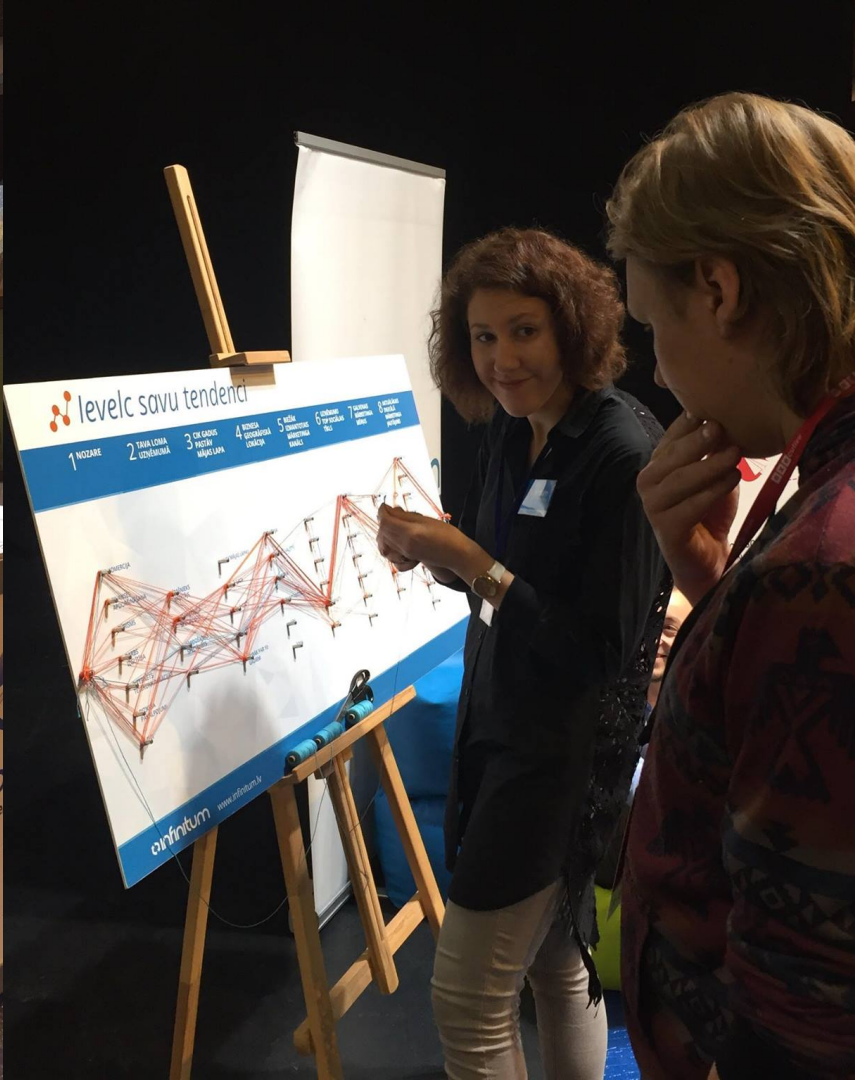


PIRCĒJU CEĻŠ

Kristiāns Patmalnieks



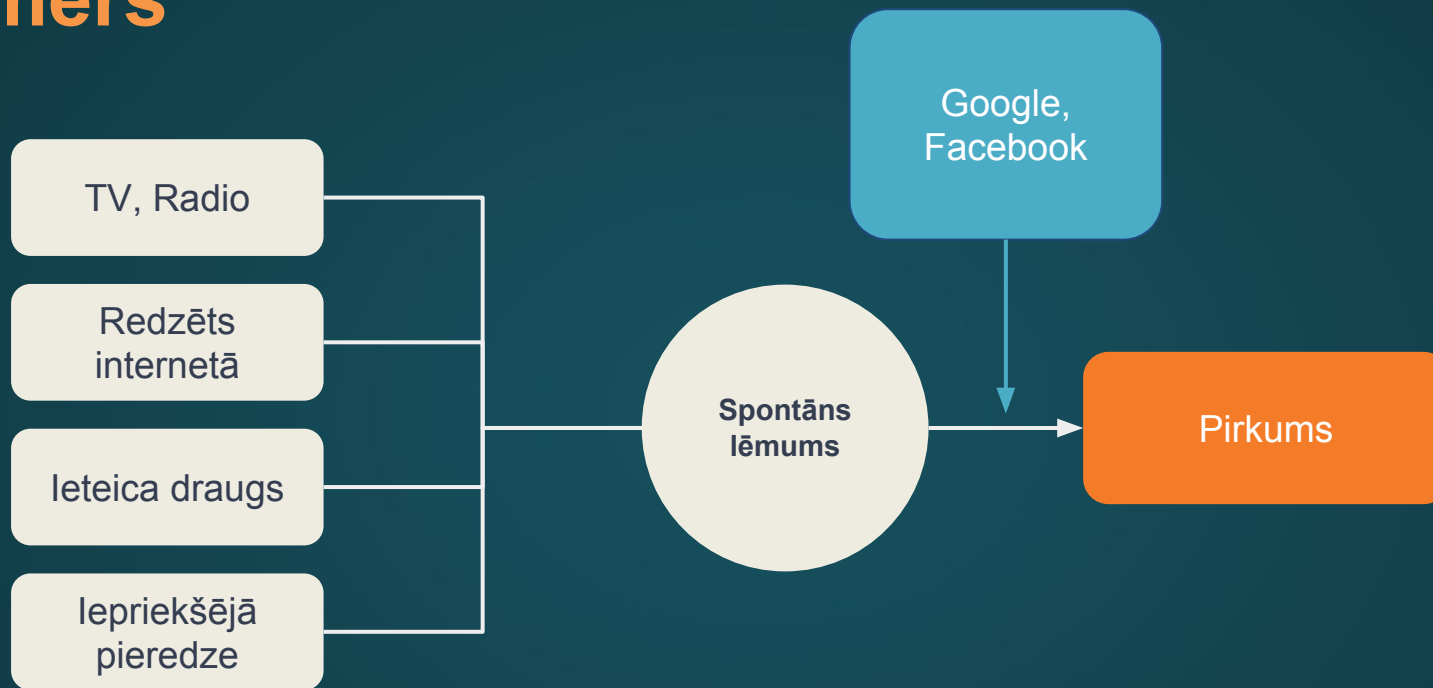




KAS IR PIRCĒJU CEĻS?

Pircēju ceļš = pircēja un zīmola
saskaršmes punkti pirms un pēc
