



VISIONNAIRE

Success Case

Digital Marketing Consulting for Gazeta do Povo portal

Problem

Gazeta do Povo, one of the largest newspapers in Brazil, was not making the best use of the Google Analytics and Google Tag Manager tools.

Consequently, such tools proved to be inefficient for the purposes of collecting and analyzing data regarding visitor behavior on the Gazeta do Povo's portal.



Solution

Visionnaire proposed and executed a consultancy solution that encompassed several activities to train the Gazeta do Povo's technology team and improve Digital Marketing.

The project involved the diagnosis of the Gazeta do Povo websites, the proper configuration of the tools for monitoring user behavior (carried out by a Digital Marketing Analyst), and a training for Gazeta do Povo's marketing and technology employees with the new practices applied.



Results

The new metrics plan, as part of the consultancy planned and executed by Visionnaire, resulted in the alignment of Gazeta do Povo's staff with the data collection processes. In addition, the tools have been properly configured to collect the necessary data.

With the training provided by Visionnaire, Gazeta do Povo employees are better qualified for future projects. Consequently, Visionnaire's solution leaves a positive legacy for Gazeta do Povo.

GAZETA DO POVO

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Images





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