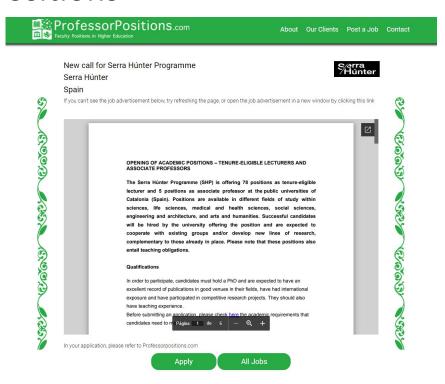


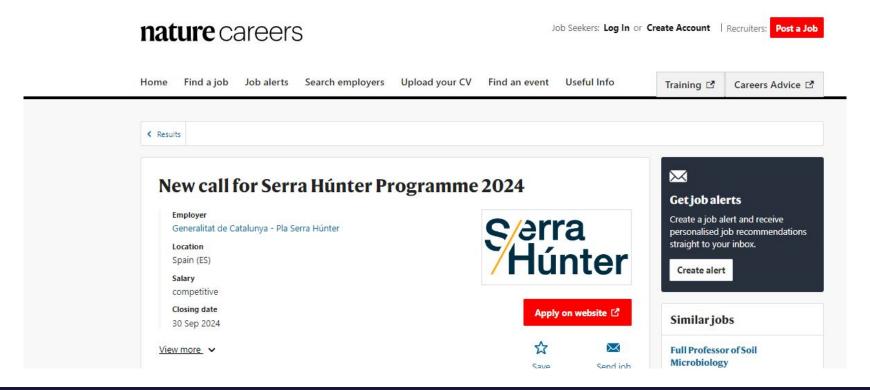
GENCAT
Serra Húnter
Setembre 2024

COMPROVANTS

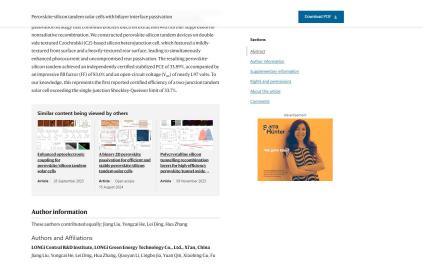
Professor Positions



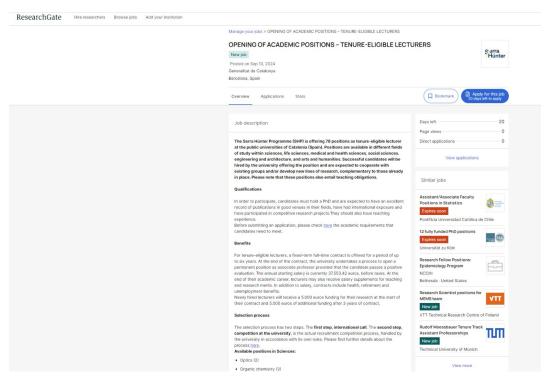
Nature Careers X Springer Nature



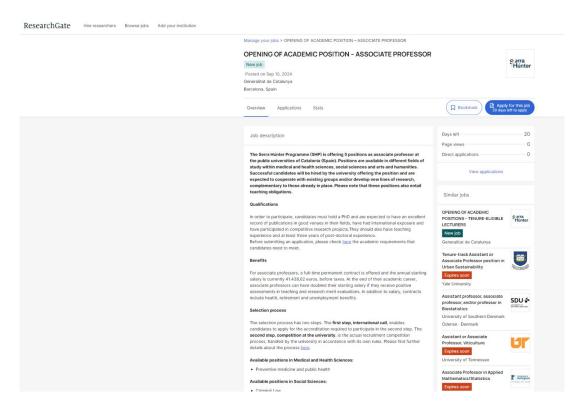
Nature Careers X Springer Nature



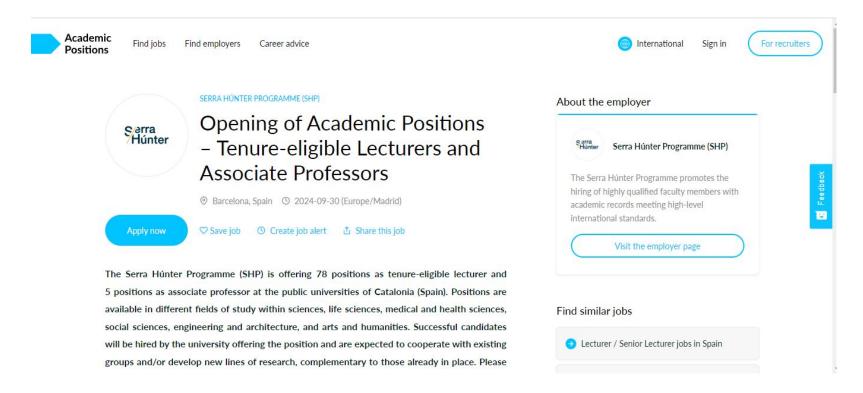
Research Gate - LECTURERS



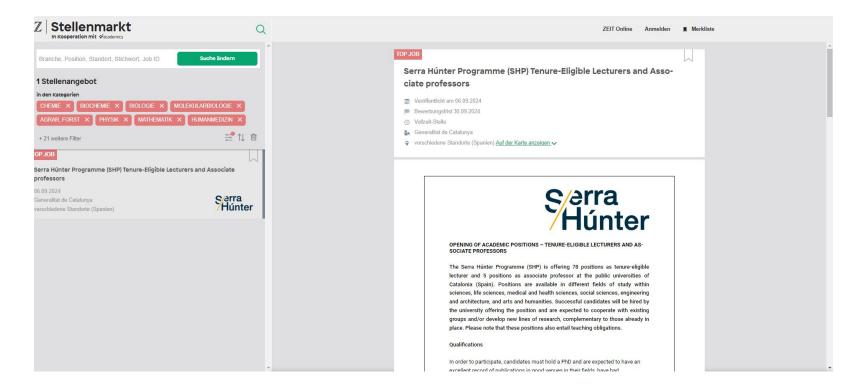
Research Gate - PROFESSORS



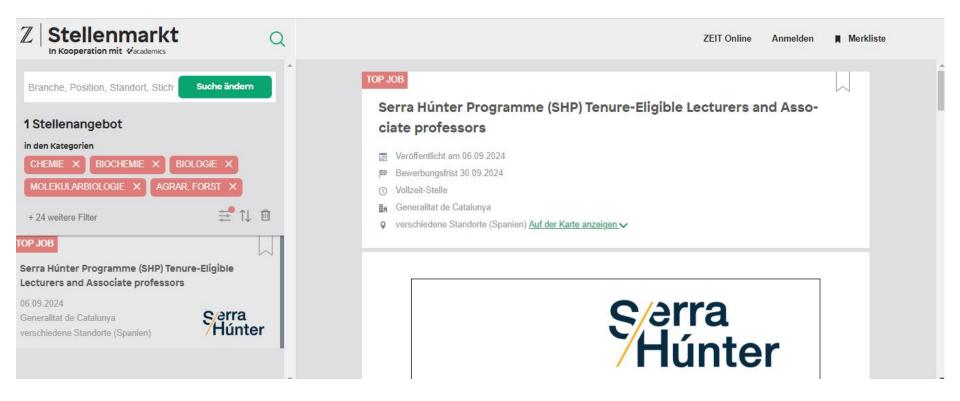
Academic Positions



Academics.de



Academics.de



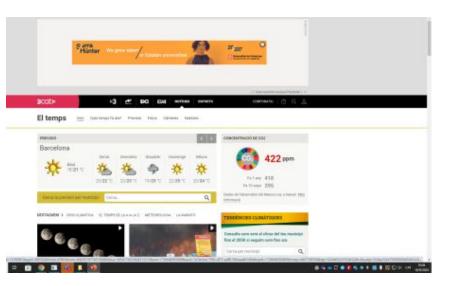
Academic Positions

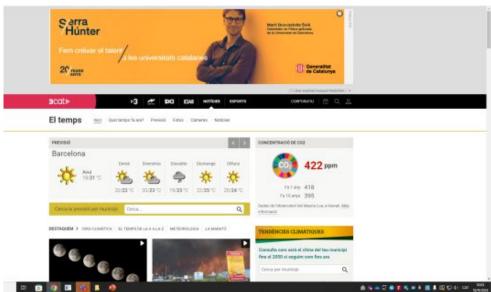




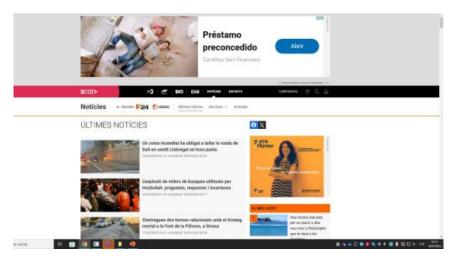


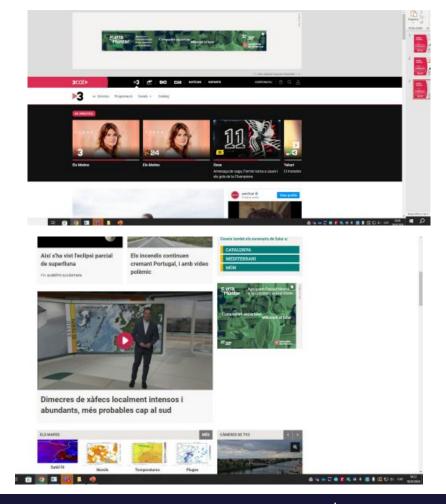
CCMA





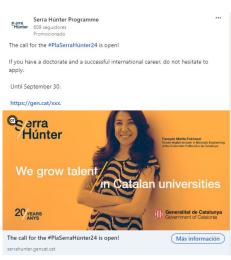
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LinkedIn