lēmuma pieņemšanas

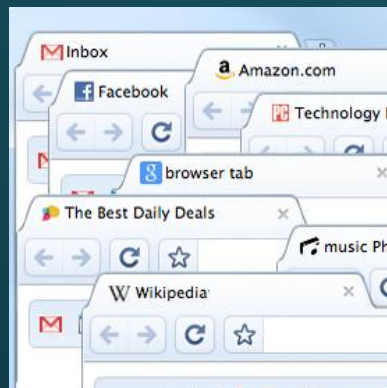
Piemērs



Spontāns lēmums aizbraukt ceļojumā



Google lētas aviobiļetes



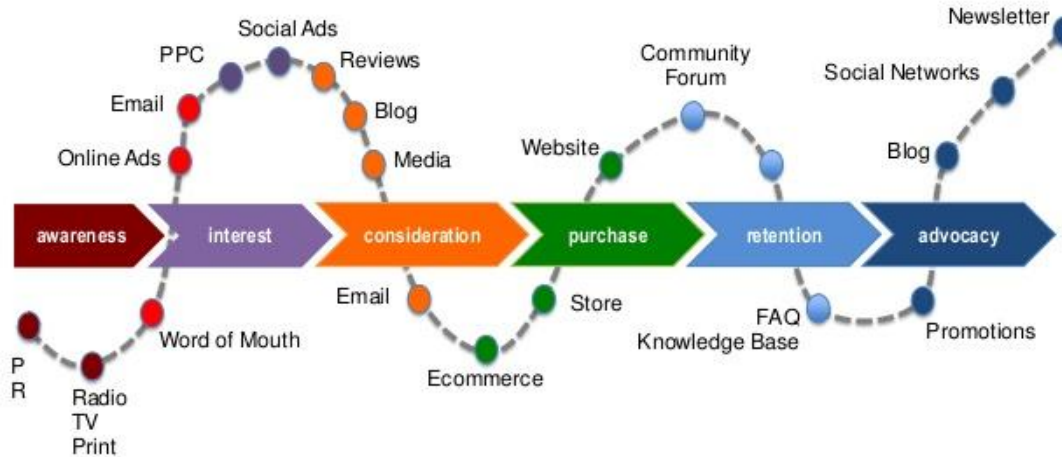
Mērķi:

