

The background is a dark navy blue. It features several overlapping, semi-transparent geometric shapes in various colors: bright green, cyan, magenta, orange, and blue. These shapes are arranged in a way that creates a sense of depth and movement, with some shapes appearing to be in the foreground and others receding into the background.

Online Market Research



میرهادی رادی

@mirhadiradi



نمای کلی



۱. تحقیقات بازار آنلاین؟

اهداف و روش‌ها



“Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.”

آیا مشتری خود را می‌شناسید؟

- سن >
- جنسیت >
- محل و منطقه جغرافیایی >
- سطح درآمد >
- سطح تحصیلات >
- سبک زندگی >
- علاقه >

آیا مشتری خود را می‌شناسید؟ (ادامه)

- › گروه اجتماعی
- › مرحله زندگی
- › رسانه‌های مورد استفاده
- › برندهای محبوب
- › مرجع اجتماعی
- › فرهنگ و خرده فرهنگ
- › اشتغال

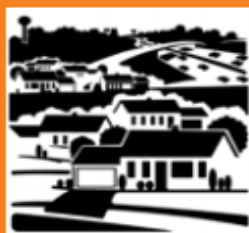
آیا مشتری خود را می‌شناسید؟ (ادامه)

- › کانال‌های مورد علاقه در هر رسانه
- › هزینه دسترسی از هر رسانه
- › افراد تاثیر گذار در رسانه
- › رقبای حاضر در ذهن مشتری
- › ...

URBAN



SUBURBAN



SECOND CITY



TOWN & RURAL



← SOCIAL GROUPS →

HIGH

U1 URBAN UPTOWN

- 04 Young Digerati
- 07 Money & Brains
- 19 American Dreams
- 21 The Cosmopolitans

U2 MIDTOWN MIX

- 17 Urban Elders
- 31 Connected Bohemians
- 35 Urban Achievers
- 40 Aspiring A-Listers

S1 ELITE SUBURBS

- 01 Upper Crust
- 02 Networked Neighbors
- 03 Movers & Shakers

S2 THE AFFLUENTIALS

- 06 Winner's Circle
- 08 Gray Power
- 10 Executive Suites
- 12 Cruisin' to Retirement
- 13 Upward Bound
- 14 Kids & Cul-de-Sacs

C1 SECOND CITY SOCIETY

- 22 Middleburg Managers
- 33 Second City Startups
- 37 Bright Lights, Li'l City

C2 CITY CENTERS

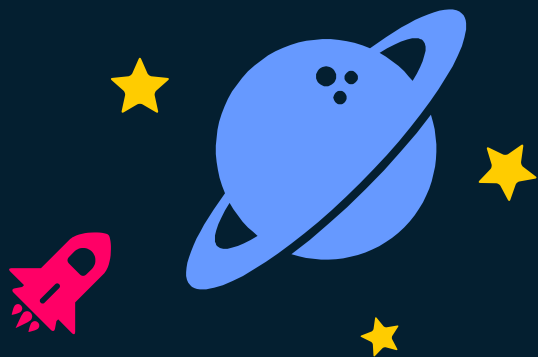
- 47 Striving Selfies
- 48 Generation Web
- 49 American Classics
- 53 Lo-Tech Singles
- 54 Struggling Singles

T1 LANDED GENTRY

- 05 Country Squires
- 09 Big Fish, Small Pond
- 11 Fast-Track Families
- 15 New Homesteaders

T2 COUNTRY COMFORT

- 18 Mayberry-ville
- 23 Township Travelers
- 24 Pickup Patriarchs
- 27 Big Sky Families
- 28 Country Casuals
- 29 White Picket Fences



Nielsen

یکی از بزرگ‌ترین و مطرح‌ترین
شرکت‌های تحقیقات بازار و رفتار مصرف
کننده در آمریکا و جهان

یک نمونه

- › TV Segments: Select viewers by genre, day-part, specific program, advertising exposure, and...

تقسیم‌بندی‌های اصلی Nielsen

- › PRIZM: Shopping patterns, media preferences, socioeconomic rank and urbanization
- › PSYCLE: Financial and investment behaviors
- › ConneXions: Voice, video, data and technology adoption

روش‌ها

- › Online survey
- › Online observation
- › Online focus groups
- › Online media consumption
- › Keyword research
- › Trends
- › Monitoring others
- › ...

۲. ابزارها و کانال‌ها

کشف و انتخاب

Who Are My Best Customers?

Claritas Segmentation

Evaluate market segments by linking consumer behaviors for shopping, financial, media and much more, to gain powerful insights that allow you to create actionable strategies and tactically execute while benchmarking your performance.

[LEARN MORE](#)

What Are They Like?

Segment Highlight

Get a sneak peek of MyBestSegments with an in-depth view of Upper Crust. Learn about this segment's demographic and lifestyle traits, including what they watch and buy, and where they live.

[EXPLORE ALL SEGMENTS](#)

Where Can I Find Them?

Zip Code Look-up

Discover the top consumer segments that live in your ZIP Code and uncover a brief snapshot about each segment's demographic and lifestyle characteristics.

[ENTER ZIP CODE](#)



Segment Details

Sell smarter. Start with the why behind the buy.
Know more about who you are looking for and
what makes them a customer.



PRIZM® Premier

P\$YCLE®

ConneXions®

Narrow Your Segments

Clear Selections

Sort Your Segments

Download Segment PDFs

Download Core Demo Sheet

Select All

PRIZM Premier

(To select multiple segments for PDF download, hold control and click the desired segments.)

99 Unassigned

01 Upper Crust

Wealthy Mature w/o Kids

02 Networked Neighbors

Wealthy Middle Age Mostly w/

03 Movers & Shakers

Wealthy Older Mostly w/o

04 Young Digerati

Wealthy Middle Age Mostly w/

2019 Statistics

US Households: 1,394,062

Median Household Income: \$52,316

Demographics Traits

- Urbanicity : Urban
- Income : Downscale
- Income Producing Assets : Low
- Household Technology : Above Average
- Age Ranges : Age 55+
- Presence of Kids : Mostly w/o Kids
- Homeownership : Renters
- Employment Levels : Mix
- Education Levels : Some College

Lifestyle & Media Traits

- Owns a Toyota
- Eats at Jack In the Box
- Shops at Banana Republic
- Follows Major League Soccer (MLS)
- Visits Las Vegas
- Watches Univision
- Listens to Jazz



Top 5 Counties

Name	Index
Alexandria city	433
Kings County	347
Hudson County	323
New York County	268
St. Louis city	258

Legend

	%Comp	%Pen	Index
Quintile 1	47.76	7.26	245
Quintile 2	25.47	4.03	136
Quintile 3	14.91	2.13	72
Quintile 4	8.69	1.25	42
Quintile 5	3.18	0.46	16

Are my customers actually satisfied?

A global leader in survey software. 20 million questions answered daily.

[PRO SIGN UP](#)[SIGN UP FREE](#)



Product Tour

Pricing

Customers

Careers

Blog

Support

TRY IT FOR FREE

SIGN IN

All-in-one Analytics & Feedback



Feedback



Hotjar is a new and easy way to truly understand your web and mobile site visitors. Find your hottest opportunities for growth today.

