURITY

© Samlerhuset Norge AS 2018 | Rosenholmveien 25 | 1414 The Troll Lock | Tel: 0 25 50 | Org No. 871 189 862


1 domain
=
1 Google Analytics property

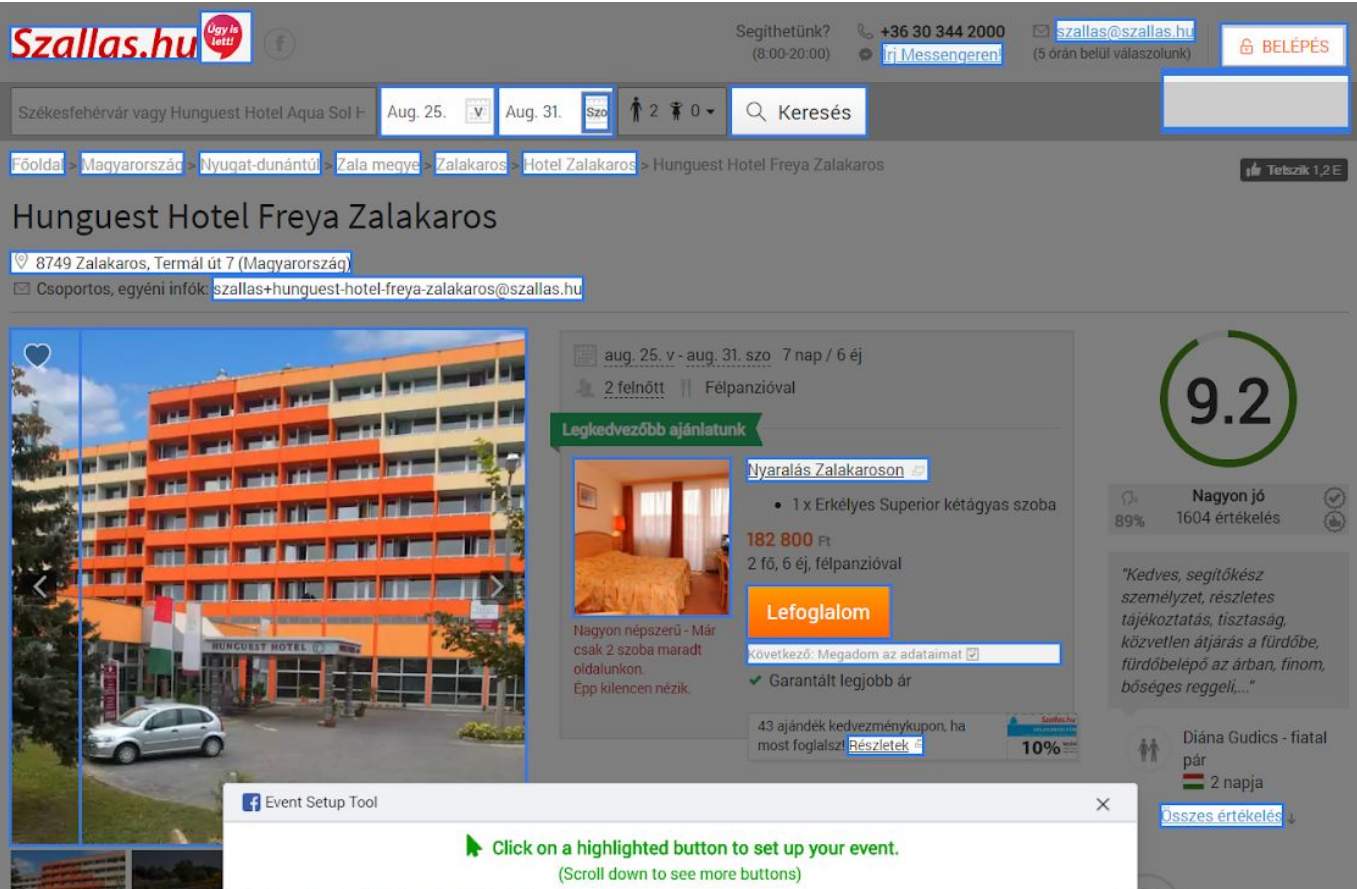
Data Layer bevezetése



Data Layer values after this Message:

```
{
  gtm: {start: 1519042442115, uniqueEventId: 16},
  event: 'gtm.dom',
  ecommerce: {
    purchase: {
      actionField: {
        id: '3000021331',
        revenue: 87,
        tax: '7.7300',
        shipping: '0.0000',
        coupon: '(      ',
        coupon_value: -87,
        customer_id: 'd57ed3e4'
      },
      products: [
        {
          id: '600100100-8099',
          name: '!                                    ',
          price: '99.0000',
          quantity: '1.0000',
          price_with_tax: 107.79,
          price_without_tax: 99
        },
```