Piepildīt piltuvi ar kvalitatīvu apmeklētāju plūsmu

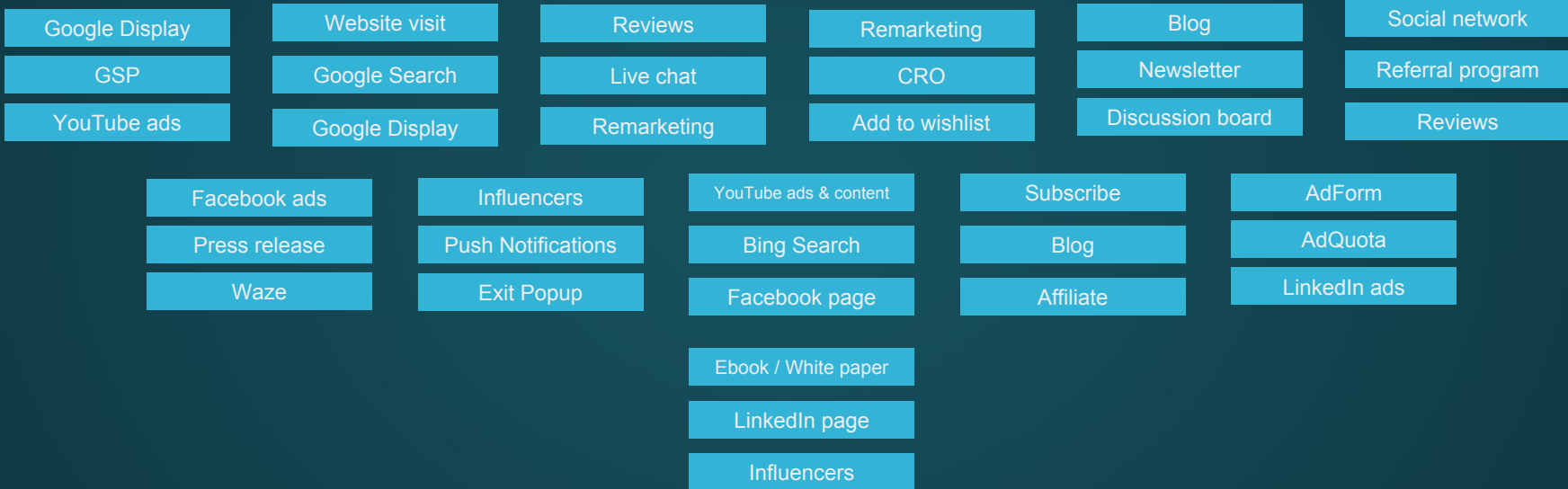
Pēc iespējas vairāk novest apmeklētājus līdz pirkumam/pieteikumam.