TRY IT FOR FREE

No credit card required - Get started in seconds.



to

Skip Feature

003 / 130

CURRENT PAGE: <https://www.hotjar.com/>

Full

W

Autoplay

i

+

Session Playback

User #000012

 00:30
Oct 3 2013, 13:12 GMT

 Simulator
iOS 7.0

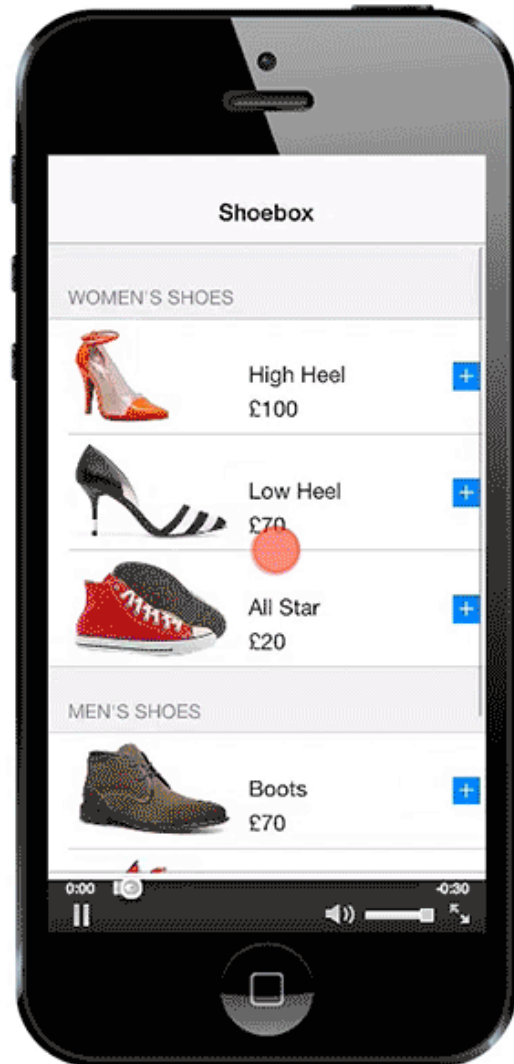
 Petah Tikva Hamerkaz

Timeline

Action	Time
 Shop	00:00
 Swipe Up	00:00
 Swipe Up	00:02
 Swipe Down	00:03
 Tapped button '+'	00:05
 Popup 1	00:05
 Tapped button 'OK'	00:06

User History (5 sessions)

Sep 29 2013, 13:20 GMT	00:08
Oct 3 2013, 13:06 GMT	00:19
Oct 3 2013, 13:08 GMT	00:42
Oct 3 2013, 13:10 GMT	00:23
Oct 3 2013, 13:12 GMT	00:30



Home

Customization

REPORTS

Real-Time

Audience

Acquisition

Behavior

Conversions

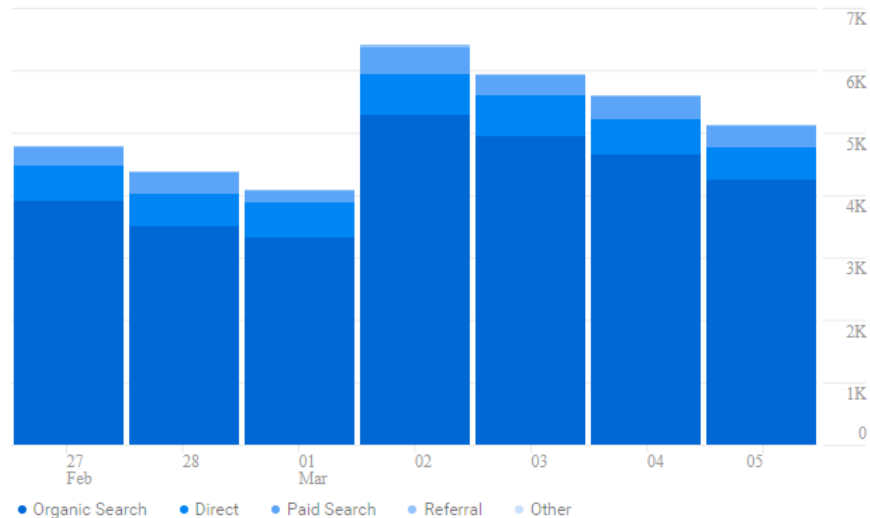
Discover

Admin

Traffic Channel

Source / Medium

Referrals



Last 7 days ▼

[ACQUISITION REPORT](#) >

 Increase performance by promoting campaign EP_Tour_Mashhad

Feb 1 – 28, 2019

15.28% of the cpc traffic from EP_Tour_Mashhad. This campaign performs **worse** than the others.

Metric	This Campaign	Other Campaigns in cpc
Bounce Rate	59.92%	55.84%
Avg. Session Duration	00:01:45	00:02:45

 [Go to report](#)

Consider promoting this campaign further to improve performance.

[MORE INSIGHTS](#) >

عادت رسانه‌ای مصرف کنند

- › 97% of consumers turn to a search engine when they are buying a product vs. 15% who turn to social media. (Conductor)
- › 96% of consumers have searched for product information from their mobile device. (Google)

عادت رسانه‌ای مصرف کنندہ (ادامہ)

- › 95% of Millennials expect brands to have a Facebook presence. (Social Media Examiner)
- › 94% of B2B buyers research online for purchase decisions. (State of Procurement Study)



