+6 0(',$

,17(/,* 1&,$ (675$7 *,&$ y (678'2

2 TXH UHDOPHQWH XPD FOfIQLFD RGRQ GH FURHVFHU"

8PD DQ£OLVH HVWUDW«JLFD VREUH SRVLFLRQDPHQWR DTXLVL'¥R GH SDFLHQWHV H FUHVFLPHQWR FRPHUFLDO

5(/$7 5,2 (675$7 *,&2
+6 0HGLD y

/HLWXUD HVWLPDG
PLQXWRV

&RPSHW‹QFLD FOflQLFD H FUHV FRPHUFLDO Q¥R V¥R D PHVPD

8PD FOflQLFD SRGH UHXQLU SURflVVLRQDLV FRPSHWHQWHV ERD HVWUXWXUD H WUDWDPHQWRV GH TXDOLGDGH H DLQGD DVVLP HQIUHQWDU GLflFXOGDGH SDUD FUHVFHU

3DUWH GR SUREOHPD SRGH HVWDU QD IRUPD FRPR R PHUFDGR SHUFHEH HVVD FRPSW‹QFLD 2X WDOYH] SRUWH SRGH HVWDU QD DTXLVL'¥R QR DWHQGLPHQWR QD FDSDFLGDGH RSHUDFLRQDO RX QD HFRQRPLD GRV WUDWDPHQWRV

(VWH HVWXGR IRL FULDGR SDUD DMXGDU SURSULHW£ULRV GH FOflQLFDV RGRQWROJLFDV D LGHQWLflFDU SHUJXQWDV TXH FRVWXPDP flFDU HVFRQGLGDV TXDQGR D GLVFXVV¥R VH UHVXPH D VHJXLGRUHV SXEOLFD'•HV H DQ…QFLRV

1¥R H[LVWH VROX'¥R XQLYHUVDO &DGD FOflQLFD SUHFLVD VHU DQDOLVDGD FRQIRUPH VHX PHUFDGR VXD FDSDFLGDGH VHXV REMHWLYRV H VXDV OLPLWD'•HV

2 SRPHLUR SDVVR Q HVFROKHU XPD IHUUD FRPSUHHQGHU R TX SUHFLVD VHU UHVRO

+6 0HGLD

0DUNHWLQJ H FUHVFLPHQWR FRPHUFLDO SDU RGRQWROJLFDV

&203(7 1&,$ 5($/ (&203(7 1&,$ 3(5&(%,'$

6HU XPD H[FHOHQWH FOflQLFD VHU SHUFHELGD FRPR XPD

2 SDFLHQWH Q¥R DFRPSDQKD R SODQHMDPHQWR Q¥R FRQKH UDUDPHQWH FRQVHJXH FRPSDUDU D TXDOLGDGH FOflQLFD GL

&RPSHW‹QFLD UHDO &RPXQLFD'¥R 3HUFHS'¥R GH YDORU &RQflDQ'D 3RVVLELOLGDGH G HVFROKD

2 TXH D FOflQLFD VDEH H VH WRUQD HQWUHJD

2 TXH H FRPSUHHQVflYHO

&RPR R SDFLHQWH LQWHUSUHWD

6HJXUDQ'D SDUD DYDQ'DU

8PD GHFLV¥R DLQGD GHSHQGHQWH GR FRQWH[WR

$ RGRQWRORJLD UH…QH FDUDFWHUVWLFDV GH XP VHUYL'R FXMD TXDOLGDGH SRGH VHU GHWHUPLQDQWHV GD FRQWUDWD'¥R H HP DFRPSUHDVRfV HVJR GHSRLV GR WUDWDPHQWR

