

grupo **ZAP**

Negócios na Web
A vida depois do lead

Potencial do Marketing Digital



Potencial do Marketing Digital

JAN
2018

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



9H 14M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



3H 39M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



3H 41M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



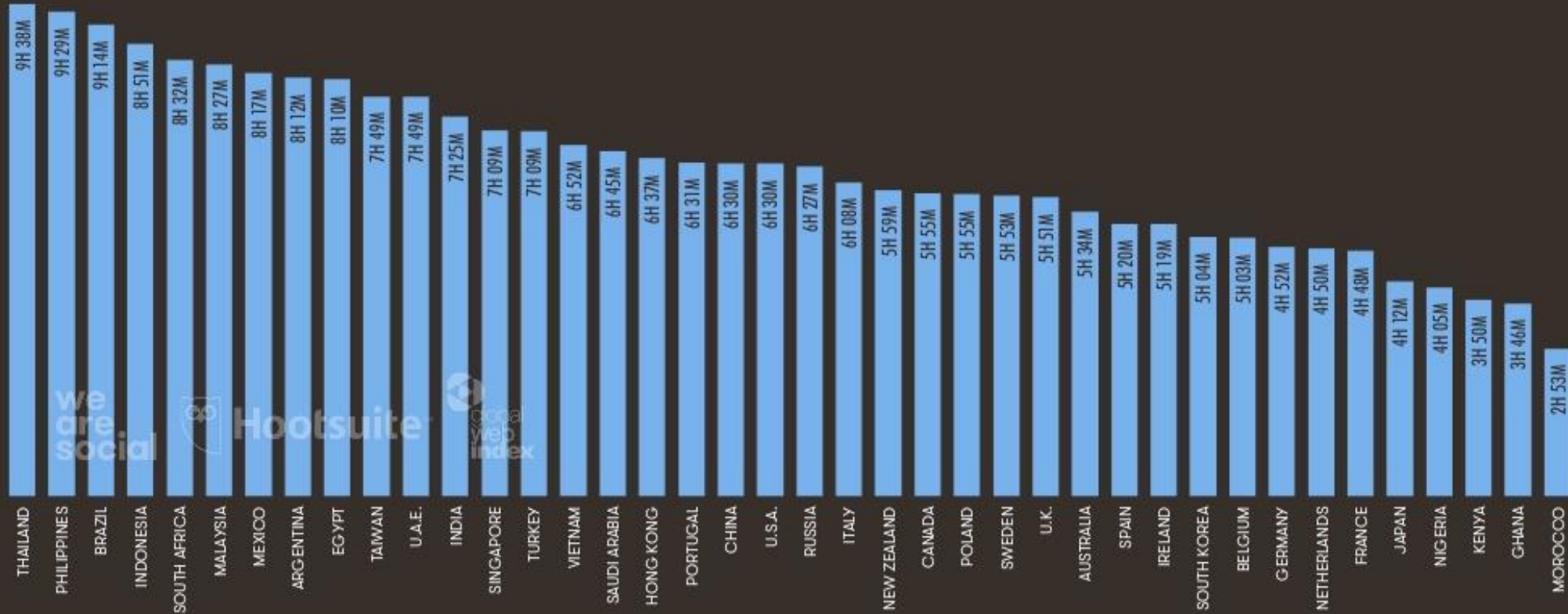
1H 19M

Potencial do Marketing Digital

JAN
2018

TIME SPENT PER DAY ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY VIA ANY DEVICE [SURVEY BASED]

