

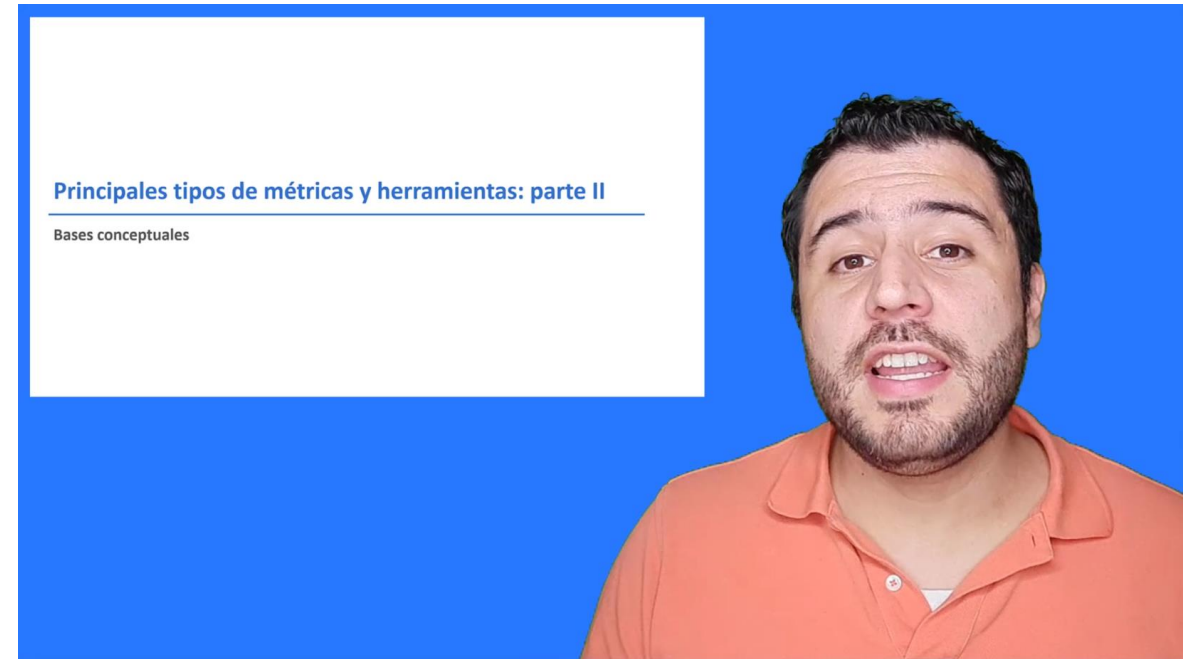
Customer experience & data marketing

Entender -y hacernos cargo de- las necesidades de nuestros clientes

¿Quién soy?

Felipe Ríos Barraza | Frios

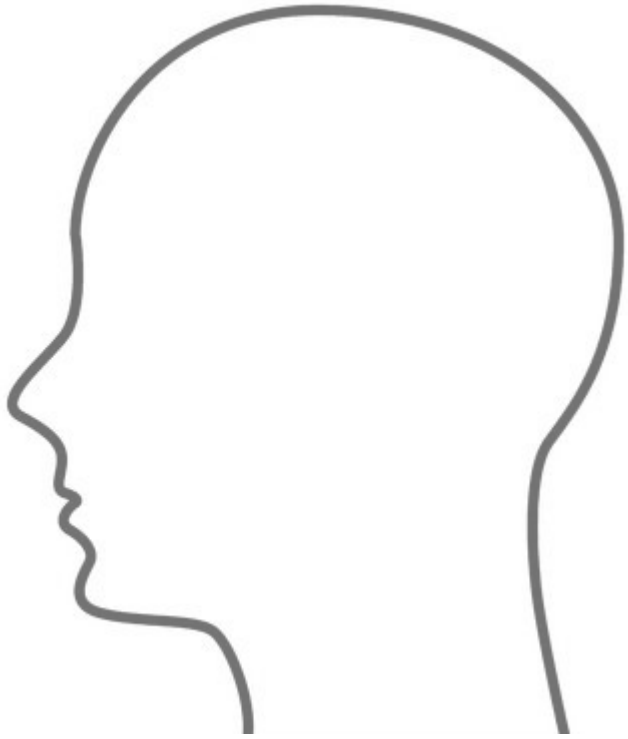




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**¿Entender las necesidades
de nuestros clientes?**



Google Search

I'm Feeling Lucky

Google offered in: [Español \(Latinoamérica\)](#)

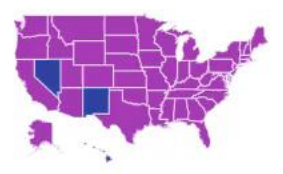
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Enter a search term or a topic