(VVDWLFDV GH LQIRUPD'¥R Q¥R SDUDQWH LQIRUPD'¥R DQDOD (OD H[SOLF FRPSUHDVRfV HVJR GHFLV¥R

$ VHTX‹QFLD DFLPD « FRQFHLWXDO RXWUDV RSLQL•HV SURflVVLRQDLV

$ GHFLV¥R UHDO Q¥R « OLQHDU H SRGH HQYROYHU

)XQGDPHQWRV $NHUORI DVVLPHWULD GH LQIRUPD'¥R 'DUE\ H .DUQL EHQV GH FRQflDQ'D

4XDQGR D W«FQLFD Q¥R SRGH REVHUYDGD GLUHWDPHQWH R JDQKDP SHVR

5HSXWD'¥R

$YDOLD'•HV UHFRPHQGD'•HV H KLVW ULFR DMXGDP D IRUPDU XPD H[SHFWDWL TXDOLGDGH GH FDGD WUDWDPHQWR

&ODUH]D GD FRPXQLFD'¥R

([SOLFD'•HV VREUH LQGLFD'¥R OLPLWHV HWDSDV H DFRPSDQKDPHQWR WRU

2UJDQL]D'¥R

,QIRUPD'•HV FRQVLVWHQWHV SRQWXDOLGDGH H DWHQGLPHQWR FXLGDGRVR SDFLHQWH SRGH HVSHUDU

(YLG‹QFLDV SHUPLWLGDV

)RUPD'¥R SURFHVVRV H FDVRV DXWRUL]DGRV SRGHP DSRLDU D DYDOLD'¥R V YLJHQWHV

([SHUL‹QFLD GH DWHQGLPHQWR

$ IRUPD FRPR D FOfIQLFD DFROKH H RULHQWD LQ XHQFLD D FRQfIDQ'D DQWHV

6LQDLV DMXGDP R SDFLHQWH D GHFLGLU FRPSHW‹QFLD FOfIQLFD «WLFD RX FRQVH

029,0(172)$785$0(172 (5(68/7$'2

8PD DJHQGD FKHLD Q¥R VLJQL FOflQLFD OXFUDWLYD

4XDQWLGDGH GH SDFLHQWHV IDWXUDPHQWR H UHVXOWDGR SHUJXQWDV GLIHUHQWHV

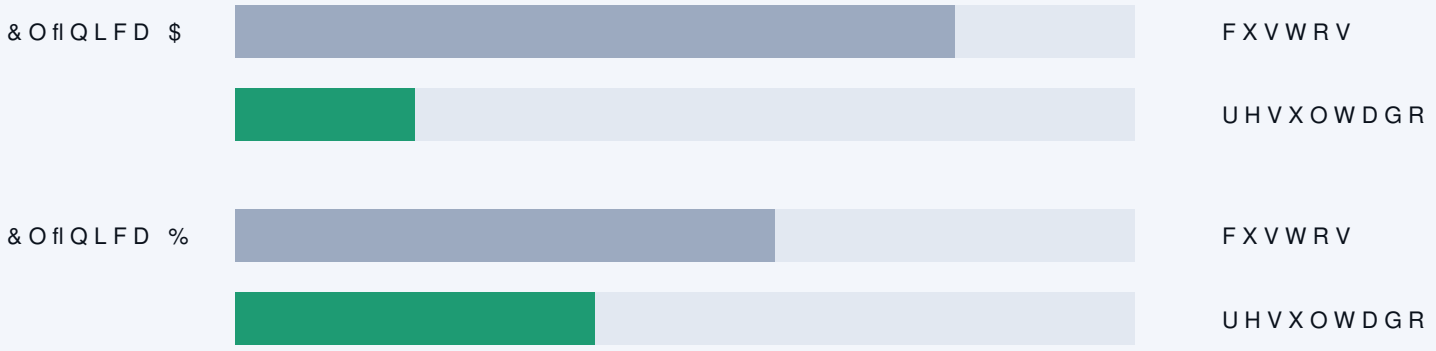
(;(03/2 +,327 7,&2	&/ 1,&$ $	&/ 1,&$ %
7UDWDPHQWRV		
7LFNHW P«GLR	5	5
)DWXUDPHQWR	5	5
&XVWRV WRWDLV VLPSOLflFDGRV	5	5
5HVXOWDGR VLPSOLflFDGR	5	5

$ FOflQLFD % UHDOL]RX PHQRV WUDWDPHQWRV H FRPSOH[RV SRGHP H[DSUHVHQWRX PDLRU UHVXOWDGR PDR H[HPSOR H,TXLR Q¥R SURYD TXH XP PRGHOR GH PDLRU ¥R FNHW VHMD $ DQ£OLVH GHS VXSHULRU GH FXVWRV UHDO

9DORUHV PHUDPHQWH LOXVWUDWLYRV 5HVXOWDGR VLPSOLflFDGR FRUUHVSRQGH DR ID H[HPSOR 1¥R UHSUHVHQWD XPD GHPRQVWUD'¥R FRQW£ELO FRPSOHWD

(&2120,$ '2 &5(6&,0(172

0DLV RSHUD'¥R SRGH VLJQLILF PDUJHP RX DSHQDV PDLV FRPS



4XDLV WUDWDPHQWRV PDLV FRQWULEXHP SDUD D VXVWHQWDELOI

4XDQWR FXVWD HQWUHJDU FDGD WUDWDPHQWR FRP TXDOLGDGH

([LVWH FDSDFLGDGH RFLRVD HP SURflVVLRQDLV VDODV RX HTXLS

2 FUHVFLPHQWR DWXDO DXPHQWD D PDUJHP RX DSHQDV DPSOLD

)DWXUDPHQWR GHVFUHVH UHFHLWD 0DUJ TXDQWR VREUD SDUD SDJDU GHVSHVDV IL

0DUJHP GH FRQWULEXL'¥R GH IRUPD VLPSOLflFDGD « D UHFHLWD OflTXLGD PHQRV RV FX FRQWDELOLGDGH GD FOflQLFD GHYH YDOLGDU R F£OFXOR DSOLF£YHO DR VHX FDVR