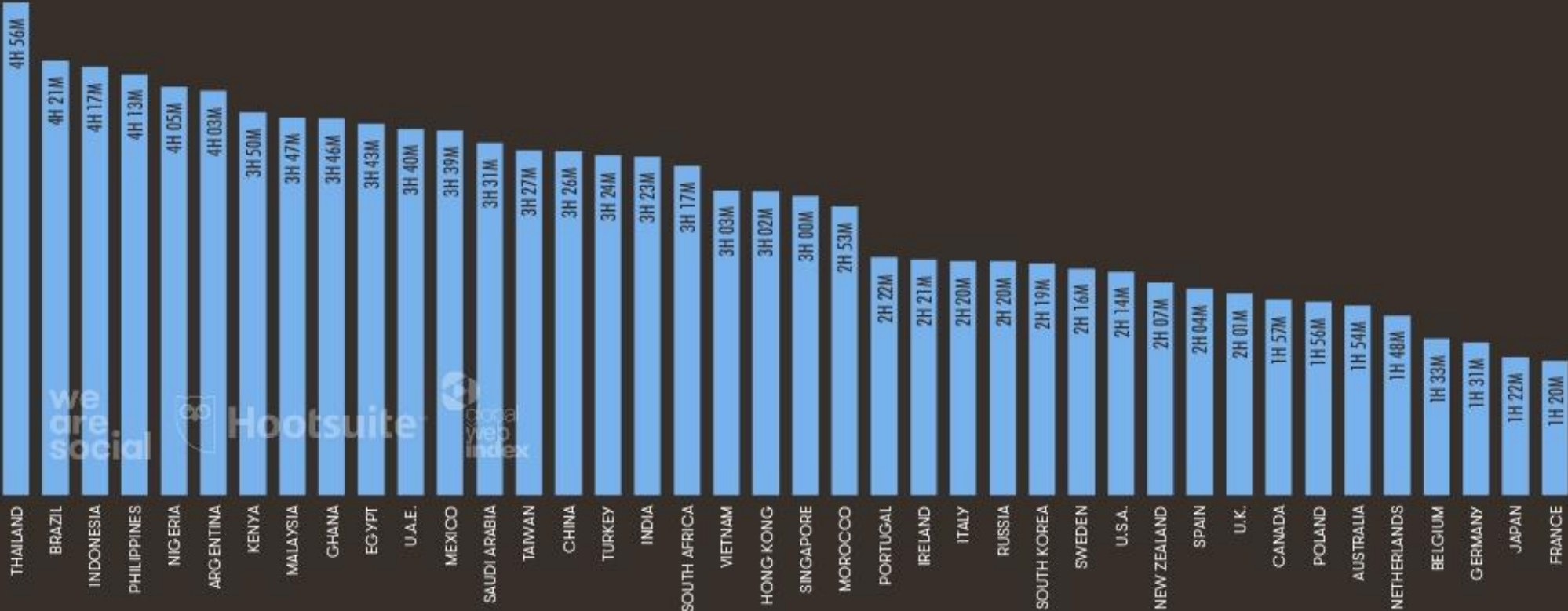


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JAN 2018

TIME SPENT PER DAY USING MOBILE INTERNET

AVERAGE NUMBER OF HOURS PER DAY SPENT ACCESSING THE INTERNET VIA A MOBILE PHONE [SURVEY BASED]