Suggestion Keyword Finder

Keyword

persian carpet

☐ Level 1

☐ Level 2

☒ Level 3

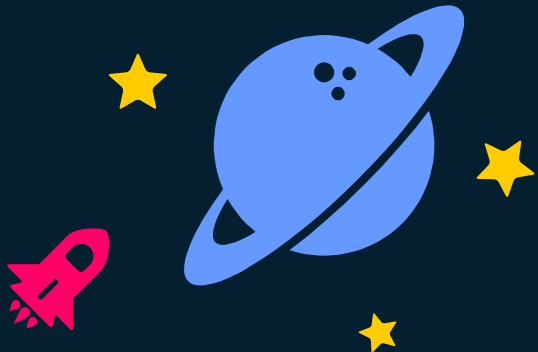
Submit

216

 Tweet

"persian carpet" related keywords

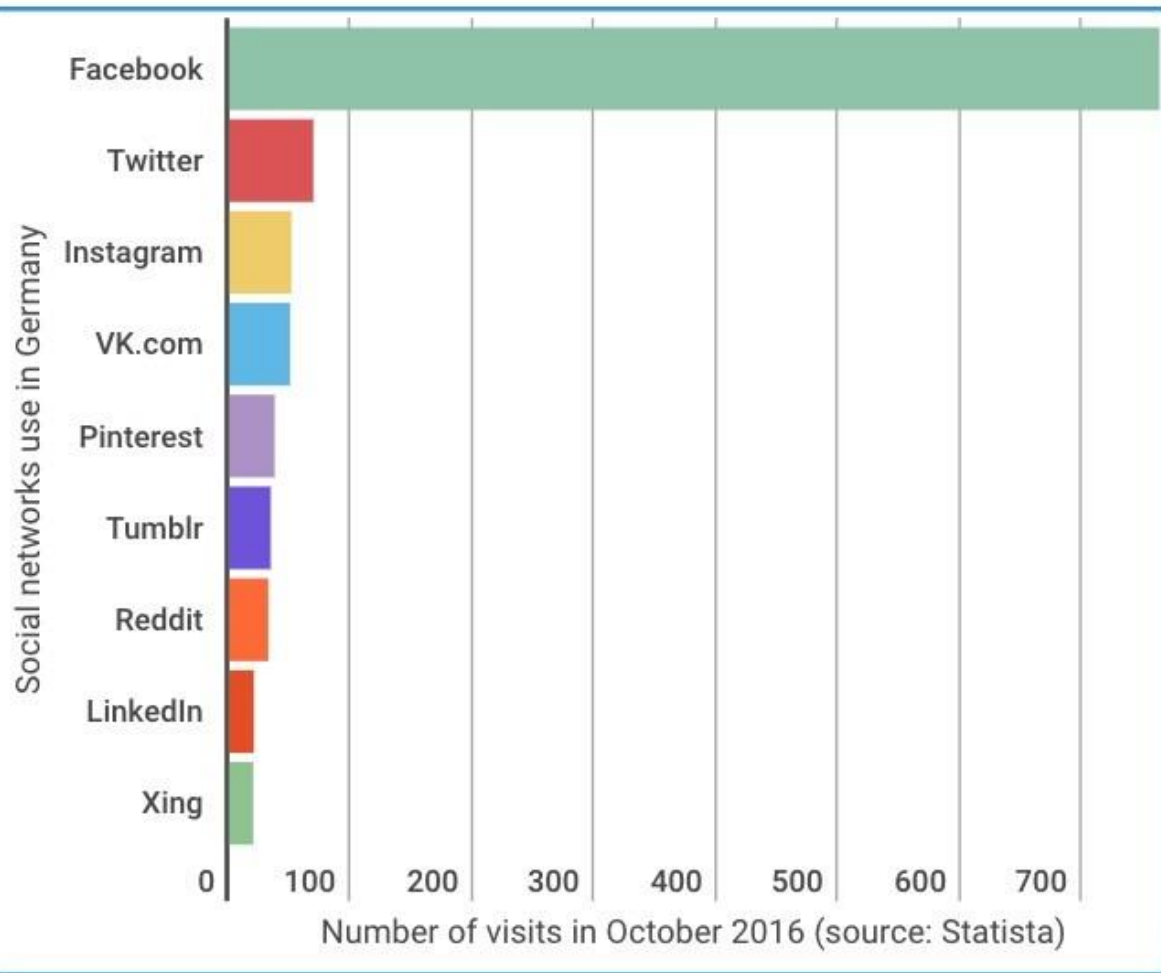
Main Keyword	Sub Keywords	Level
persian carpet	persian carpet flower persian carpet flatworm persian carpets for sale persian carpet zinnia persian carpet cleaning persian carpet cleaner	1



SEO & Google Ads



مهم‌ترین کانال مارکتینگ B2B دیجیتال
تلقى می‌شوند





Google Trends

Compare



1



right now

Search term



near me

Search term

+ Add comparison

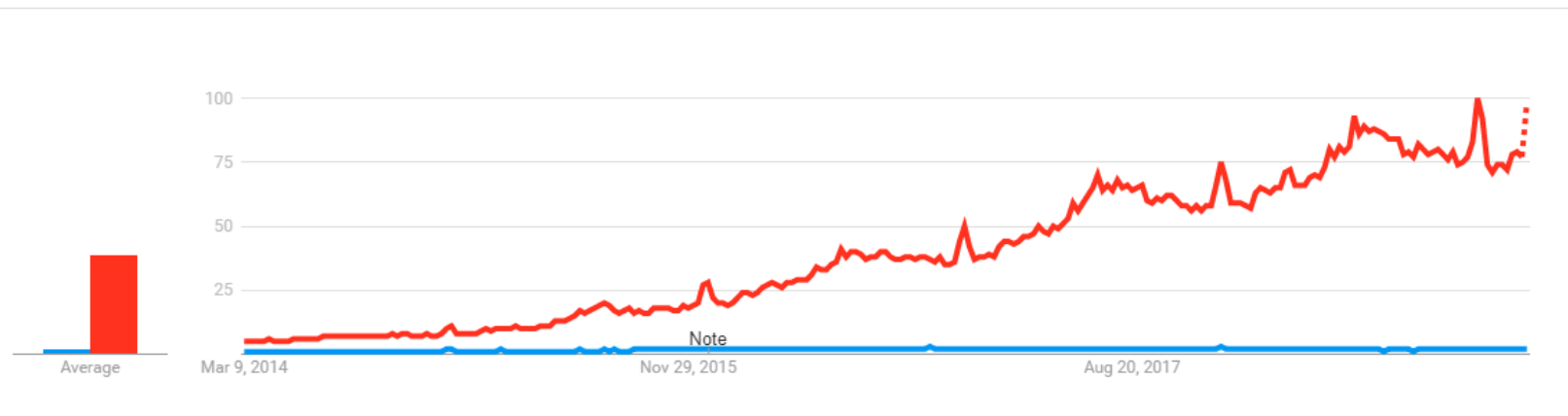
Worldwide ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ?





Google Trends

Compare



1



saffron

Search term



caviar

Search term



persian carpet

Search term



Add comparison

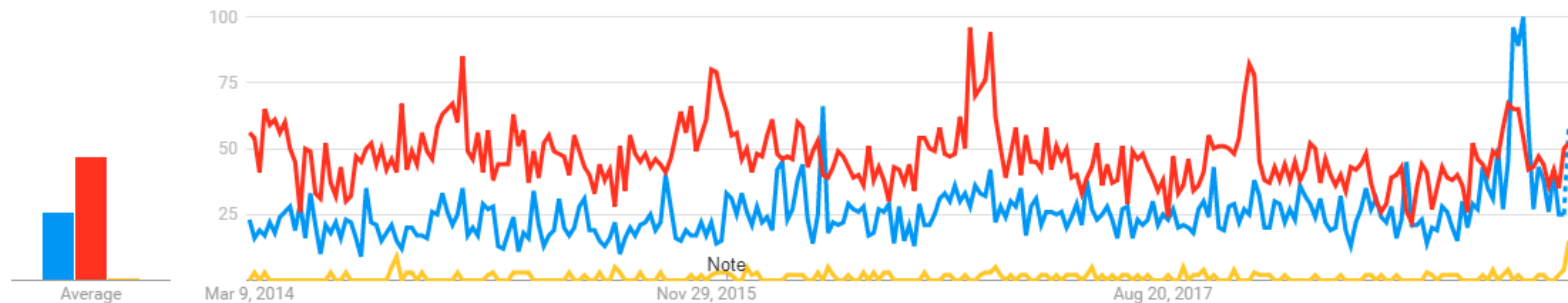
Germany ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ?