Or start with an example

HIDE

Taylor Swift Kim Kardashian



Interest by subregion, Past 7 days, United States

World Cup



Interest by region, Past 7 days, Worldwide

Football American football



Interest by subregion, 2004 - present, United States

hamburguesas
Search term

+ Compare

Chile Past 12 months All categories Web Search

Interest over time



Interest by subregion

Subregion



1 Arica y Parinacota Region

100



Add a search term

+ Compare

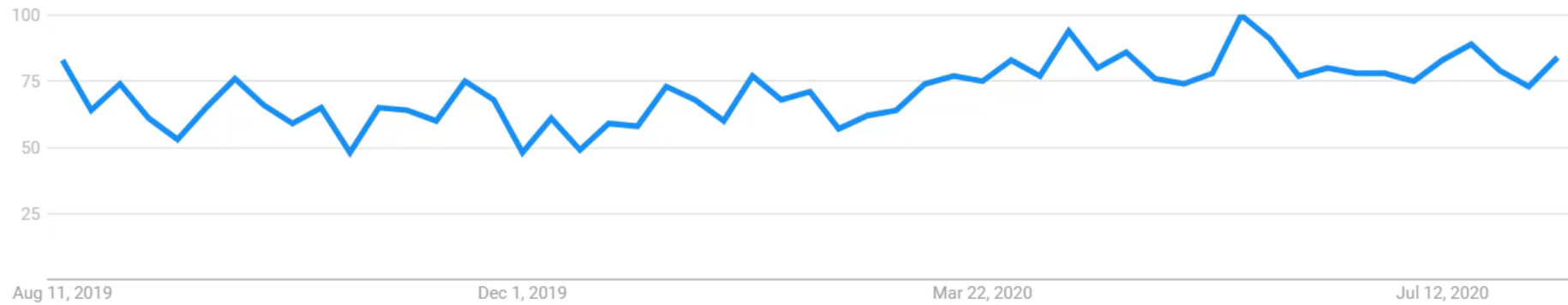
Chile

Past 12 months

All categories

Web Search

Interest over time



Interest by subregion

Subregion



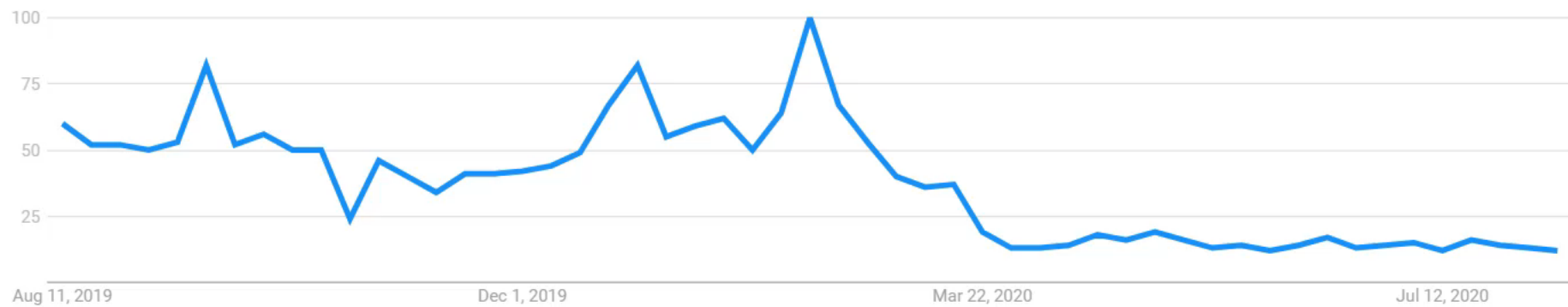
1 Arica y Parinacota Region

100

restaurantes
Search term

Chile Past 12 months All categories Web Search

Interest over time ?



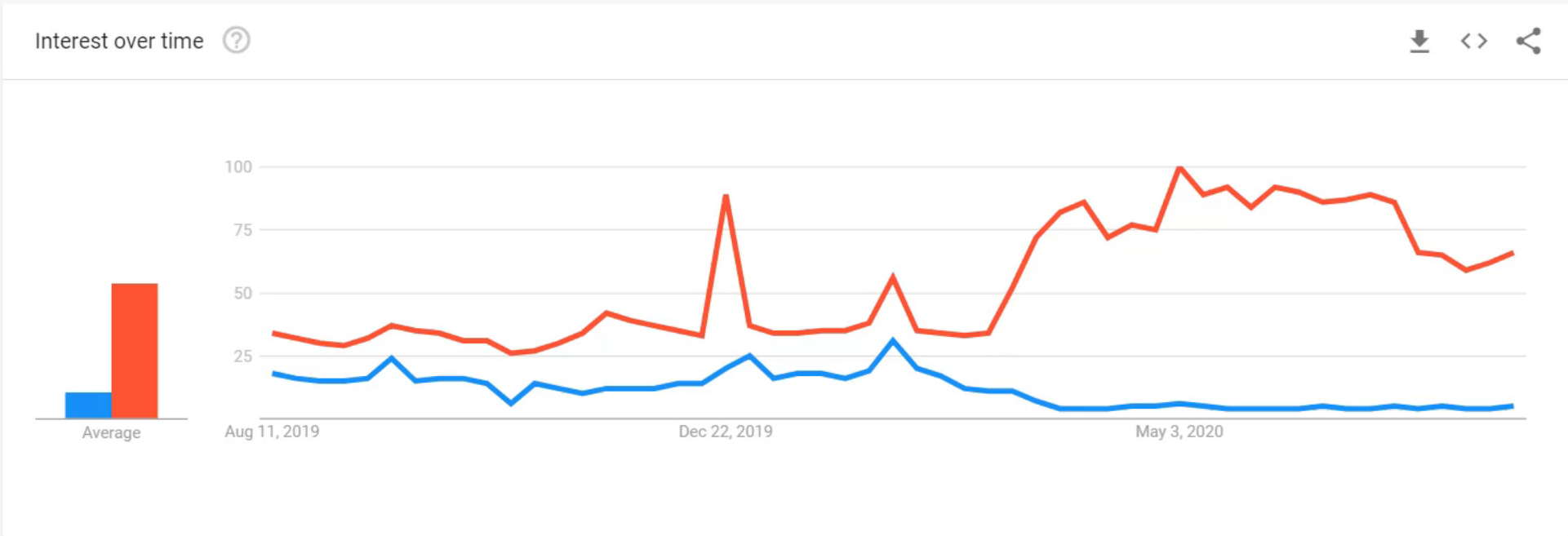
Interest by subregion ?