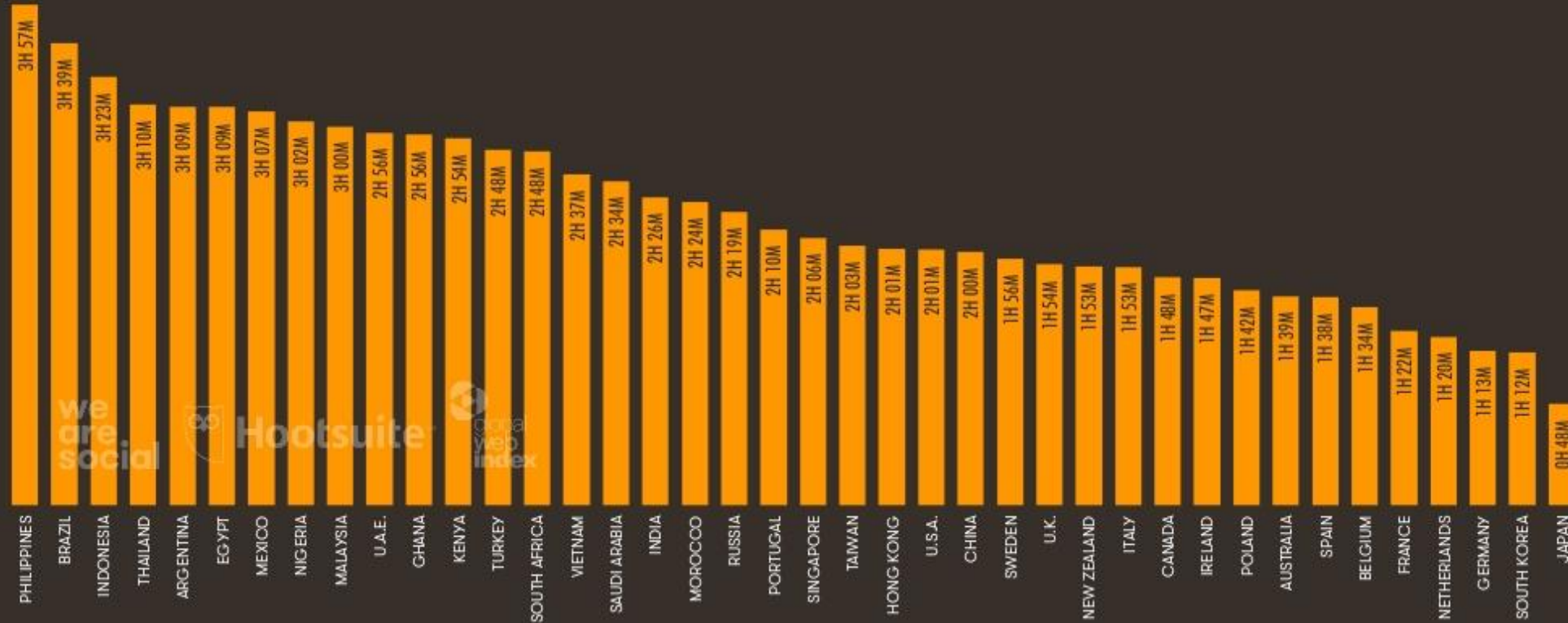


Potencial do Marketing Digital

JAN
2018

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY VIA ANY DEVICE [SURVEY BASED]