● saffron ● caviar ● persian carpet

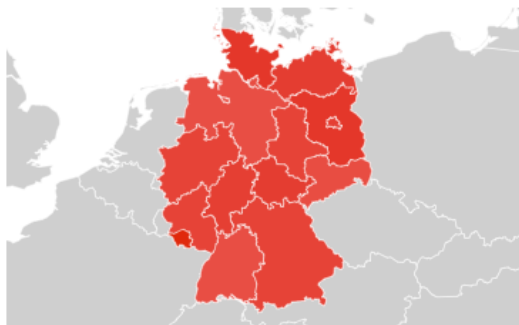
Germany, Past 5 years

Compared breakdown by subregion

Subregion ▾



● saffron ● caviar ● persian carpet

Color intensity represents percentage of searches [LEARN MORE](#)

Sort: Interest for saffron ▾

1 Bremen



2 Baden-Württemberg



3 Lower Saxony



4 Hamburg



5 Saxony



< Showing 1-5 of 16 subregions >



Google Trends

Compare



1



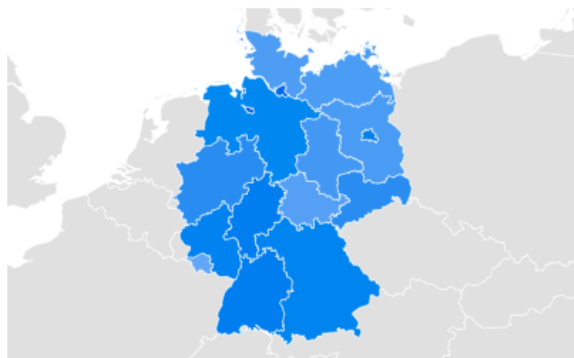
● saffron ● caviar ● persian carpet

Germany, Past 5 years

saffron

Interest by subregion ?

Subregion ▼



Related queries ?

Rising ▼



- | | | |
|---|------------------------|----------|
| 1 | saffron barlow | Breakout |
| 2 | saffron drewitt barlow | Breakout |
| 3 | saffron drewitt | Breakout |
| 4 | saffron barker | Breakout |
| 5 | saffron drewitt-barlow | Breakout |

< Showing 1-5 of 15 queries >



Google Trends

Compare



1

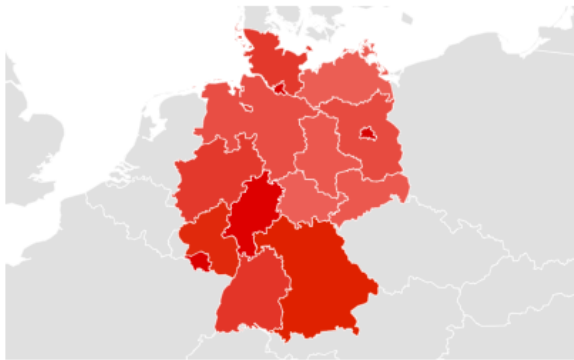


● saffron ● caviar ● persian carpet

Germany, Past 5 years

Interest by subregion ?

Subregion ▼



persian carpet

Related queries ?

Rising ▼



- | | | |
|---|----------------------------------|----------|
| 1 | velvet caviar | Breakout |
| 2 | nyx whipped caviar | Breakout |
| 3 | konplott alien caviar | Breakout |
| 4 | botanical caviar judith williams | Breakout |
| 5 | alterna caviar cc cream | Breakout |

< Showing 1-5 of 25 queries >



Overview



Referrals



Search



Social



Display



Content



Audience



Competitors



Mobile Apps



digikala.com

+ COMPARE

Jan 2019

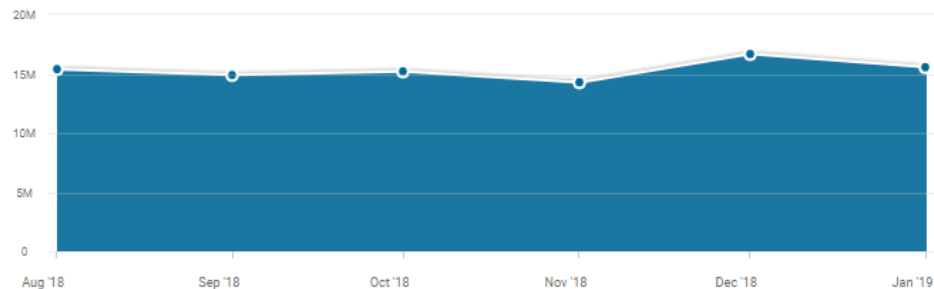
DOWNLOAD



Traffic Overview ⓘ

Estimated Data [Verify Your Website](#)

Total Visits ⓘ

  On desktop & mobile web, in the last 6 months

Engagement

Total Visits

15.57M

▼ 6.67%

 Avg. Visit Duration**00:08:23** Pages per Visit**9.86** Bounce Rate**31.42%**



Overview



Referrals



Search



Social



Display



Content



Audience



Competitors



Mobile Apps



digikala.com



COMPARE

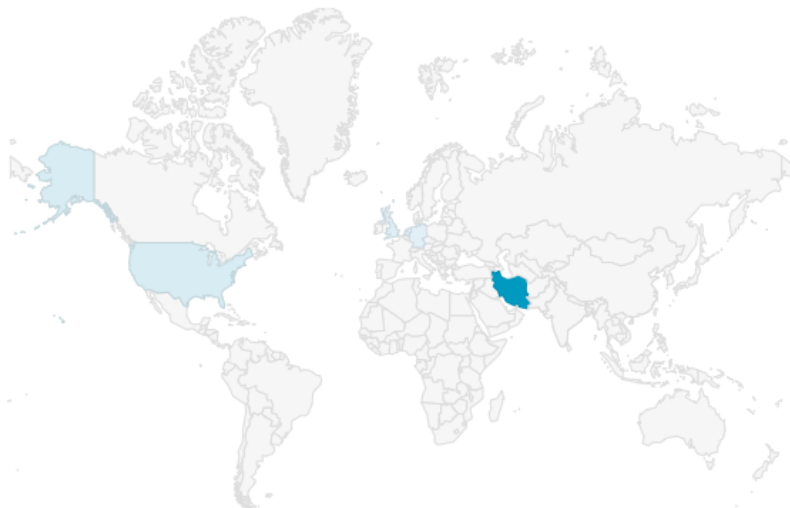
Jan 2019

DOWNLOAD



Traffic by countries ⓘ

On desktop



Iran	82.27%	▼ 6.10%
United States	5.78%	▼ 9.84%
Germany	2.07%	▼ 4.58%
United Kingdom	1.84%	▼ 2.90%
Netherlands	1.59%	▼ 11.31%

[See 248 more countries](#)



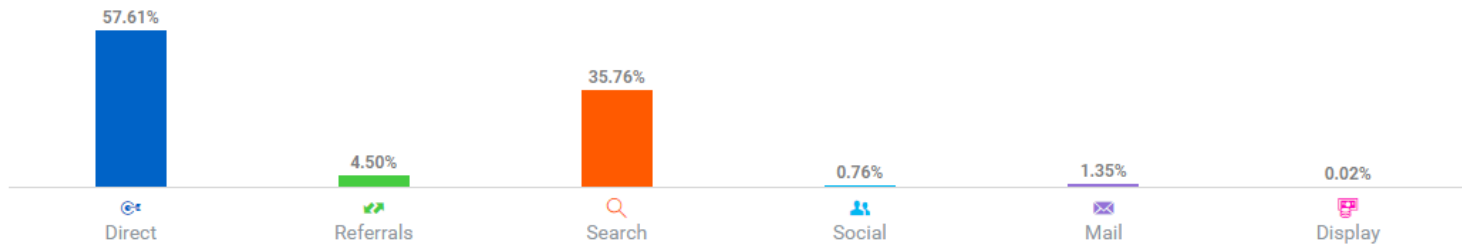
digikala.com

[+ COMPARE](#)

Jan 2019

[DOWNLOAD](#) 