',)(5(1&,$ 2 (&203$5$ 2

4XDQGR R SDFLHQWH Q¥R SHU GLIHUHQ'D R SUH'R JDQKD LPS

7U‹V FOflQLFDV SRGHP SDUHFHU RIHUHFHU R PHVPR WUDWDP GLIHUHQ'DV GH SODQHMDPHQWR H DFRPSDQKDPHQWR QHP V

&OflQLFD

5 PLO

&RPXQLFD'¥R JHQ«ULFD 3RX[D LQIRUPD'¥R VREUH FULW«ULRV H DFRPSDQKDPHQWR

&OflQLFD

5 PLO

[DOLFD DYDOLD'¥R HWDSDV RVSRQVDELOLGDGHV H OLPLWHV GH WUDWDPHQWR

&OflQLFD

5 PLO

3UH'R PDLRU PDV UD]•HV SRXF FRPSUHHQVflYHLV SDUD TXHP D Q¥R FRQKHFH D FOflQLFD

6HP LQIRUPD'•HV VXflFLHQWHV FRPSUHHQVflYHO XPD UHVSRVWD FRPSUHHQVflYHO XPD PHGLGD VLPSOHV GLDQWH GH FRPSOH[D

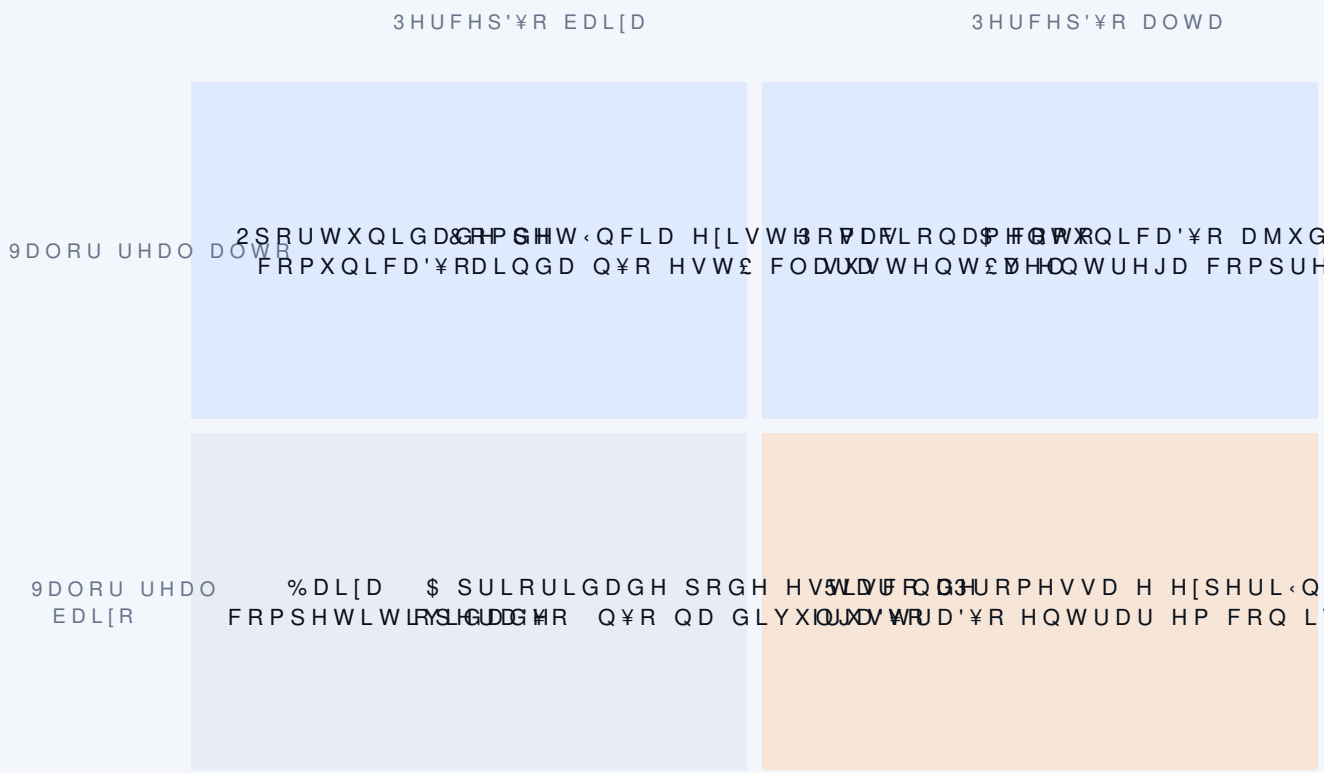
&RPSUDUPDLV'RV &RSUHLRVDPHQWRD FRPSUHHQVflYHLV DUWLflFLDO