**KEEP
CALM
E
CONVERTA
MAIS**



Gera 3 leads

por visita

11% até 1h

19% entre 1h e 5h

47% até 1 dia



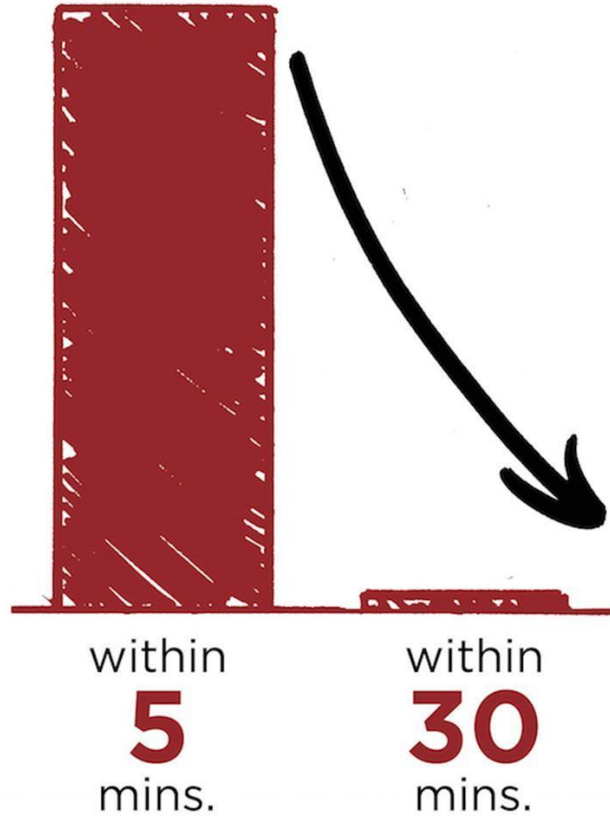
Km/h



ODOMETER
024574 KM

TRIP 1
004249 KM

IMPACT OF SPEED-TO-RESPONSE ON LEAD CONVERSION



100X RULE

If a company attempts phone contact within 5 minutes after lead submission, **the odds that the lead is contacted are 100 times greater** than if it is contacted 30 minutes after submission.

ALL COMPANIES SURVEYED

MEDIAN
RESPONSE TIME

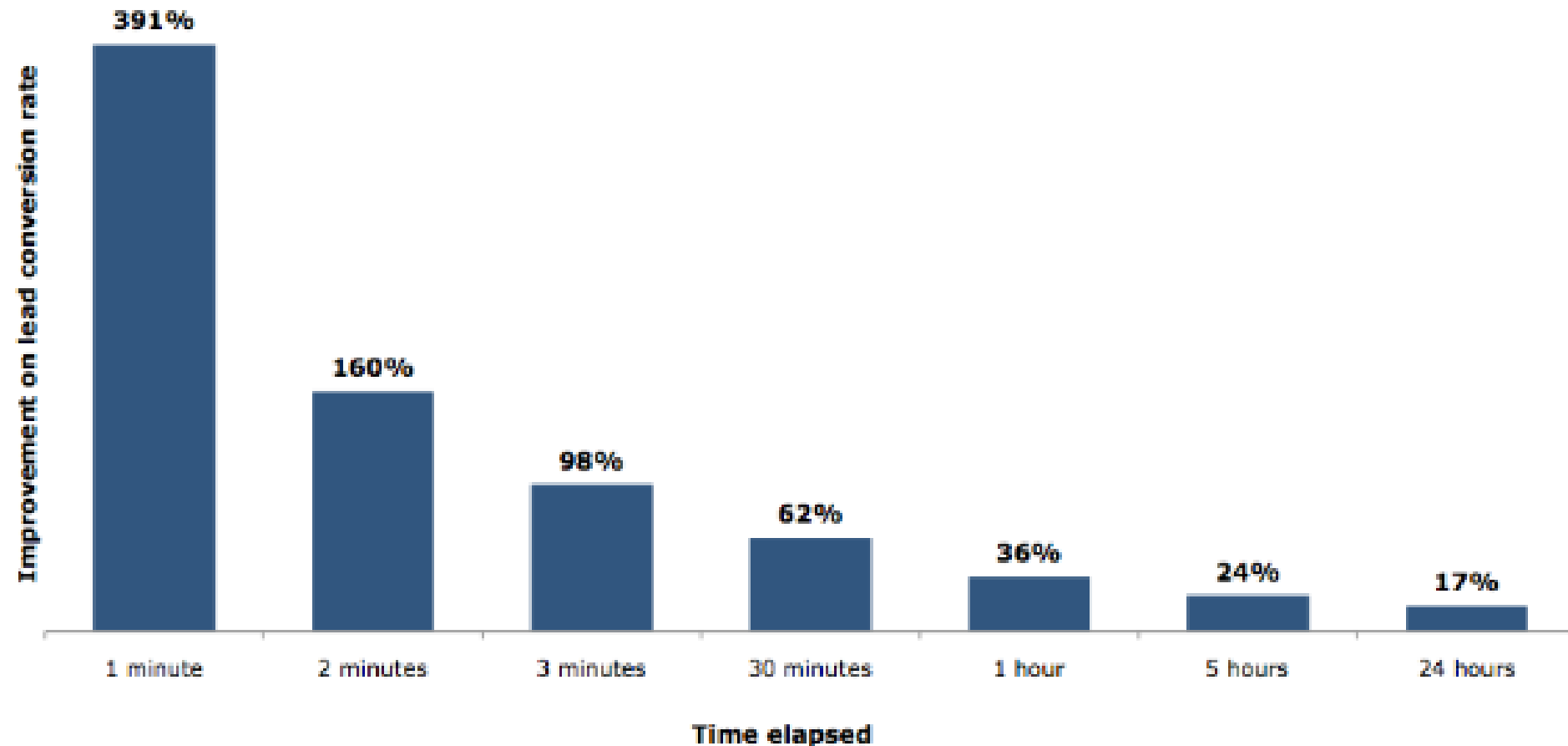
3 HRS.
8 mins.