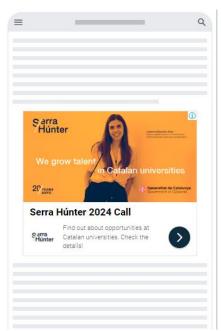






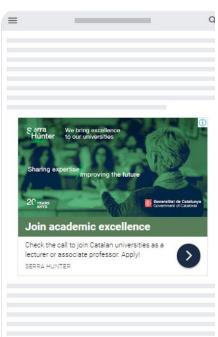


GDN









RESULTATS CAMPANYA

SUPORTS WEB

SUPORT	IMPRESSIONS VIEWS	INVERSIÓ
CCMA	6.171	1.164,00€
Nature Careers	82.503	4.950,00€
Academic Positions	480.437	5.960,00€
Research Gate	4.408	798,00€
Professor Positions	2.499	650,00€
Academics.de	12.859	798,00€
Springer Nature (Nature Careers)	741	1.080,00€
TOTAL	589.618	15.400,00€

RESULTATS XARXES SOCIALS

SERRA HUNTER SEPTIEMBRE 2024					
PLATAFORMA	IMPRESIONES	CLICS	COSTE		
GOOGLE	32.535.607	28.121	17.396,80€		
LINKEDIN	641.369	5.130	12.203,20€		
TOTAL	33.176.976	33.251	29.600,00€		

CAMPAÑA	IMPRESIONES	CLICS	COSTE
GOOGLE	32.535.607	28.121	17.396,80 €
SERRA HUNTER_ALCANCE_2024_ALEMANIA	5.037.282	2.936	2.489,54 €
SERRA HUNTER_ALCANCE_2024_BELGICA	5.293.252	3.929	2.488,55€
SERRA HUNTER_ALCANCE_2024_ITALIA	5.849.193	7.187	2.489,77€