Traffic Sources

 On desktopWhat do you think about our traffic sources analysis? [Send Feedback](#)



Overview



Referrals



Search



Social



Display



Content



Audience



Competitors



Mobile Apps



digikala.com

+ COMPARE

Jan 2019

DOWNLOAD



Top Referring Sites: ⓘ

s1.mediaad.org	29.22%
	▼ 40.99%
affstat.adro.co	25.02%
	▲ 809.0%
ck.yektanet.com	8.71%
	▼ 79.77%
emails.ir	6.01%
	▼ 18.98%
torob.com	4.82%
	▲ 1.22%

See 265 More Referring Sites



Top Destination Sites: ⓘ

sep.shaparak.ir	45.09%
	▼ 3.86%
digistyle.com	16.84%
	▼ 52.19%
ipg.mydigipay.com	8.41%
	▼ 4.27%
fidibo.com	4.55%
	▼ 4.23%
instagram.com	4.55%
	▲ 24.46%

See 107 More Destination Sites





Overview



Referrals



Search



Social



Display



Content



Audience



Competitors



Mobile Apps



digikala.com

[+ COMPARE](#)

Jan 2019

[DOWNLOAD](#)

Social ⓘ

**0.76%**

Of traffic is from Social

Youtube



43.60%

Instagram



19.70%

WhatsApp Webapp



10.02%

Twitter



9.23%



digikala.com + COMPARE

Jan 2019

DOWNLOAD

Competitors & Similar Sites

Similarity

Rank



emalls.ir



bamilo.com



divar.ir



sheypoor.com



esam.ir



Overview



Referrals



Search



Social



Display



Content



Audience



Competitors



Mobile Apps



۳.

هدف گیری و هدف گذاری

دسترسی به مشتریان درست و...

