



Влияние рекламы в социальных сетях на результаты по другим каналам

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Что эффективнее?

Сколько стоит конверсия?

Яндекс.Директ 1000 руб.

~~ВКонтакте 1500 руб.~~



Точно 1000 руб.? А без бренда?

А так правильно считать?



Простые истины

Контекстная реклама

Сформированный спрос




Социальные сети

Формирование спроса



И что дальше?

Исключая источники формирования спроса,
ограничиваем дополнительные продажи



Это понятно. Все равно 1500 руб.
за конверсию платить не будем!

Простые истины



Как нам измерить этот эффект?



Сколько дней до?

Conversions

11,437

% of Total: 2.47% (463,810)

Conversion Value

RUB180,606,148.00

% of Total: 41.57% (RUB434,423,398.00)

Time Lag in Days	Conversions	Conversion Value	Percentage of total	
			Conversions	Conversion Value
0	6,500	RUB99,653,866.00	56.83%	55.18%
1	728	RUB12,136,685.00	6.37%	6.72%
2	511	RUB8,155,297.00	4.47%	4.52%
3	326	RUB5,511,953.00	2.85%	3.05%
4	266	RUB4,477,991.00	2.33%	2.48%
5	210	RUB3,511,276.00	1.84%	1.94%
6	245	RUB4,144,377.00	2.14%	2.29%
7	215	RUB3,134,990.00	1.88%	1.74%
8	169	RUB2,689,111.00	1.48%	1.49%
9	144	RUB2,140,799.00	1.26%	1.19%
10	131	RUB2,126,896.00	1.15%	1.18%
11	117	RUB2,308,595.00	1.02%	1.28%
⊕ 12-30	1,875	RUB30,614,312.00	16.39%	16.95%

Сколько дней до?

First Interaction | ВКонтакте

Conversions

831

% of Total: 0.18% (463,782)

Conversion Value

RUB12,777,027.00

% of Total: 2.94% (RUB434,355,914.00)

Time Lag in Days	Conversions	Conversion Value	Percentage of total	
			Conversions	Conversion Value
0	349	RUB4,914,045.00	42.00%	38.46%
1	42	RUB501,670.00	5.05%	3.93%
2	34	RUB8,536.00	4.09%	6.17%
3	21	RUB295,586.00	2.53%	2.31%
4	25	RUB5,895.00	3.01%	4.7%
5	19	RUB790.00	2.29%	3.35%
6	31	RUB3,428.00	3.73%	3.78%
7	25	RUB226,494.00	3.01%	1.77%
8	24	RUB406,940.00	2.89%	3.18%
9	18	RUB244,329.00	2.17%	1.91%
10	14	RUB212,561.00	1.68%	1.66%
11	20	RUB298,650.00	2.41%	2.34%
⊕ 12-30	209	RUB3,788,103.00	25.15%	29.65%

60%

Что значит 2,30?

Conversion:

1 Conversion Type Selected ▾

Type:

All AdWords

Lookback Window:

Set 30 days prior to conversion

Assisting Interactions Analysis First Interaction Analysis Conversions

<input type="checkbox"/>	ВКонтакте ?	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
<input type="checkbox"/>	1. Organic Search	3,907 (28.46%)	RUB64,729,365.00 (29.13%)	3,374 (29.51%)	RUB54,472,120.00 (30.17%)	1.16
<input type="checkbox"/>	2. Direct	3,451 (25.14%)	RUB58,323,201.00 (26.25%)	4,131 (36.13%)	RUB70,554,718.00 (39.08%)	0.84
<input type="checkbox"/>	3. Paid Search	2,638 (19.22%)	RUB40,004,192.00 (18.01%)	1,592 (13.92%)	RUB22,323,142.00 (12.36%)	1.66
<input type="checkbox"/>	4. (Other)	2,112 (15.39%)	RUB33,954,999.00 (15.28%)	1,467 (12.83%)	RUB20,951,289.00 (11.60%)	1.44
<input type="checkbox"/>	5. ВКонтакте	850 (6.19%)	RUB14,141,032.00 (6.36%)	370 (3.24%)	RUB4,884,924.00 (2.71%)	2.30
<input type="checkbox"/>	6. Referral	753 (5.49%)	RUB10,748,677.00 (4.84%)	497 (4.35%)	RUB7,289,325.00 (4.04%)	1.52
<input type="checkbox"/>	7. Display	15 (0.11%)	RUB271,356.00 (0.12%)	3 (0.03%)	RUB81,646.00 (0.05%)	5.00

Сколько дней до?