SERRA HUNTER_ALCANCE_2024_PAISES BAJOS	3.530.665	2.875	2.489,94 €
SERRA HUNTER_ALCANCE_2024_UK	4.408.881	2.960	2.487,94€
SERRA HUNTER_ALCANCE_2024_USA	4.057.509	2.636	2.555,99€
SERRA HUNTER_ALCANCE_2024_ESPAÑA	4.358.825	5.598	2.395,08€
LINKDEIN	641.369	5.130	12.203,20€
SERRA HUNTER_ALCANCE_2024_ALEMANIA	117.665	816	2.217,78€
SERRA HUNTER_ALCANCE_2024_BELGICA	112.239	791	1.858,89€
SERRA HUNTER_ALCANCE_2024_ITALIA	0	0	0,00€
SERRA HUNTER_ALCANCE_2024_PAISES BAJOS	11.498	57	264,98 €
SERRA HUNTER_ALCANCE_2024_UK	94.767	623	1.858,89€
SERRA HUNTER_ALCANCE_2024_USA	61.668	639	2.115,86 €
SERRA HUNTER_ALCANCE_2024_ESPAÑA	243.532	2.204	3.886,80€
TOTAL	33.176.976	33.251	29.600,00€

Els anuncis d'Itàlia de LinkedIn els van rebutjar i el pressupost finalment es va repartir a les altres campanyes per aconseguir els millors resultats .

go for bolder.