&RPSUDUPDLV'RV &RSUHLRVDPHQWRD FRPSUHHQVflYHLV Q¥R SURYD TXDOLGDG GHYH WRUQDU GL Q¥R FULDU XPD V

2 SDFLHQWH Q¥R FRQVHJXH YDORUL]DU D SHUFHEHU

9$/25 5($/ (9$/25 3(5&(%,'2

&RPXQLFD'¥R V « VXVWHQW£Y FRPH'D HP XPD HQWUHJD YHUG



0DWUL] FRQFHLWXDO Q¥R LQVWUXPHQWR GH PHGL'¥R 9DORU UHDO UH…QH DVSHFWRV FRQYHQL‹QFLD UHSXWD'¥R H UHODFLRQDPHQWR

0DUNHWLQJ SRGH WRUQDU XPD FRPSHW‹Q YLVfIYHO 1¥R SRGH VXEVWLWXLU TXDOLG VR]LQKR XPD RSHUD'¥R GHVSUHSDUDGD

-251$'$ '('(&,6 2

&RPR XP SDFLHQWH SRGH HVF FOflQLFD

$ GHFLV¥R FRVWXPD FRPELQDU Y£ULRV FRQWDWRV 2 …OWL WRGD D KLVW ULD

'HVFREHUWD

,QGLFD'¥R EXVFD DQ…OVLB RX FRQWH…GR

,QYHVWLJD'¥R

…QVWBJUDP VLWH ORRYDOLD'¥R H LQIRUPD'•HV

9DOLGD'¥R

$YDOLD'¥R UHSXWD'¥R H RXWUDV RSLQL•HV

&RQWDWR

3UHPHLUD FRQYHUVD H SHUFHS'¥R GR DWHQGLPHQ

$YDOLD'¥R

&RPSUHHQV¥R GR FDVR H SRVVLELOLGDGHV

'HFLV¥R

&RPSDUD'¥R WHPSR H ([SHUL‹QFLD FOflQLFD H FDSDFLGDGH GH LQYHVWLPHQWR

7UDWDPHQWR

DFRPSDQKDPHQWR

5HODFLRQDPHQWR

&RQWLQXLGDGH UHSXWD'¥ SRVVflYHO UHFRPHQGD'¥R

8P SDFLHQWH SRGH DYDQ'DU YROWDU SH UHWRPDU D FRQYHUVD PHVHV GHSRLV

$ MRUQDGD « LOXVWUDWLYD $ LQGLFD'¥R FOflQLFD H D DXWRQRPLD GR SDFLHQWH GHYH

5,6&2 3(5&(%,'2

2 SDFLHQWH DYDOLD PDLV GR

7UDWDPHQWRV RGRQWRO JLFRV SRGHP HQYROYHU LQFHUWH
&RPXQLFD'¥R HVWUDW«JLFD DMXGD D H[SOLFDU R SURFHVVR

)LQDQFHLUR

5HFHLR GH LQYHVWLU H VH DUUHSHQGHU'R XLQ¥R FRQVHJXLU
FRQFOXLU R WUDWDPHQWR

&OflQLFR

.XLQ¥R FRQVHJXLUGLFD'¥R VHJXUDQ'D FRR
DFRPSDQKDPHQWR

(VW«WLFR

3UHRFXSD'¥R FRP DSDU‹QFLD QDWXUDOL,DGH HRVGHVSHUDGR
UHVXOWDGR

)XQFLRQDO

,DGH HRVGHVSHUDGR QD PDVWLJD'¥R IDOD

(PRFLRQDO

0HGR H[SHUL‹QFLDV DQWHULRUHV H LQVHJXUDQ'D GDQDWHGR
SURFHGLPHQWR

6RFLDO

&RPXQLFD'¥R GDQDWHGR £ VHU SHUFHELGD S
RXWUDV SHVVRDV

7HPSR

'XUD'¥R GHVORFDPHQWR UHFXSHUD'¥R H LQWHUIHU‹QFLD QR
WUDEDOKR

([SOLFDU OLPLWHV HWDSDV H UHVSRQVD
1¥R HOLPLQD R ULVFR QHP JDUDQWH XPD

&217('2 2'2172/ *,&2

2 YHUGDGHLUR SDSHO GR FRQ FRPSHW‹QFLD H FULW«ULRV PD FRPSUHHQVflYHLV

8PD FOflQLFD Q¥R SUHFLVD JUDYDU YflGHRV WRGRV RV GLDV FRQVLVW‹QFLD H UHVSRQGHU G…YLGDV TXH LQ XHQFLDP D C

&2081,&$ 2 *(1 5,&$

6HX VRUULVR « QRVVD SULRULGDGH

&2081,&$ 2 25,(17$'$ &21),$1 $

$QWHV GH LQGLFDU XP DYDOLDPRV FRQGL'•HV VD…GH JHUDO K£ELWRV SRVVLELOLGDGHV GH UHDELOLWD'¥R

$ SULPHLUD IUDVH SRGH VHU YHUGDGHLUD PDV‹QD SDUWH GR UDFLR IDFLOPHQWH VXEVWLWXflYHO (ODGQ¥R RRVWLFDU RPSDFLHQWH SHOD L FOflQLFD SHQVD

&RQWH…GR ERQLWR Q¥R « QHFHVVDULDPH HVWUDW«JLFR

3URGX'¥R HGL'¥R H HVW«WLFD DMXGDP D DSUHVHQWD'¥R $ XWLOLGDGH GHSHQGH GD F FOflQLFD

6(,6 3,/$5(6 (',725,$,6

&RQWH…GR TXH SUHSDUD GHF LQIRUPDGDV

5DFLRFflQLR FOflQLFR

4XDLV IDWRUHV SUHFLVDP VHU DYDOLDGRV SRU FXHGH[DPHV H SODQHMDPHQWR SUHFHGHP SU WHVH VREUH LPSODQWHV"

6HJXUDQ'D H SODQHMDPHQWR

3RU FXHGH[DPHV H SODQHMDPHQWR SUHFHGHP SURFHGLPHQWRV"

([SOLFD'¥R GR SURFHVVR

2 TXH DFRQWHFH GXUDQWH XPD DYDOLD'¥R GXDUDQWH XPD DYDOLD'¥R RUDHQWDUDP XP FDVR H TXH UHVSHLWDGRV"

(YLG‹QFLDV DXWRUL]DGDV

4XDLV FLOL‹UL'¥R RUDHQWDUDP XP FDVR H TXH UHVSHLWDGRV"

'…YLGDV H REMH'•HV

3HUGL GHQWHV K£ DQRV 4XH SRVVLELOLGDGHV SRQHP VHU DYDOLDGDV"

([SHUL‹QFLD H DFRPSDQKDPHQWR

6HP SRQHP VHU DYDOLDGDV"