Campaign: Dell Printers

● Enabled Type: Search Network only - All features

Ad groups

Settings

Ads

Keywords

A

View: Day ▾

Filter ▾

Columns ▾



Conversions ▸

Reach and frequency ▸

Labels ▸

Time ▸

Destination URL ▸

Top movers ▸

Geographic ▸

User locations ▸

Distance ▸

Search terms ▸

Paid & organic ▸

Free clicks ▸

Call details ▸

Daily ▾

Day of the week

Day

Week

Month

Quarter

Year

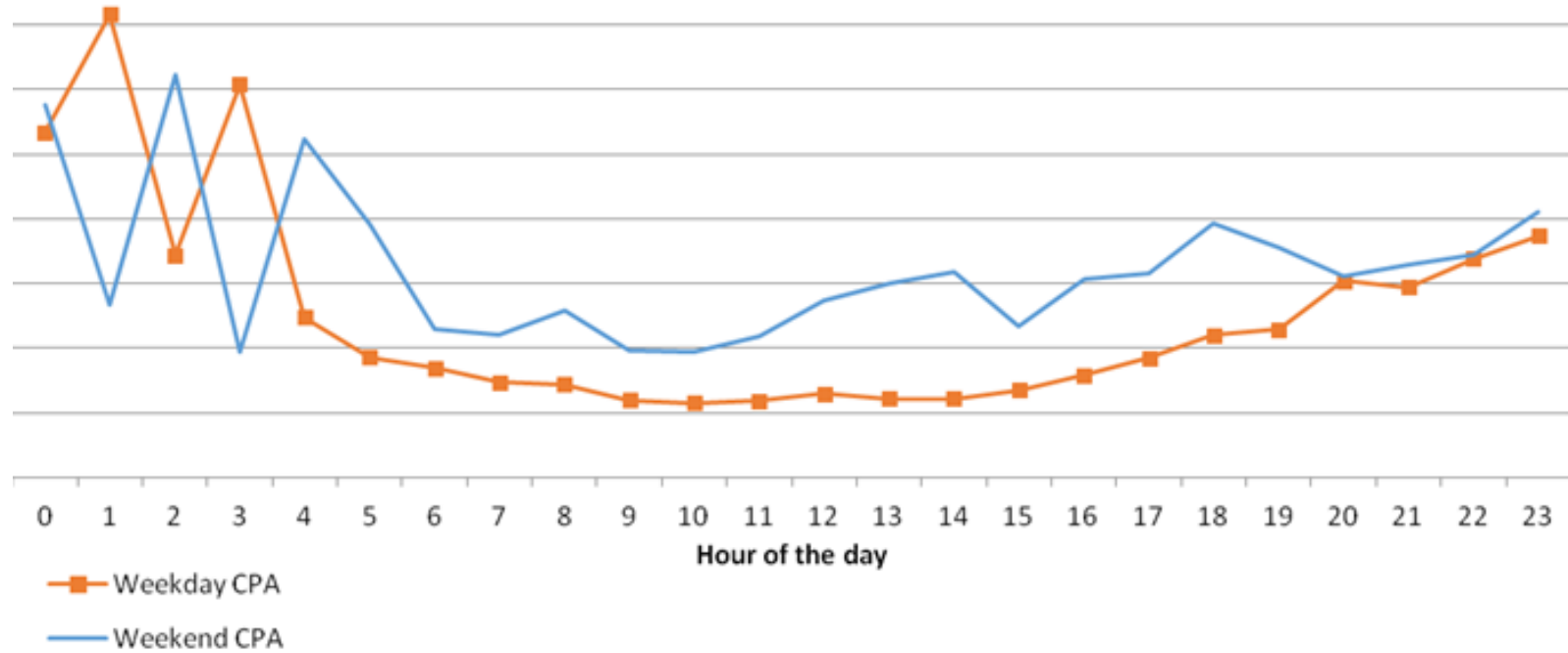
Hour of day

0

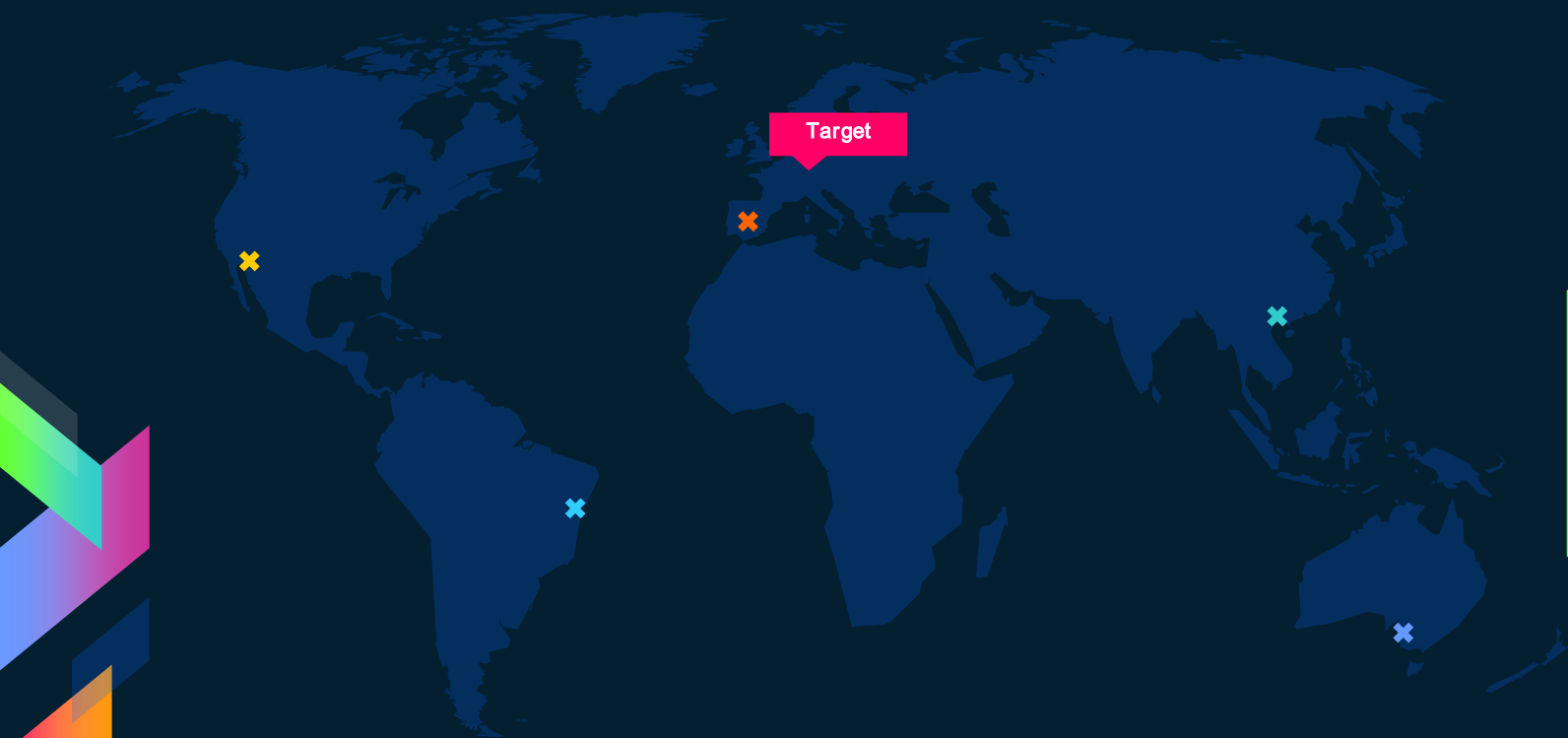
0

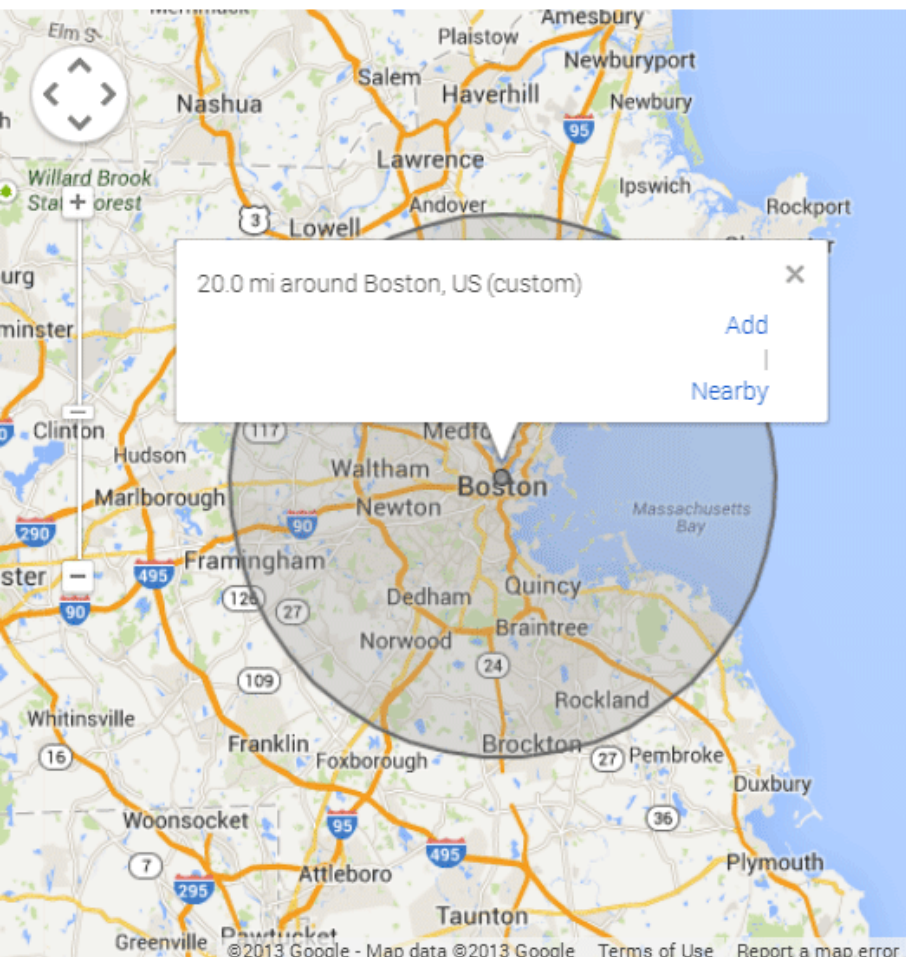
0

Sat. Jun 28, 2014



هدفگذاری جغرافیایی





[Search](#) | [Radius targeting](#) | [Location extension targeting](#) | [Bulk locations](#)



Enter a place name, address, or coordinates

20

mi

Search

Click the blue map marker above and select a point on the map. ?

<< >> 20.0 mi around Boston, US - custom



Add

Remove

Locations within this target ?

Show all

Reach ?

Add all

MA-4, Massachusetts, United States - congressional district

11,000,000

Add | Exclude | Nearby

MA-5, Massachusetts, United States - congressional district

1,730,000

Add | Exclude | Nearby

MA-6, Massachusetts, United States - congressional district

1,570,000

Add | Exclude | Nearby

MA-8, Massachusetts, United States - congressional district

1,190,000

Add | Exclude | Nearby

MA-7, Massachusetts, United States - congressional district

931,000

Add | Exclude | Nearby

Boston, Massachusetts, United States - city

1,970,000

Add | Exclude | Nearby

Cambridge, Massachusetts, United States - city

396,000

Add | Exclude | Nearby



Show locations on map ?

Selected locations

Targeted (3) [Show locations](#)

PARENTS



All Parents:

- New Parents
- Parents with Toddlers
- Parents with Preschoolers
- Parents with Early School-Age Children
- Parents with Preteens
- Parents with Teenagers
- Parents with Adult Children