Customer Journey



Awareness, Interest, Consideration,
Purchase, Retention, Advocacy



Awareness

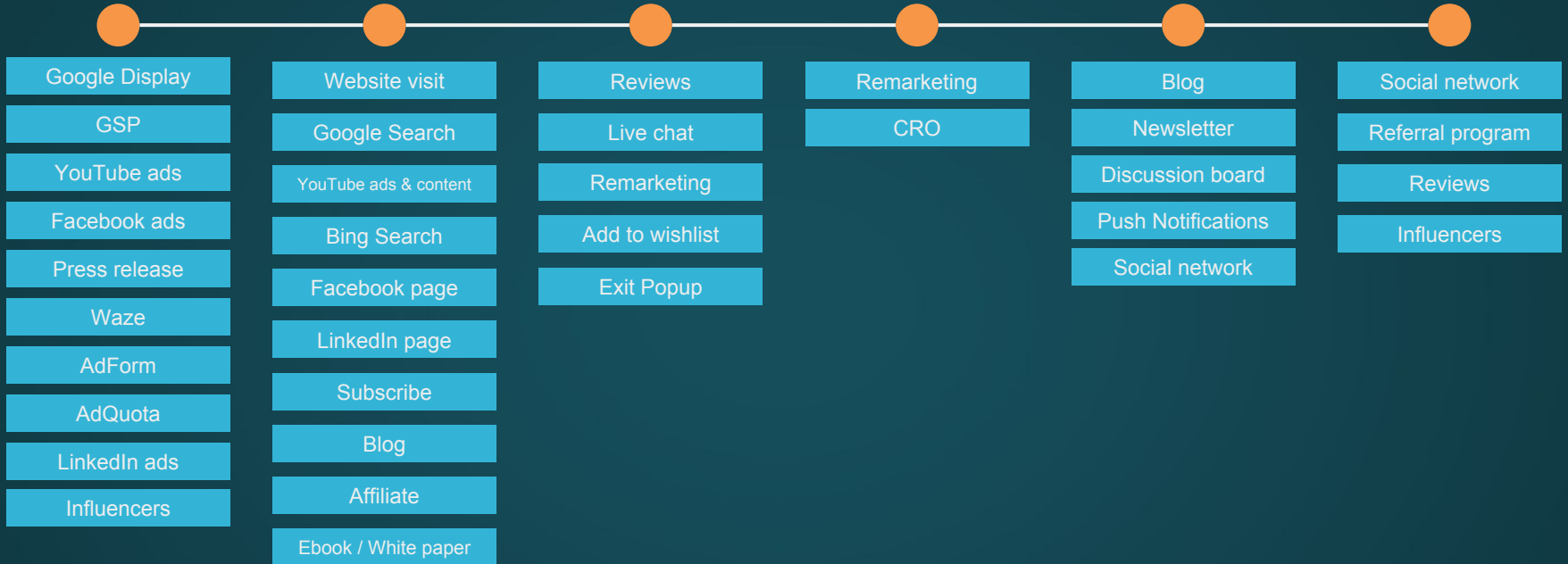
Interest

Consideration

Purchase

Retention

Advocacy





ATPAZĪSTAMĪBA

Awareness

Interest

Consideration

Purchase

Retention

Advocacy



RADIO

TV

OUTDOOR

PRINT

DIRECT

DIRECT

SMS

How many brands did people consider before product purchase?

One



Two



Three



Four



Five or more



None in particular



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Dabīgi līdzekļi pret
krākšanu mājās
apstākļos [6]



Kā ikviens var rūpēties
par tīrību mājās [1]

Upgrade to Galaxy

0:56 / 1:00



Lookalike audiences



INTERESE

The Google logo is displayed in its characteristic multi-colored font, with the letters 'G', 'o', 'o', 'g', 'l', and 'e' in blue, red, yellow, blue, green, and red respectively.A long, empty search input field with a thin grey border. On the right side of the field, there is a small, colorful microphone icon, indicating voice search functionality.

Google Search

I'm Feeling Lucky



ekskursijas



ekskursijas

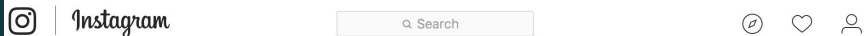
ekskursijas **pa latviju**

ekskursijas **uz igauniju**

ekskursijas **pa lietuvu**

ekskursijas **pa rīgu**

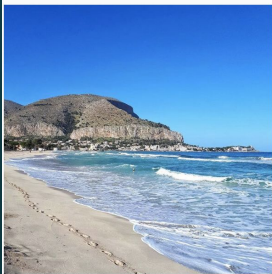
ekskursijas **pa latviju maršruti**



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KO APSKATĪT

MALAGAS PROVINĒ?

#TRIPTHISCELO



TRIPTHIS CEĻO: KO APSKATĪT MALAGAS PROVINĒ? (1.DAĻA)

Iesākumam mazliet par Costa del Sol: Costa del Sol jeb Saules krasts stiepjas 160 kilometru garumā no Manilvas līdz pat Nerjas pilsētai. Vietu, kur saule spīd vidēji 300 dienas gadā, ir okupējušas palmas, neskaitāmas zeltainu smilšu pludmales, restorāni un viesnīcas, kas par apmeklētāju pieplūdumu, šķiet, nesūdzās arī nesezonā.

December 29, 2017 [Lasīt vairāk](#)



IZPRINTĒJAMI CEĻOJUMU PLĀNOTĀJI LATVIEŠU VALODĀ

Plāno neaizmirstamu ceļojumu, taču lietas, ko atcerēties, ir pārāk daudz? Ja tā, tad TripThis veidotie izprintējami ceļojumu plānotāji būs kā radīti Tev! :) Lai ikviens atrastu sev piemērotāko ceļojumu plānotāju, esam izveidojuši piecus dažādus variantus visdažādākajām gaumēm. Lai lieliskas brīvdienas!