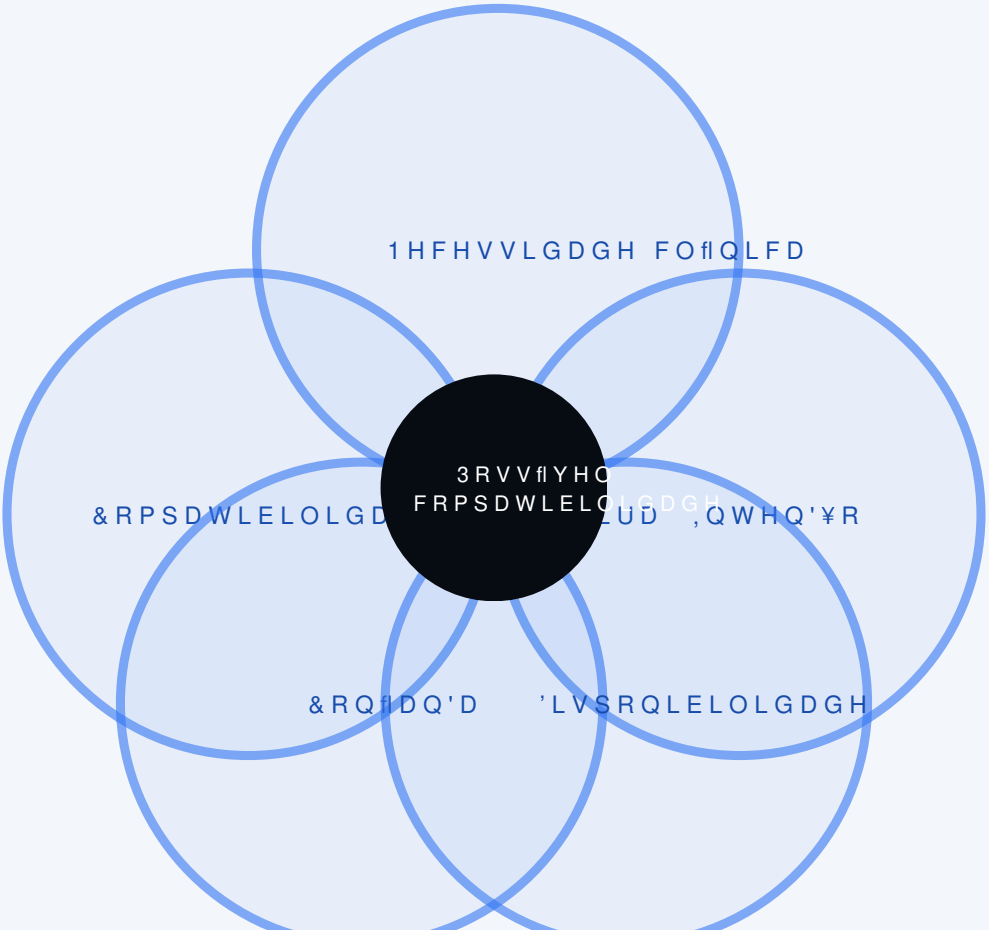
XPD SU WHVH"

2 FRQWH…GR Q¥R VXEVWLWXL D DYDOLD'¥ SDFLHQWH D FKHJDU DW« HOD FRP PDLV L VHJXUDQ'D

&DVRV LPDJHQV H GHSRLPHQWRV H[LJHP DXWRUL]D'¥R H REVHUY/QFLD GDV QRUPDV SUF FRP R UHVSRQV£YHO W«FQLFR

1¥R H[LVWH XPD FRQILJXUD'¥R FDSD] GH JDUDQWLU SDFLHQW

&DSDFLGDGH flQDQFHLUD Q¥R VLJQLflFD QHFHVVLGDGH FOflQ SDUD LQLFLDU XP WUDWDPHQWR



5HSUHVHQWD'¥R FRQFHLWXDO 1HQKXP GHVVHV HOHPHQWRV SRGH VHU LQIHULGR FRP F

$ DTXLVL'¥R SUHFLVD DSUR[LPDU XPD QHF XPD SURSRVWD FRHUHQWH UHVSHLWDQG H FDSDFLGDGH GD FOflQLFD

)81 2 ’26 &1,6

&DGD FDQDO SDUWLFLSD GH X GLIHUHQWH GD GHFLV¥R

*RRJOH $GV	$OFDQ'D SHVVRDV TXH M£ SHVTXLVDP XPD VROX'¥R $ GHPDQGD SRGH FRQFRUU‹QFLD ORFDOL]D'¥R H RIHUWD LQ XHQFLDP R UHVXOWDGR
0HWD $GV	$SUHVHQWD SRVVLELOLGDGHV H GHVHQYROYH FRQVLGHUD'¥R $WHQ'¥
*RRJOH 0HX 1HJ FLR	$MXGD QD GHVFREHUWD ORFDO H QD YDOLGD'¥R GH LQIRUPD'•HV H UH
,QVWDJUDP	0RVWUD UDFLRFflQLR H[SHUL‹QFLD DPELHQWH H SRVLFLRQDPHQWR D
,QGLFD'•HV	7UDQVIHUHP SDUWH GD FRQfIDQ'D GH TXHP UHFRPHQGD HPERUD R YR
6LWH LQVWLWX2FLRQDO	LQIRUPD'•HV FDVHV H P«WRGR DSRLDQGR D LQYHVWLJD'¥R

2 FDQDO PDLV DGHTXDGR GHSHQGH GR PH WUDWDPHQWR GR RU'DPHQWR H GR FRPS SDFLHQWH

1HQKXP FDQDO « XQLYHUVDOPHQWH VXSHULRU 8PD HVWUDW«JLD SRGH FRPELQDU Y£UL GHPDQGD RX FDSDFLGDGH

'2 &217$72 $2 75$7$0(172

*HUDU PHQVDJHQV Q¥R « R PH FRQTXLVWDU SDFLHQWHV

8P YROXPH DOWR QR LQflFLR SRGH HVFRQGHU SHUGDV HP HV



&DGD UHGX'¥R VXJHUH SHUJXQWD2 VXLLHQ¥R H[SOLFD VR]LQKR SRU T RULJHP FRPSDWLELOLGDGH WHPSRRGH DHVDUDP (OH DMXGD D ORFD GLVSRQLELOLGDGH FRQflUPD'¥R LRQHVWLDH¥R GHYH FRPH'DU GHFLV¥R