47%

NEVER
RESPOND AT ALL

Impact of Speed to Call on Lead Conversion Rate

(% improvement in conversion rate, by time elapsed)





.....
INSISTIR
.....

PERSISTIR

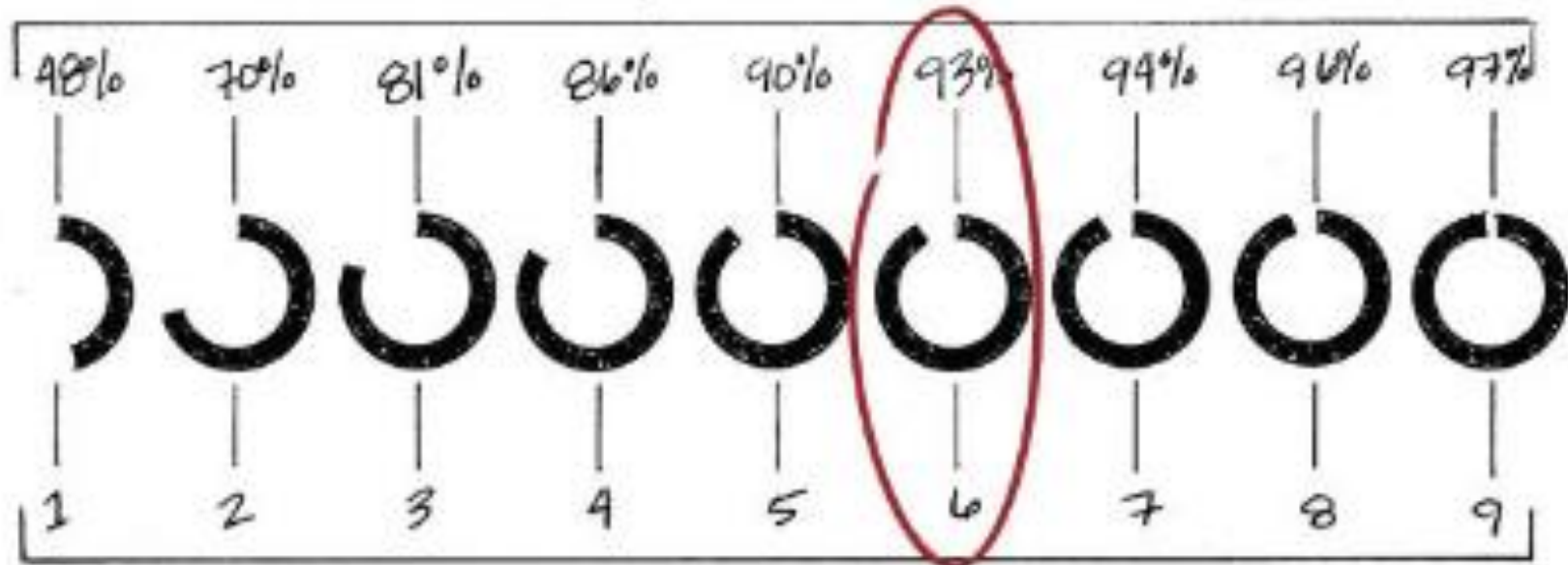
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NUNCA