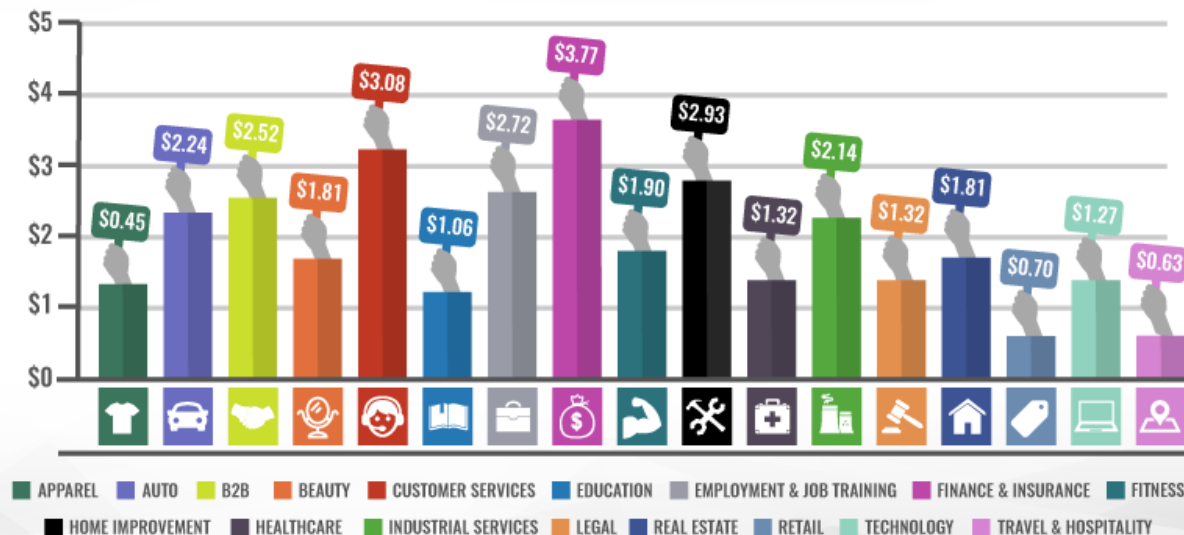
Moms:

- Big-City Moms
- Corporate Moms
- Fit Moms
- Green Moms
- Moms of Grade School Kids
- Moms of High School Kids
- Moms of Preschool Kids
- New Moms
- Soccer Moms
- Stay-at-Home Moms
- Trendy Moms