([HPSOR KLSRW«WLFR 7D[DV YDULDP FRQIRUPH WUDWDPHQWR PHUFDGR RIHUWD DWHQ

2 FRQWDWR PDLV EDUDWR SRG QR ILQDO

&DPSDQKD $

,QYHVWLPHQWR	5
&RQWDWRV	
3DFLHQWHV	
&XVWR GH PflGLD SRU SDFL5HQWH	

&DPSDQKD %

,QYHVWLPHQWR	5
&RQWDWRV	
3DFLHQWHV	
&XVWR GH PflGLD SRU SDFL5HQWH	

2 FXVWR SRU OHDG Q¥R SDJD DV FRQWDV

$ FDPSDQKD % JHURX PHQRV FRQWDWRV H PDLV SDFLHQWHV QR H[HPS SDUD DYDOLDU VXD VXVWHQWDELOLGDGH WLFNHW PDUJHP UHFHELF

([HPSORV KLSRW«WLFRV 2V F£OFXORV FRQVLGHUDP DSHQDV R LQYHVWLPHQWR HP PflGL HTXLSH WHFQRORJLD RX GHPDLV FXVWRV GH DTXLVL'¥R

$7(1',0(172 (25,(17$ 2

5HVSRQGHU XPD PHQVDJHP H
XP DWHQGLPHQWR V¥R DWLYL
GLIHUHQWHV

4XDQWR FXVWD XP LPSODQWH"

5HVSRVWD SDVVLYD
6 DYDOLDQGR PHVPR

5HVSRVWD RULHQWDWLYD
2O£ 2 YDORU GHSHQGH GDV FRQGL'•HV GH FDGD FDVR 9RF‹ SHUGHX DS
GHQWH RX HVW£ EXVFDQGR XPD VROX'¥R SDUD Y£ULRV GHQWHV"

$ UHVSRVWD RULHQWDWLYD DEUH(HV SD¥R SDDOL]D GLDJQ VWLFR SHO
FRPSUHHQGHU D QHFHVVLGDGH LQLFLDO H H[SOLFD'¥R H Q¥R SURP
SU [LPR SDVVR

- 7HPSR GH UHVSRVWD H FODUH]D
- $FROKLPHQWR H H[SOLFD'¥R GD DYDOLD'¥R
- $JHQGDPHQWR FRQflUPD'¥R H UHJLVWUR
- 0RWLYRV GH SHUGD H DSUHQGL]DGR

$&203$1+$0(172 5(63(,7262

$ DXV‹QFLD GH UHVSRVWD Q¥R DXWRPDWLFDPHQWH TXH R FR

2 SDFLHQWH SRGH HVWDU RFXSDGR DYDOLDQGR DOWHUQDW PRPHQWR PDLV DGHTXDGR 8PD FDG‹QFLD VLPSOHV DMXGD D

3ULPHLUR FRQWDWR	&RPSUHHQGHU D QHFHVVLGDGH LQLFLDO RULHQWDU H IDFLOLWDU
’LD VHJXLQWH	5HWRPDU D FRQYHUVD H YHULflFDU VH H[LVWH DOJXPD G…YLGD
$S V GLDV	2IHUHFHU DMXGD GH IRUPD REMHWLYD VHP FULDU XUJ‹QFLD DUWL
$S V GLDV	9HULflFDU VH DLQGD H[LVWH LQWHUHVVH H HQFHUUDU UHVSHLWRVD

2 FRQWDWR GHYH SDUDU GLDQWH GH UHFXVD RX SHGLGR SDUD Q¥R UHFHEHU PHQVDJHQV

$ UHFHS'¥R WDPE«P Q¥R H[SOLFD WX SRGH DWUDLU GHPDQGD LQFRPSDWfl HVWDU GHVDOLQKDGD H R PHUFDGR LQVXflFLHQWH 2 GLDJQ VWLFR SUHF KLS WHVHV FRQFRUUHQWHV

ESTUDO DE CASO · INOVAR ODONTOLOGIA E SAÚDE

Planejamento, comunicação, aquisição e acompanhamento em uma ação real



A ação foi desenvolvida dentro de uma parceria de marketing odontológico. A comunicação combinou identidade própria, conteúdo educativo e campanhas com objetivos diferentes. O acompanhamento incluiu retomadas e confirmações, sem atribuir automaticamente todo o resultado à mídia.

7–13/11/2026
Período da ação

10
Comparecimentos informados

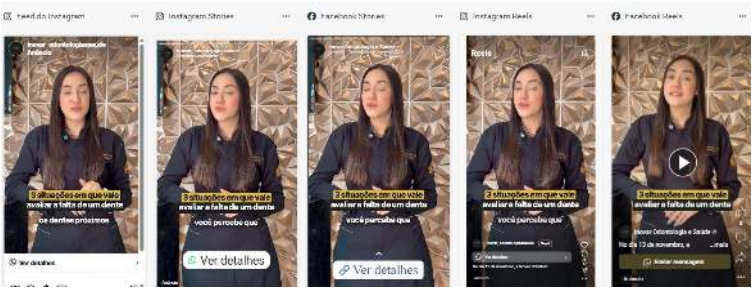
R$ 56.750
Faturamento bruto informado

A clínica informou o resultado agregado da ação. Ele reuniu campanhas atuais, recuperação de contatos anteriores e indicação; não representa lucro, receita recebida ou retorno exclusivo da mídia.

PLANEJAMENTO E EXECUÇÃO

Uma campanha reconhecível, educativa e conectada ao atendimento





COMUNICAÇÃO

Data e proposta claras apoiadas por conteúdo educativo.

DISTRIBUIÇÃO

Campanhas de conversas e visitas ao perfil, conforme registros.

ACOMPANHAMENTO

Ligações, confirmações e recuperação de oportunidades.

A ação não começou no anúncio. Ela foi construída sobre uma parceria e um aprendizado acumulado.

INTEGRIDADE DAS EVIDÊNCIAS · DIA DO IMPLANTE

Resultados informados e limites de atribuição

16
Conversas iniciadas

R$ 259,16
Investimento total em mídia

R$ 56.750
Faturamento bruto informado

Campanha de mensagens

16 conversas iniciadas e R$ 210 investidos.