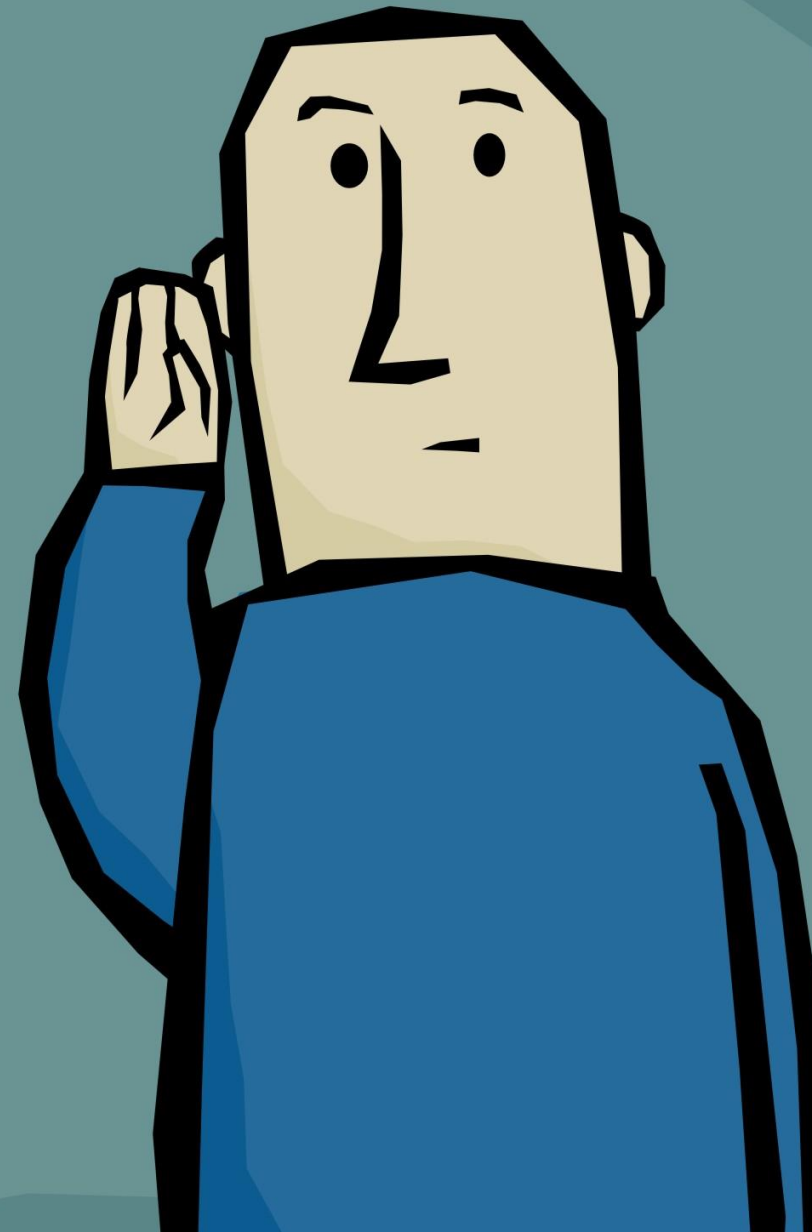
DESISTIR
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THE OPTIMAL # OF CALLS