Assisting Interactions Analysis First Interaction Analysis **Conversions**

<input type="checkbox"/> ВКонтакте ?	First Click Conversions	↓ First Click Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	First / Last Click or Direct Conversions
<input checked="" type="checkbox"/> 1. ВКонтакте	831 (100.00%)	RUB12,777,027.00 (100.00%)	285 (34.30%)	RUB3,584,055.00 (28.05%)	2.92
<input type="checkbox"/> 2. (Other)	0 (0.00%)	RUB0.00 (0.00%)	66 (7.94%)	RUB864,704.00 (6.77%)	0.00
<input type="checkbox"/> 3. Direct	0 (0.00%)	RUB0.00 (0.00%)	238 (28.64%)	RUB4,200,369.00 (32.87%)	0.00
<input type="checkbox"/> 4. Organic Search	0 (0.00%)	RUB0.00 (0.00%)	142 (17.09%)	RUB2,752,356.00 (21.54%)	0.00
<input type="checkbox"/> 5. Paid Search	0 (0.00%)	RUB0.00 (0.00%)	81 (9.75%)	RUB1,116,083.00 (8.74%)	0.00
<input type="checkbox"/> 6. Referral	0 (0.00%)	RUB0.00 (0.00%)	19 (2.29%)	RUB259,460.00 (2.03%)	0.00

Сколько дней до?

ВКонтакте Path [?]	Conversions [↓]	Conversion Value
1. ВКонтакте → Organic Search	58 (38.41%)	RUB1,083,202.00 (37.66%)
2. ВКонтакте → Organic Search × 2	10 (6.62%)	RUB154,927.00 (5.39%)
3. ВКонтакте → Organic Search → Direct	5 (3.31%)	RUB69,181.00 (2.41%)
4. ВКонтакте → Paid Search → Organic Search	3 (1.99%)	RUB31,951.00 (1.11%)
5. ВКонтакте → Direct → Organic Search	3 (1.99%)	RUB34,623.00 (1.20%)
6. ВКонтакте → Organic Search → (Other) × 3 → Paid Search × 2 → Organic Search (Other)	3 (1.99%)	RUB50,088.00 (1.74%)
7. ВКонтакте → Organic Search × 3	3 (1.99%)	RUB24,770.00 (0.86%)
8. ВКонтакте × 2 → Organic Search	3 (1.99%)	RUB24,039.00 (0.84%)
9. ВКонтакте → Paid Search × 3 → Organic Search	2 (1.32%)	RUB15,054.00 (0.52%)
10. ВКонтакте → Paid Search × 2 → Organic Search	2 (1.32%)	RUB13,896.00 (0.48%)

Сравнивайте

ВКонтакте [?]	Conversions & Value [▼]				% change in Conversion Value (from Last Interaction) [▼]
	Last Interaction		First Interaction		
	Conversions [↓]	Conversion Value	Conversions	Conversion Value	First Interaction
1. Direct	4,131.00 (36.13%)	RUB70,554,718.00 (39.08%)	1,654.00 (14.47%)	RUB28,801,521.00 (15.95%)	-59.18% ⁺
2. Organic Search	3,374.00 (29.51%)	RUB54,472,120.00 (30.17%)	4,212.00 (36.84%)	RUB68,974,080.00 (38.20%)	26.62% ⁺
3. Paid Search	1,592.00 (13.92%)	RUB22,323,142.00 (12.36%)	2,419.00 (21.16%)	RUB35,271,876.00 (19.54%)	58.01% ⁺
4. (Other)	1,467.00 (12.83%)	RUB20,951,289.00 (11.60%)	1,659.00 (14.51%)	RUB25,141,486.00 (13.92%)	20.00% ⁺
5. Referral	497.00 (4.35%)	RUB7,289,325.00 (4.04%)	650.00 (5.68%)	RUB9,378,562.00 (5.19%)	28.66% ⁺
6. ВКонтакте	370.00 (3.24%)	RUB4,884,924.00 (2.71%)	831.00 (7.27%)	RUB12,777,027.00 (7.08%)	161.56% ⁺
7. Display	3.00 (0.03%)	RUB81,646.00 (0.05%)	9.00 (0.08%)	RUB212,612.00 (0.12%)	160.41% ⁺

Рекомендации



- ✓ Учитывайте специфику
- ✓ Сравнивайте на равных условиях
- ✓ Анализируйте влияние на другие источники

Спасибо!

Теперь – вопросы и ответы
на них