Campanha de visitas ao perfil

124 visitas e R$ 49,16 investidos.

Resultado agregado informado

10 comparecimentos e R$ 56.750 em faturamento bruto total.

A ação reuniu anúncios atuais, recuperação de contatos anteriores e indicação. Os registros disponíveis não permitem dividir com segurança o faturamento ou os tratamentos contratados por origem.

Faturamento bruto não significa lucro nem receita recebida. O recorte anterior da parceria também não é somado a esta ação sem comprovação de ausência de sobreposição.

Aprendizado: aquisição, atendimento e recuperação de oportunidades podem produzir um resultado conjunto que o último clique não explica.

0 72'2 +6

2 WUDEDOKR FRPH'D SHOD FRP QHJ FLR

4XDWUR IUHQWHV RUJDQL]DP D DWXD'¥R $ LQWHOLJ‹QFLD H HODV

'LDJQ VWLFR HVWUDW«JLFR

&OflQLFD PHUFDGR WUDWDPHQWRV HVWLPXXOLFD RE HWLYRV FDSDFLGDGH KLVW ULFR H SRVVflYHLV JDUDQWD

3LFRLFLRQDPHQWR H FRQ

&RPXXQLFD RE HWLYRV GLJLWDO FRQWH…GR DUHDQRV GLJLWDO FRHUHQWHV FRP D FRP

$TXLVL'¥R HVWUDW«JLFR

'LVWULEXL'¥R H FDQDLV FRPSDWflYHLV FRP D GHPDQGD D FDSDFLGDGH H RV REMHWLYRV GD FOflQLFD

&RQYHUV¥R H DFRPSDQKDPHQWR

$WHQGLPHQWR DJHQGDPHQWR FRPSDUHF GHFLV•HV PRWLYRV GH SHUGD H RSRUWXO PHOKRULD

$ PHWRGRORJLD RULHQWD D LQYHVWLJD'¥R (OD Q¥R « XPD I UPXOD SURQWD QHP VXEVW

,QWHOLJ‹QFLD HFRQ¶PLFD FRQ DTXLVL'¥R ¢ UHDOLGDGH GD FO



5(63216$%,/,'$'(6 &203$57,/+$'$6

+6 0HGLD	3HVTXLVD SRVLFLRQDPHQW FRPXQLFD'¥R PflGLD H DQ£O GHQWUR GR HVFRSR
3URSULHW£ULR	2EMHWLYRV GHFLV•HV GDG FRQGL'•HV SDUD H[HFX'¥R
(TXLSH FOflQLFD	,QGLFD'¥R FRPSHW‹QFLD TXDOLGDGH H DFRPSDQKDPH
5HFHS'¥R	$WHQGLPHQWR LQLFLDO UH DJHQGDPHQWR H IROORZ XS

- ,QYHVWLPHQWR H FXVWR SRU RSRUWXQLGDGH
- $JHQGDPHQWR H FRPSDUHFLPHQWR
- &XVWR GH DTXLVL'¥R GH SDFLHQWHV
- 7LFNHW UHFHELPHQWR H PDUJHP
- &DSDFLGDGH RSHUDFLRQDO

+6 0HGLD Q¥R VXEVWLWXL FRQWDELOLGDG JHVW¥R FOflQLFD RX UHVSRQVDELOLGDGH W‹ XRD YDUL£YHO Q¥R VLJQLflFD LJQRU£ OD

8PD HVWUDW«JLD SRGH VHU EHP H[HFXWD FRPSURPLVVR SURILVVLRQDO « LQYHVWLJ FRPXQLFDU FRP WUDQVSDU‹QFLD

4XDLV SHUJXQWDV VXD FOfIQLF UHVSRQGHU"

0DUTXH D RS'¥R TXH PHOKRU UHSUHVHQWD R FHQ£ULR DWXD VHL LQGLFDP £UHDV TXH PHUHFHP LQYHVWLJD'¥R

3(5*817$	6,0	3$5&,$/0(17(	1 2	1 2 6(,
2V SDFLHQWHV FRQVHJXHP FRPSUHHQGHU RV GLIHUHQFLDLV GD PLQKD FOfIQLFD"	☐	☐	☐	☐
&RQKH'R RV WUDWDPHQWRV TXH PDLV FRQWULEXHP SDUD QRVVD PDUJHP"	☐	☐	☐	☐
3RVVXfIPRV FDQDLV GH DTXLVL'¥R DO«P GDV LQGLFD'•HV"	☐	☐	☐	☐
1RVVR FRQWH…GR GHPRQVWUD QRVVD FRPSHW‹QFLD FOfIQLFD"	☐	☐	☐	☐
1RVVD UHFHS'¥R SRVVXL XP SURFHVVR HVWUXWXUDGR GH DWHQGLPHQWR"	☐	☐	☐	☐
$FRPSDQKDPRV SDFLHQWHV TXH Q¥R UHVSRQGHUDP LQLFLDOPHQWH'	☐	☐	☐	☐

