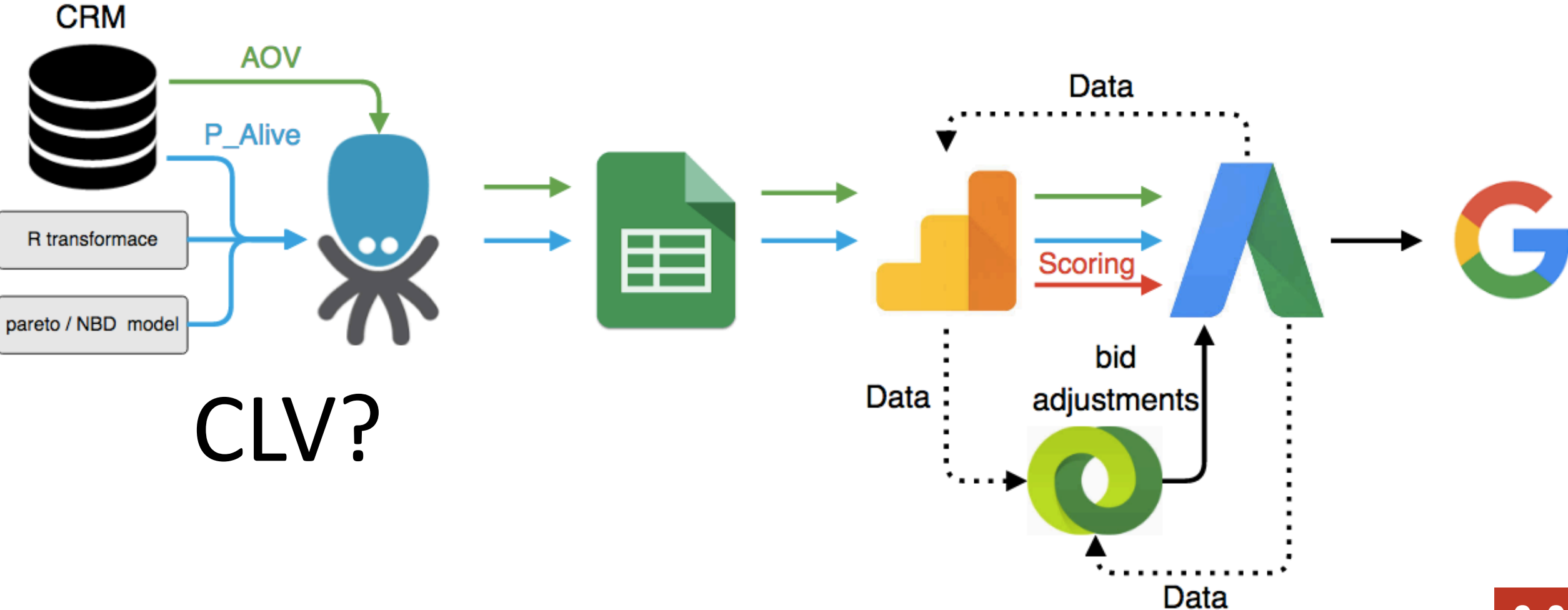


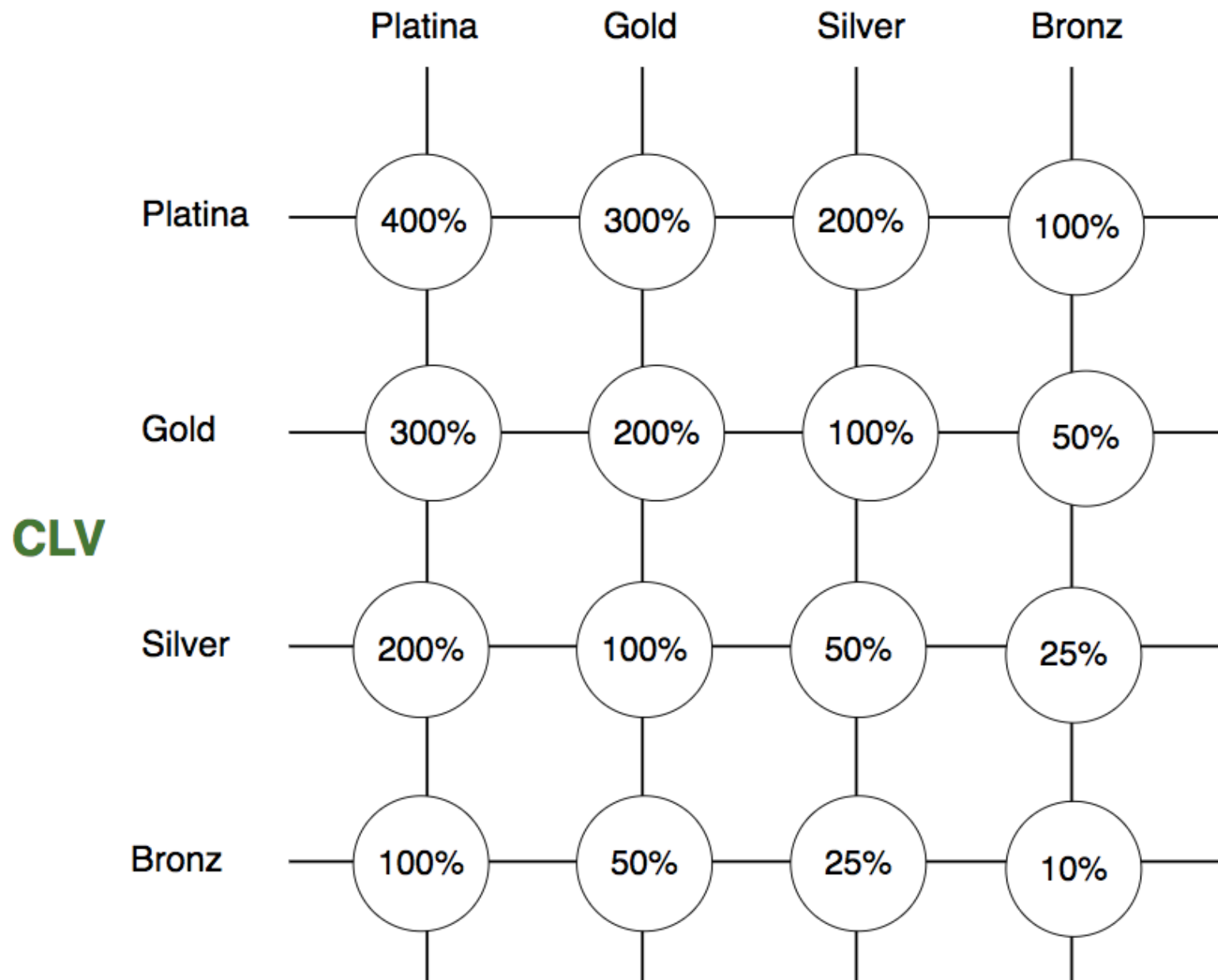


Výsledky CLV

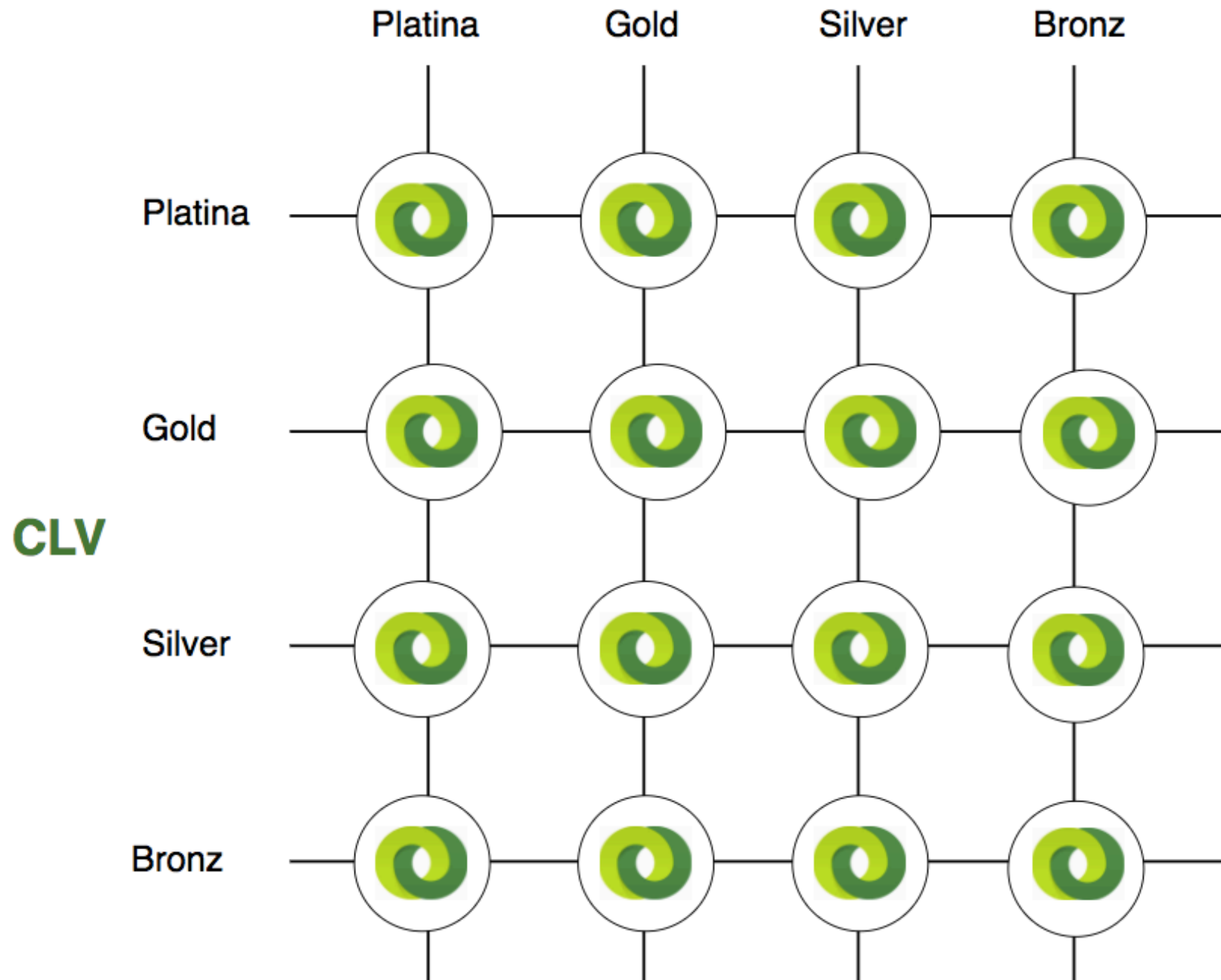
Původní myšlenka



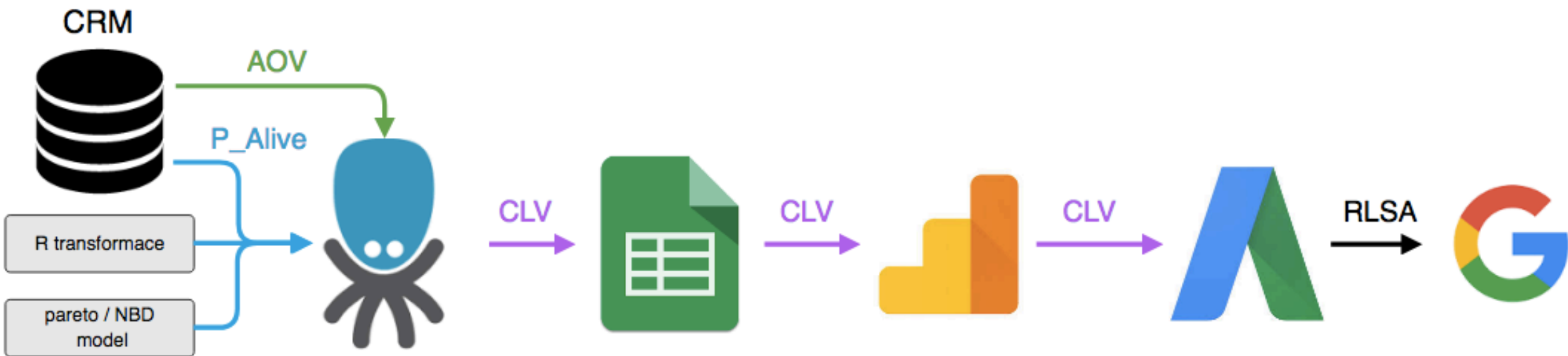
Scoring uživatele



Scoring uživatele



Současný stav



Rozdělení do remarketingových publik

CLV ?	Uživatelé ?	↓ Návštěvy ?
	1 910 735 Podíl z celku v %: 100,00 % (1 910 735)	3 339 906 Podíl z celku v %: 100,00 % (3 339 906)
1. (not set)		
2. >5000		
3. 1000-5000		
4. 0-200		
5. 500-1000		
6. 200-500		

Fuck



Include past users who match these rules ?

30 days

using based on interest and location" to find out what you need to add to your site's or app's [privacy](#)

Create a list that includes past website visitors or app users, or start with an empty list.

What to do: Leave the tick box selected if you'd like your list to contain past website visitors or app users who match your list definition (works on the Display Network only).