December 17, 2017 [Lasīt vairāk](#)



APDOMĀŠANA

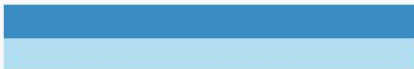







Apdomātāji..

MCF Channel Grouping Path [?]	Conversions [?] ↓
1. Paid Search → Direct × 2	98 (23.22%)
2. Direct × 3	58 (13.74%)
3. Paid Search × 2 → Direct	45 (10.66%)
4. Paid Search × 3	42 (9.95%)
5. Organic Search → Direct × 2	34 (8.06%)
6. Paid Search → Direct → Paid Search	30 (7.11%)
7. Paid Search → Organic Search → Direct	15 (3.55%)
8. Paid Search → Referral → Direct	9 (2.13%)
9. Paid Search → Direct → Organic Search	8 (1.90%)
10. Paid Search × 2 → Organic Search	8 (1.90%)

Conversion path

Path Length in Interactions (?)	Conversions (?)	Conversion Value (?)	Percentage of total	
			Conversions	Conversion Value
1	1,411	€401,452.33	44.62% 41.33%	
2	742	€240,604.97	23.47% 24.77%	
3	422	€140,005.76	13.35% 14.41%	
4	214	€66,470.48	6.77% 6.84%	
5	130	€42,102.35	4.11% 4.33%	
6	86	€26,183.29	2.72% 2.70%	

Path length

Time Lag in Days [?]	Conversions [?]	Conversion Value [?]	Percentage of total	
			Conversions	Conversion Value
0	2,055	€622,476.38	64.99% 64.08%	
1	190	€62,482.95	6.01% 6.43%	
2	121	€37,219.42	3.83% 3.83%	
3	76	€20,320.98	2.40% 2.09%	
4	87	€23,252.87	2.75% 2.39%	
5	66	€15,632.39	2.09% 1.61%	
6	58	€19,818.83	1.83% 2.04%	
7	59	€16,434.58	1.87% 1.69%	

Time lag



DO YOU WANT TO
CONVERT
YOUR ABANDONING VISITORS?

YES
I want to increase sales

NO
I'm happy to lose customers

Opa! 50% off Greek Food & Wine Tasting in Athens

viator [Book Now ▶](#)

Uzdevums..

Sarakstiet visus uzticamības veicinošos faktorus, kurus izmantot mājaslapā, komunikācijā vai reklāmā.

A still life composition on a wooden surface. In the foreground, a small terracotta pot holds a green cactus with numerous thin, light-colored spines. To the right, a vintage black camera with a silver lens is partially visible. Below the camera, a map of Croatia is spread out. Several Croatian Kuna banknotes are scattered across the map. One prominent note is a 50 Kuna note, featuring a blue and purple design with the number '50' in large, stylized digits. Other notes include a 100 Kuna note (orange and red) and a 20 Kuna note (red). The word 'PIRKUMS' is overlaid in white, bold, sans-serif capital letters in the center of the image.

PIRKUMS

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Riga

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Check-in Date



Check-out Date



Check-out Date



2 adults



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1 room ▾

I'm traveling for work

Search

Summary

Performance grade [?]

D 69

Load time

1.20 s

Page size

2.0 MB

Requests

163

ATTIECĪBU UZTURĒŠANA

GRIT SALT

A group of five people (three women and two men) are gathered together, smiling and posing for a selfie. They are standing in front of a rustic stone wall. The woman on the left is holding a smartphone. The man next to her has his arm around her shoulder. The woman in the center is looking at the phone. The woman on the right is also smiling. The man on the far right has his arm around her shoulder. In the foreground, there is a black metal railing and a black metal box with the text "GRIT SALT" on it. A water bottle is visible on the railing.

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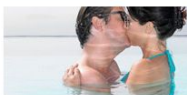
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Kafejnīcas un restorāni Rīgā shared LIVE RĪGA's event.

Admin · September 27, 2017

Astronomiskais rudens ir klāt! Izgaršo tā dāvētos labumus, apmeklējot Rīgas restorāna nedēļu laika periodā no 9. -15. oktobrim! 🍁 🍷 Uz kuriem dosies Tu?