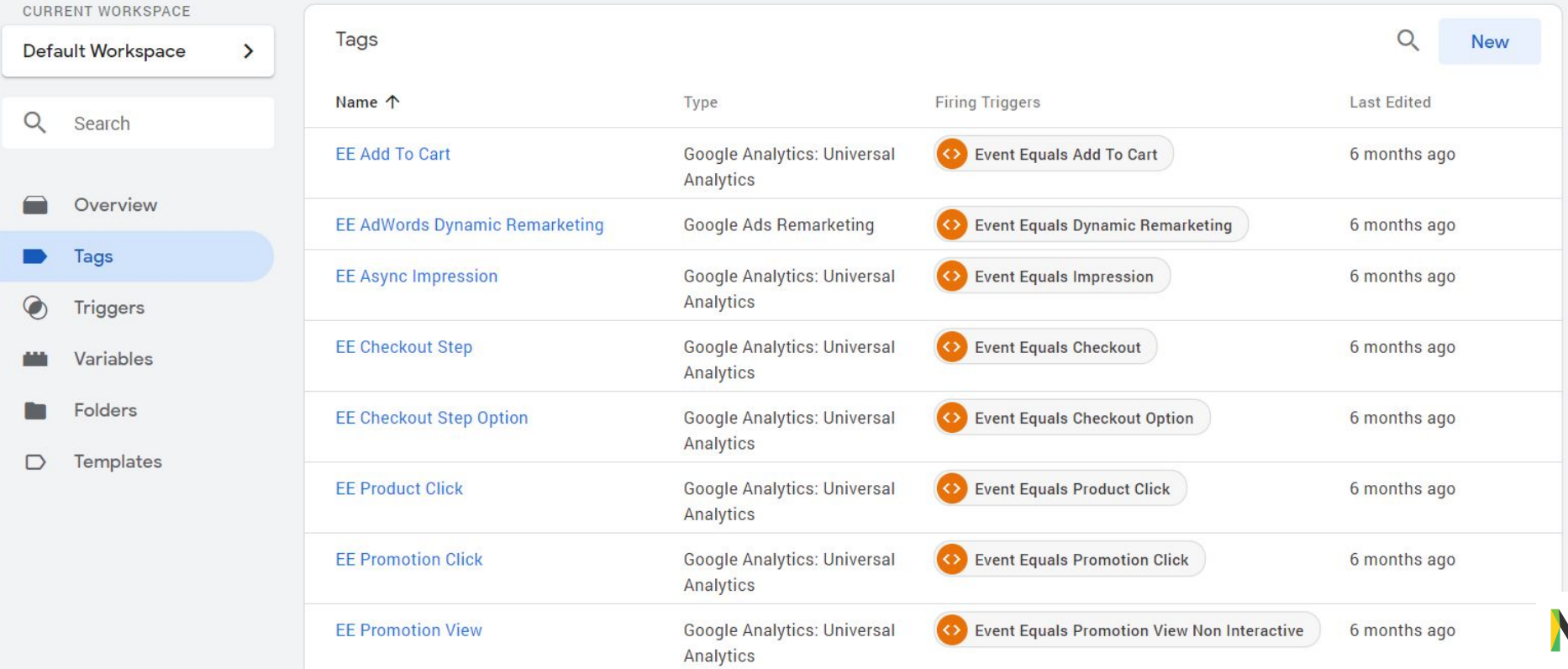
Event Tracking Front-End Oldalról



Event Tracking Back-End Oldalról

Event 'Name' as reference to gslides	Event Category	Event Action	Event Label
Search In Search Bar	ws-mainPage	search	{{search query}}
Click Phone Number	ws-mainPage	phoneNumberClick	top, bottom
Search In Search Bar	ws-categoryPage	search	{{search query}}
Click Phone Number	ws-categoryPage	phoneNumberClick	top, bottom
Product Filter Used	ws-categoryPage	filter	{{filter category}}
Product Sorting Used	ws-categoryPage	sorting	{{selected sorting method}}
Click Out Of Stock	ws-categoryPage	outOfStockClick	
Search In Search Bar	ws-productPage	search	{{search query}}
Click Phone Number	ws-productPage	phoneNumberClick	top, bottom
Click Product Photo	ws-productPage	productPhotoClick	
Click On Tab	ws-productPage	tabClick	{{name of the selected tab}}
Add To Cart	ws-productPage	addToCart	{{product name}}