CUMULATIVE % OF CONTACTED LEADS



OF CALL ATTEMPTS TO MAKE INITIAL CONTACT




**THE AVERAGE LEAD REQUIRES
OVER 5 ATTEMPTS
TO MAKE CONTACT**



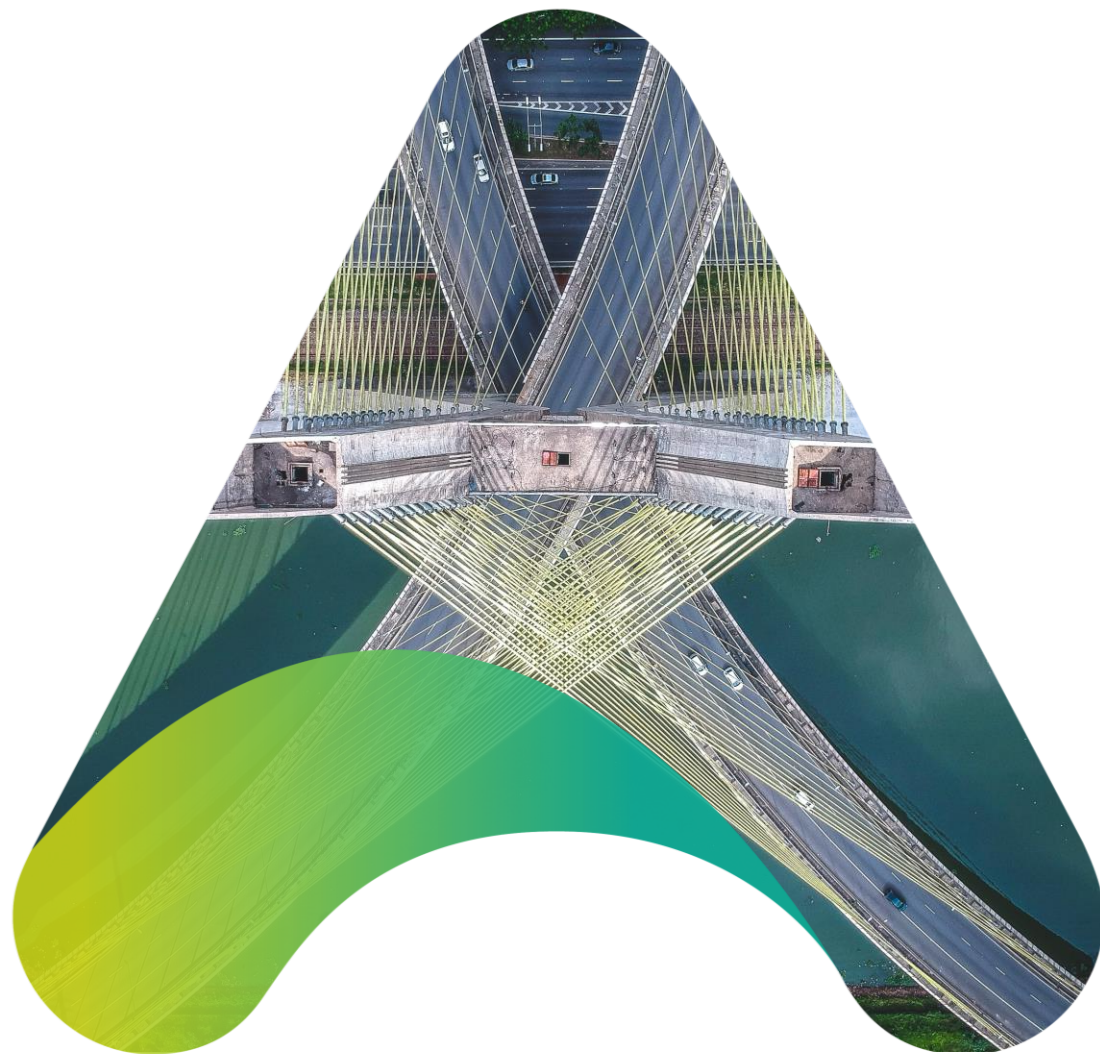
**50% OF LEADS
ARE ONLY
CALLED 1 TIME**

RESPONDING TO LEADS IN THE FIRST MINUTE
CAN IMPROVE CONVERSION AS MUCH AS
+++ 391% +++

**THE FIRST PARTY TO
CONTACT A PROSPECT**



**HAS A 238% HIGHER
RATE OF CONVERSION
THAN THE SECOND**



grupo **ZAP**

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