Bear in mind: If you select the tick box, then your list will be pre-populated with website visitors or app users from up to the last 30 days. This will depend on your list's membership duration and the date that you added the remarketing.

[Create a website re](#)



Fuck



<input checked="" type="checkbox"/> Include past website visitors or app users	<ul style="list-style-type: none">● CLV / >5000 (540)
<input type="text" value="30"/> days	<ul style="list-style-type: none">● CLV / 0-200 (540) Too small to target for Google search
<input type="text" value=""/>	<ul style="list-style-type: none">● CLV / 1000-5000 (540) Too small to target for Google search
Filtering based on what you need	<ul style="list-style-type: none">● CLV / 200-500 Too small to target for Google search
	<ul style="list-style-type: none">● CLV / 500-1000 (540) Too small to target for Google search

These rules

Create a list that includes past website visitors or app users, or start with an empty list.

What to do: Leave the tick box selected if you'd like your list to contain past website visitors or app users who match your list definition (works on the Display Network only).

Bear in mind: If you select the tick box, then your list will be pre-populated with website visitors or app users from up to the last 30 days. This will depend on your list's membership duration and the date that you added the remarketing.

Create a website remarketing list



Párování cookies se CRM daty

List size



Co ted'?



Co ted'?



Snad příště 😊

Co jsem si odnesl...

- Technicky jsme toho schopni
- Je potřeba velké množství dat s nejlépe s nízkou frekvencí nákupu
- Nejdřív musíš dostat člověka na web než se ti spáruje se CRM
- Potřeba spousta lidí (data science / programátor / analytik / ppcčkař)
- Potřeba spousta skills (SQL, Rko, Keboola, Bigquery, GA, Adwords)
- Časově náročné



Díky