2 REMHWLYR Q¥R « SURGX]LU XPD QRWD YLVfIYHLV

,QVWUXPHQWR TXDOLWDWLYR GH UH H[¥R VHP YDOLGD'¥R FLHQWfIfIFD 1¥R FRQVWLWXL FOfIQLFD

$872',$*1 67,&2 (675$7 *,&2 y 3$57(

,QGLFDGRUHV FDSDFLGDGH H SHUGD

3(5*817$	6,0	3$5&,$/0(17(	1 2	1 2 6(,
&RQKHFHPRV WD[DV GH DJHQGDPHQWR FRPSDUHFLPHQWR H IHFKDPHQWR"				
6DEHPRV TXDQWR FXVWD FRQTXLVWDU XP QRYR SDFLHQWH"				
3RVVXflPRV FDSDFLGDGH SDUD DEVRUYHU QRYRV WUDWDPHQWRV"				
&RQVHJXLPRV LGHQWLflFDU RQGH SHUGHPRV RSRUWXQLGDGHV FRPHUFLDLV"				
1RVVD SUHVHQ'D GLJLWDO WUDQVPLWH LQIRUPD'•HV FRQfl£YHLV"				
&RQKHFHPRV RV PRWLYRV SHORV TXDLV SDFLHQWHV HVFROKHP RX GHL[DP GH HVFROKHU QRVVD FOflQLFD"				

0XLWDV UHVSRVWDV Q¥R VHL 2 SULPHLUR JDUJDOR SRGH HVWDU UHJLVWUR H YLVLELOLGDGH

0XLWDV UHVSRVWDV SDUFLDOPHQW UDQYH]XH[LQFLDP GH £WLFDV LVRODGD SUHFLVDP YLUDU SURFHVVR

3HUJXQWDV PHOKRUHV UHGX]HP R ULVFR HWDSD HUUDGD

3$5$ 48$,6 &/ 1,&$6 $ +6 0(',$)$= 6(17,'2"

3DUD FOflQLFDV TXH M£ FRQVW FRPSHW‹QFLD H TXHUHP WUDQ HP FUHVFLPHQWR

1¥R « QHFHVV£ULR M£ LQYHVWLU HP DQ…QFLRV $ PDWXULG GR TXH D H[SHUL‹QFLD SU«YLD FRP WU£IHJR SDJR

$ 3$5&(5,$ 7(1'($)81&,21$5 0(/+25 48$1'22 48(1 2 3520(7(026 (;,67(

- 'LVSRVL'¥R SDUD FRPSUHHQGHU R QHJ FLR
- 3DUWLFLSD'¥R GRV SURflVVLRQDLV
- &DSDFLGDGH GH DWHQGLPHQWR
- ,QYHVWLPHQWR FRPSDWflYHO
- $EHUWXUD SDUD PHOKRUDU SURFHVVRV
- ([SHFWDWLYDV UHDOLVWDV
- $JHQGD ORWDGD LQGHSHQGHQWHPH
-)DWXUDPHQWR JDUDQWLGR
- 3DFLHQWHV GH DOWD UHQGD SRU VH VHFUHWD
- 5HVXOWDGRV VHP SDUWLFLSD'¥R GD
- 0DUNHWLQJ FRPR VROX'¥R SDUD TXD SURFHVVRV

1HP WRGD FOflQLFD HVW£ SUHSDUDGD SDU FDVRV DXPHQWDU D GHPDQGD DQWHV GH DPSOLD SUREOHPDV

62%5($ +6 0(',$

&RQKHFLPHQWR FRQVWUXflGR UHDOLGDGH GDV FOflQLFDV



+flWDOR $OYHV

)81'$'25 ((675$7(*,67$

$QWHV GH IXQGDU D +6 0HGLD +flWDO
RSHUD'•HV GH PDUNHWLQJ YROWDGDV
RGRQWRO JLFR DFRPSDQKDQGR FDPS
LQGLFDGRUHV GH DJHQGDPHQWR FRI
IHFKDPHQWR H IDWXUDPHQWR

(VVD H[SHUL‹QFLD PRVWURX TXH JHU
LVRODGDPHQWH Q¥R UHVROYH WRGR
DTXLVL'¥R GH XPD FOflQLFD

$ +6 0HGLD QDVFHX SDUD LQYHVWLJD
SRVLFLRQDPHQWR FRQflDQ'D PflGLD
SDUWLFLSDP GR FUHVFLPHQWR FRPHU
D UHDOLGDGH GH FDGD RSHUD'¥R

5HIHU‹QFLDV HVVHQFLDLV FRQRKO'WDGDV 7KH 0DUNHW4XDUWHUQ-RXUQDO RI (FRQRPLFV
6SHQFH 0 -RE 0DUNHW4XDUWHUQ -RXUQDO RI (FRQRPLFV 'DUE\ 0 5 .DUQL ( )
&RPSHWLWLRQ DQG WKH 2SWLPDO $PRXQW RI)DZ DQG (FRQRPLFV =HLWKDPO 9 $ &RQV
3HUFHSWLRQV RI 3ULFH 4XDOLW\ BLQG UNHWLQJ 3DUD SXEOLFLGDGH RGRQWRO JLFD
WLFD H DV QRUPDV YLJHQWHV GR &)2 &52 DQWHV GH SXEOLFDU

+6 0(',$

$QWHV GH LQYHVWLU P
PDUNHWLQJ FRPSUHHQ
UHDOPHQWH OLPLWD R
GD VXD FOfIQLFD

(P DOJXQV FDVRV R SULQFLSDO GHVDfIR HVW£ QD DTXLVL'¥
GH YDORU QR DWHQGLPHQWR RX QD FDSDFLGDGH GH WUDQ
WUDWDPHQWRV

,GHQWLfIFDU HVVH FHQ£ULR « R SULPHLUR SDVVR SDUD FRQ
FRHUHQWH

6ROLFLWDU GLDJQ VWLFR HVWUD



KVPHGLD FRP EU

:KDWV$SS

,QVWDJUDP #KVPGLD

(VWH UHODW ULR SRVVXL FDU£WHU HGXFDFLRQDO 1¥R FRQVWLWXL GLDJQ VWLFR FOfIQL