RUDENS

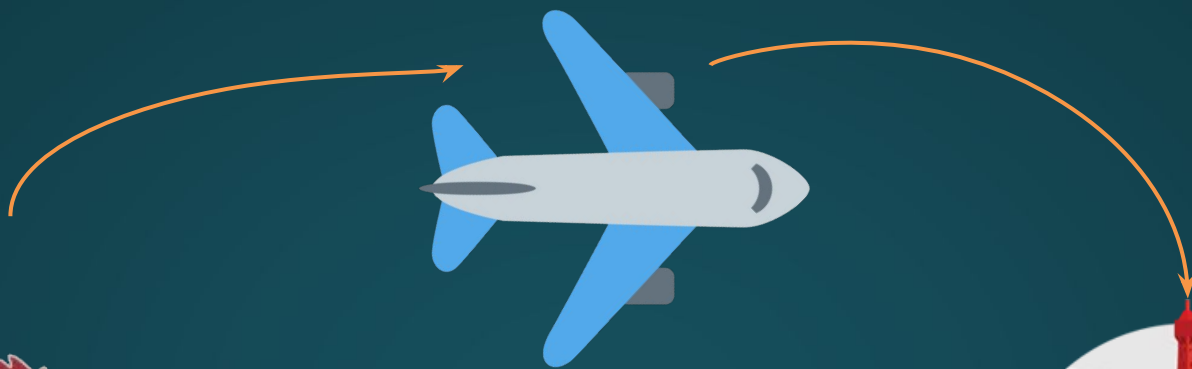
OCT
15

Rudens Rīgas restorānu nedēļa 2017

Oct 9, 2017 - Oct 15, 2017 · Rīga
Stella, Santa and 10 friends

★ Interested

👍 2





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London Eye Ticket with Skip-the-Line

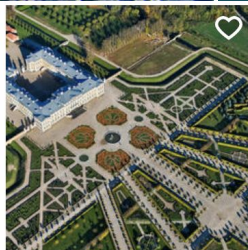
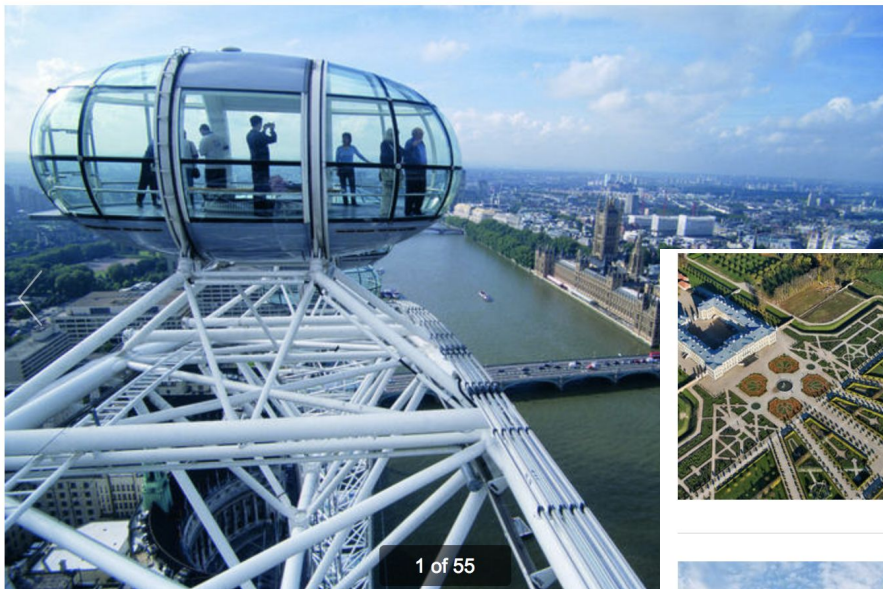


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5 reviews

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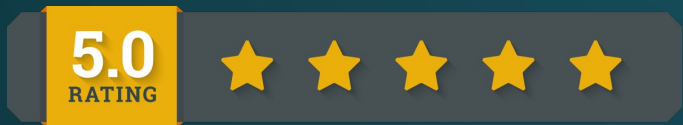
2 reviews

Visit of Sigulda Medieval Castle and Turaida Medieval Castle.

By: [Baltic Transfers and Tours - Day Tours](#)

from
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The banner features the word "Infinitum" in a large, blue, sans-serif font. The letter "i" is orange and contains a circular arrow icon. The background is a cityscape with a skyscraper in the center, partially obscured by a white mist. A rocket ship is visible on the right side of the banner.

Kristians Patmalnieks
Digital Marketing Strategist at Infinitum 8

kristians@infinitum.lv