Subregion Subregion



1 Santiago Metropolitan Region

100



**¿Cómo le afectará a mi industria la
vuelta a la normalidad?**

Add a search term

+ Compare

Chile ▾ Past 12 months ▾ All categories ▾ Web Search ▾

Interest over time ?

⬇️ ⏮️ ⏭️



Interest by subregion ?

Subregion ▾ ⬇️ ⏮️ ⏭️



1 Santiago Metropolitan Region



**¿Tengo alguna forma de saber
qué pasará?**

sodimac
Search term

Chile Past 12 months All categories Web Search

Interest over time ?



Interest by subregion ?

Subregion Subregion



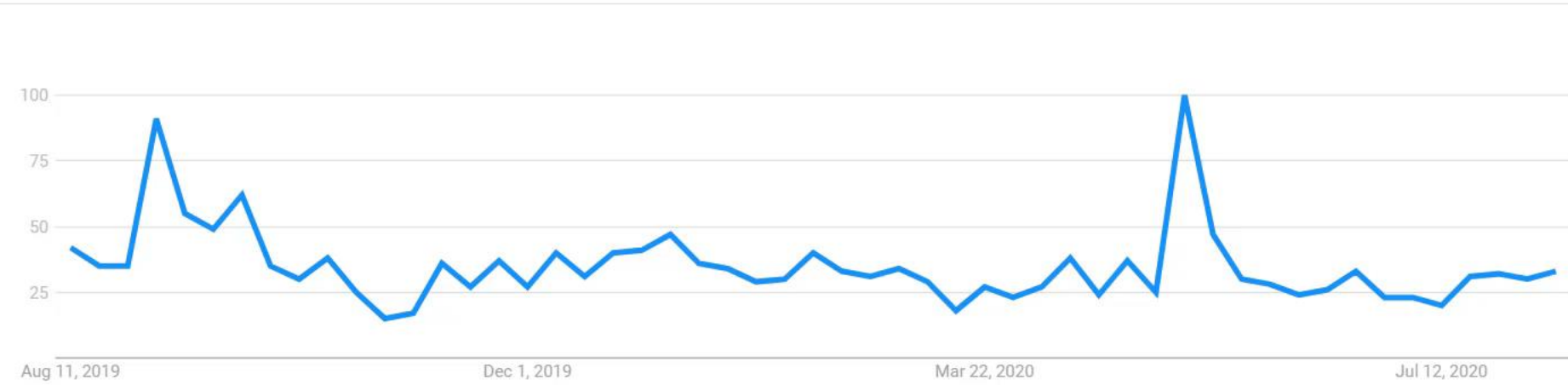
1 XI Región

100

ikea
Search term

Chile Past 12 months All categories Web Search

Interest over time ?



Interest by subregion ?

Subregion



1 Santiago Metropolitan Region

100

¿Qué más con esta data?

**¿Qué productos se podrán
de moda?**

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red).

Keyword Planner

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red).

Search Console

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red), followed by the word "Trends" in a grey sans-serif font.

Preguntas para tiempos normales...

- **¿Cuáles son las marcas más deseadas?**
- **¿Qué porcentaje de mis búsquedas target contienen mi marca?**
- **¿Quién es más buscado?**
- **¿Cómo utilizo esta data para estimar demanda?**

**¿Cuánta plata te gastas al año
en estudios de mercado?**

NEW YORK TIMES BESTSELLER

EVERYBODY LIES

BIG DATA, NEW DATA,
AND WHAT THE INTERNET
CAN TELL US ABOUT WHO
WE REALLY ARE



SETH STEPHENS-DAVIDOWITZ

FOREWORD BY STEVEN PINKER

<https://www.youtube.com/watch?v=laFQVNuAA3w>

<https://medium.com/@franticrock/summarized-summaries-ep17-everybody-lies-seth-stephens-davidowitz-96b01068591c#:~:text=We%20all%20lie%2C%20or%20at,peoples%20preferences%20and%20search%20habits.>



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