Coupon Submission	ws-basketPage	couponSubmission	{{coupon code}}
Quantity Change	ws-basketPage	quantityChange	increase, decrease
Remove From Cart	ws-basketPage	removeFromCart	
Add To Cart Along Checkout	ws-basketPage	addToCart	{{product name}}
Initiate Checkout	ws-basketPage	initiateCheckout	

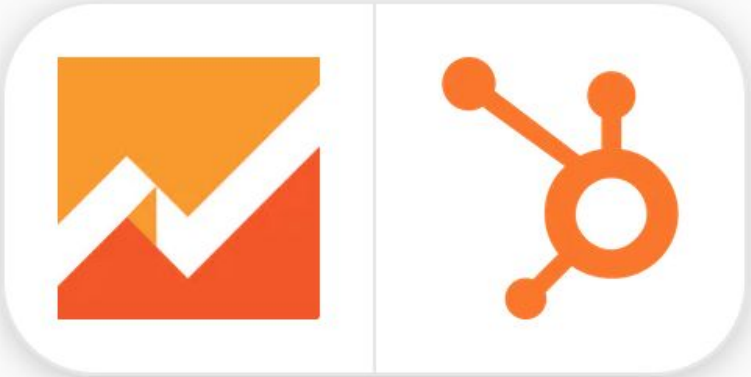
Egységes Tag Management

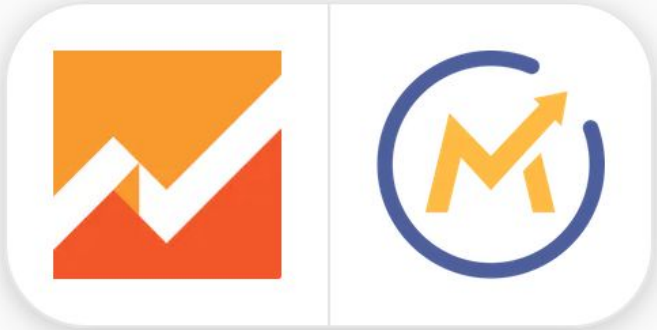


Internal Linking

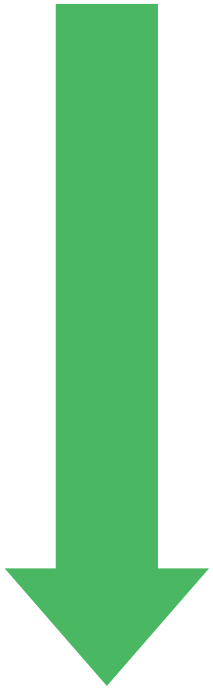
http://www2.autopilothq.com/customer-journey-mapping
?utm_source=google&utm_medium=cpc&utm_campaign=
customer-journey

Integráció más platformokkal





Ez szervezeti evolúció is egyben!



Data-**Resistant**

Data-**Aware**

Data-**Guided**

Data-**Savvy**

Data-**Driven**

+ Szervezeti edukáció!

Fejlesztő

Data Scientist

Marketing Technologist









Keress minket!

www.markestic.com

hello@markestic.com