AVERAGE COST PER CLICK

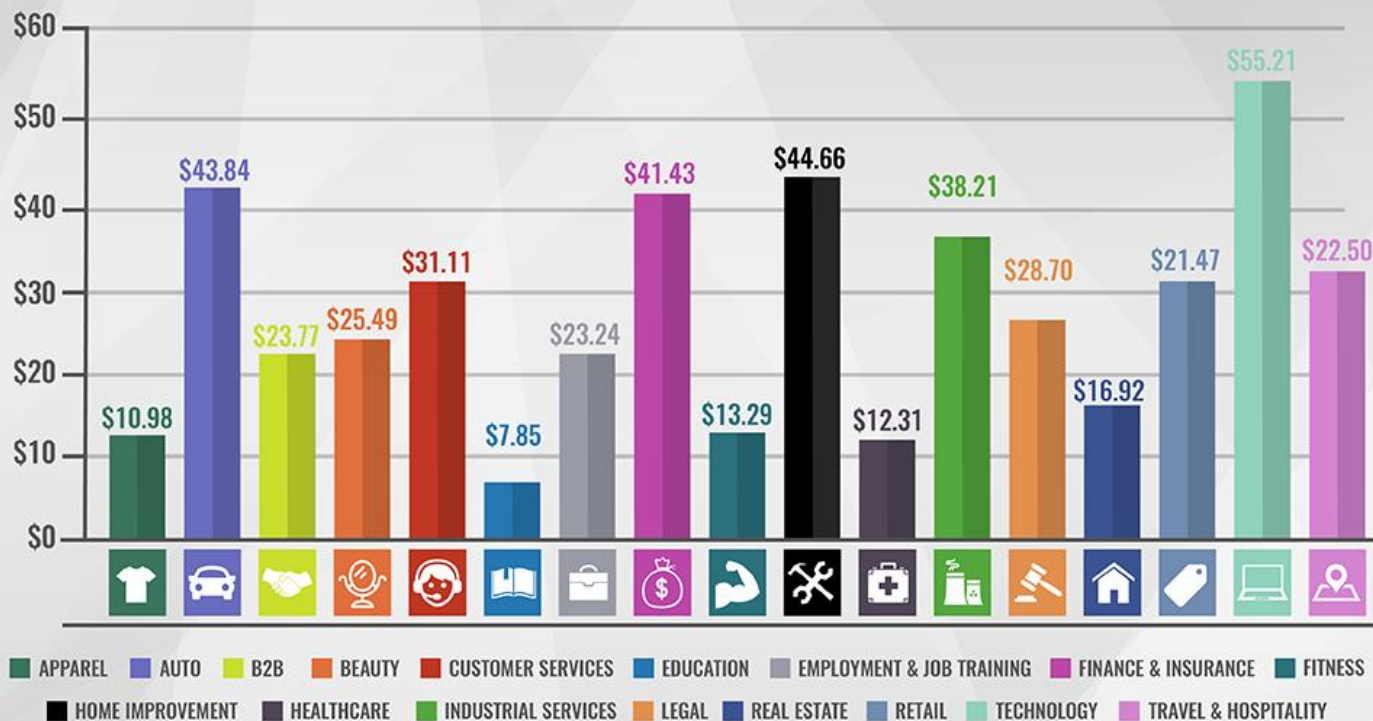


The average cost per click (CPC) in Facebook ads across all industries is \$1.72

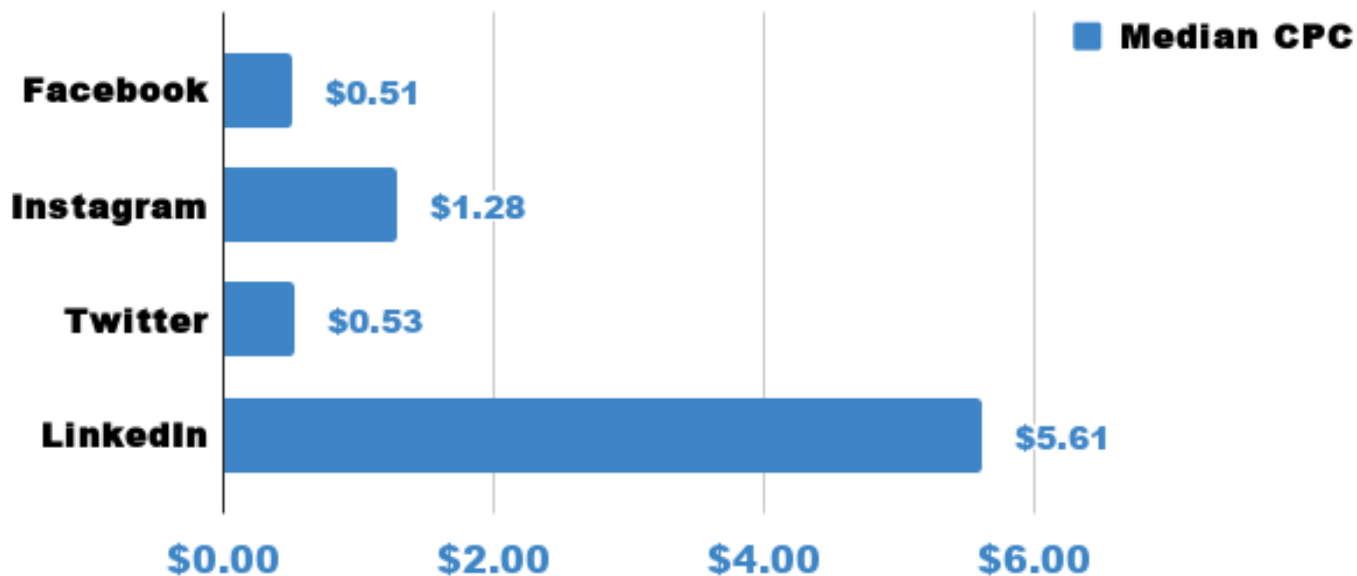


AVERAGE COST PER ACTION

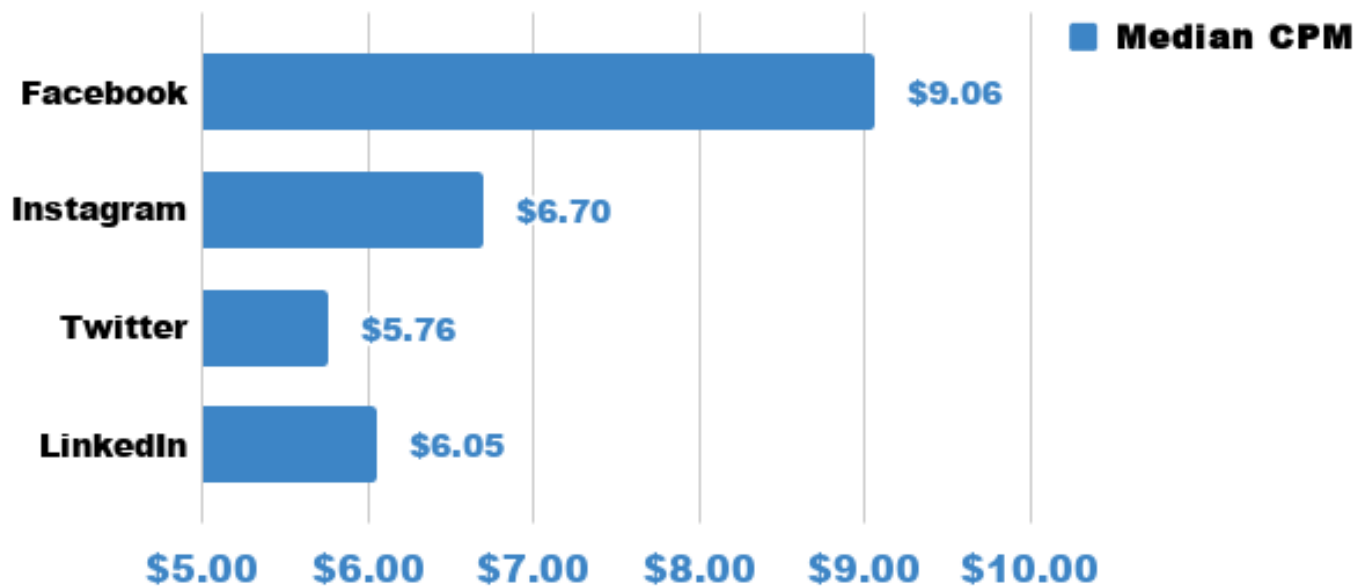
The average cost per action (CPA) in Facebook ads across all industries is \$18.68



How Much Does a Click Cost on Each Social Network?



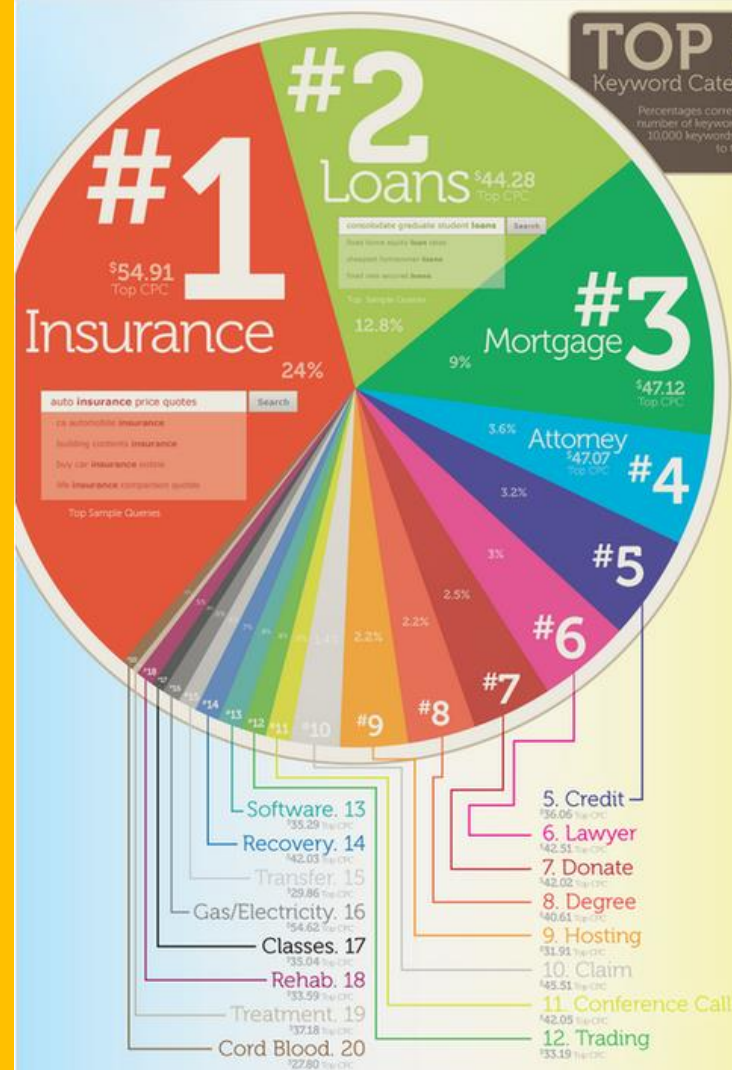
How Much Do 1000 Impressions Cost on Each Social Network?



TOP 20

Keyword Categories

Percentages correspond to the number of keywords in the top 10,000 keywords that belong to that category



#1 Insurance

\$54.91
Top CPC

auto insurance price quotes
car insurance quotes
building contents insurance
buy car insurance online
life insurance comparison quotes
Top Sample Queries

#2 Loans

\$44.28
Top CPC

consolidate graduate student loans
best bank credit loan rates
cheapest home loan rates
best rate secured loans
Top Sample Queries

#3 Mortgage

\$47.12
Top CPC

Attorney

\$47.07
Top CPC

#5

5. Credit

\$36.06
Top CPC

6. Lawyer

\$42.51
Top CPC

7. Donate

\$42.02
Top CPC

8. Degree

\$40.61
Top CPC

9. Hosting

\$31.91
Top CPC

10. Claim

\$45.51
Top CPC

11. Conference Call

\$42.05
Top CPC

12. Trading

\$33.19
Top CPC

Software. 13

\$35.29
Top CPC

Recovery. 14

\$42.03
Top CPC

Transfer. 15

\$29.86
Top CPC

Gas/Electricity. 16

\$54.62
Top CPC

Classes. 17

\$35.04
Top CPC

Rehab. 18

\$33.59
Top CPC

Treatment. 19

\$32.18
Top CPC

Cord Blood. 20

\$27.80
Top CPC

WordStream presents

THE TOP 25

MOST EXPENSIVE KEYWORDS

in Google AdWords Advertising

1



BUSINESS SERVICES

\$58.64

AVG. CPC

2



BAIL BONDS

\$58.48

AVG. CPC

3



CASINO

\$55.48

AVG. CPC

4



LAWYER

\$54.86

AVG. CPC

5



ASSET MANAGEMENT

\$49.86

AVG. CPC



متشکرم

سوال؟

در دسترس خواهم بود:

@mirhadiradi