Reattività della web search rispetto all'ADV televisivo

Analisi delle ricerche online in relazione alla messa in onda di spot televisivi automotive durante la finale di Coppa Italia 2020
Data Analisi: 18/06/2020
Fonte: Google Trends Italia
Autore: Ale Agostini (Avantgrade.com)

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AvantGrade
Digital Marketing & Artificial Intelligence

Glossario

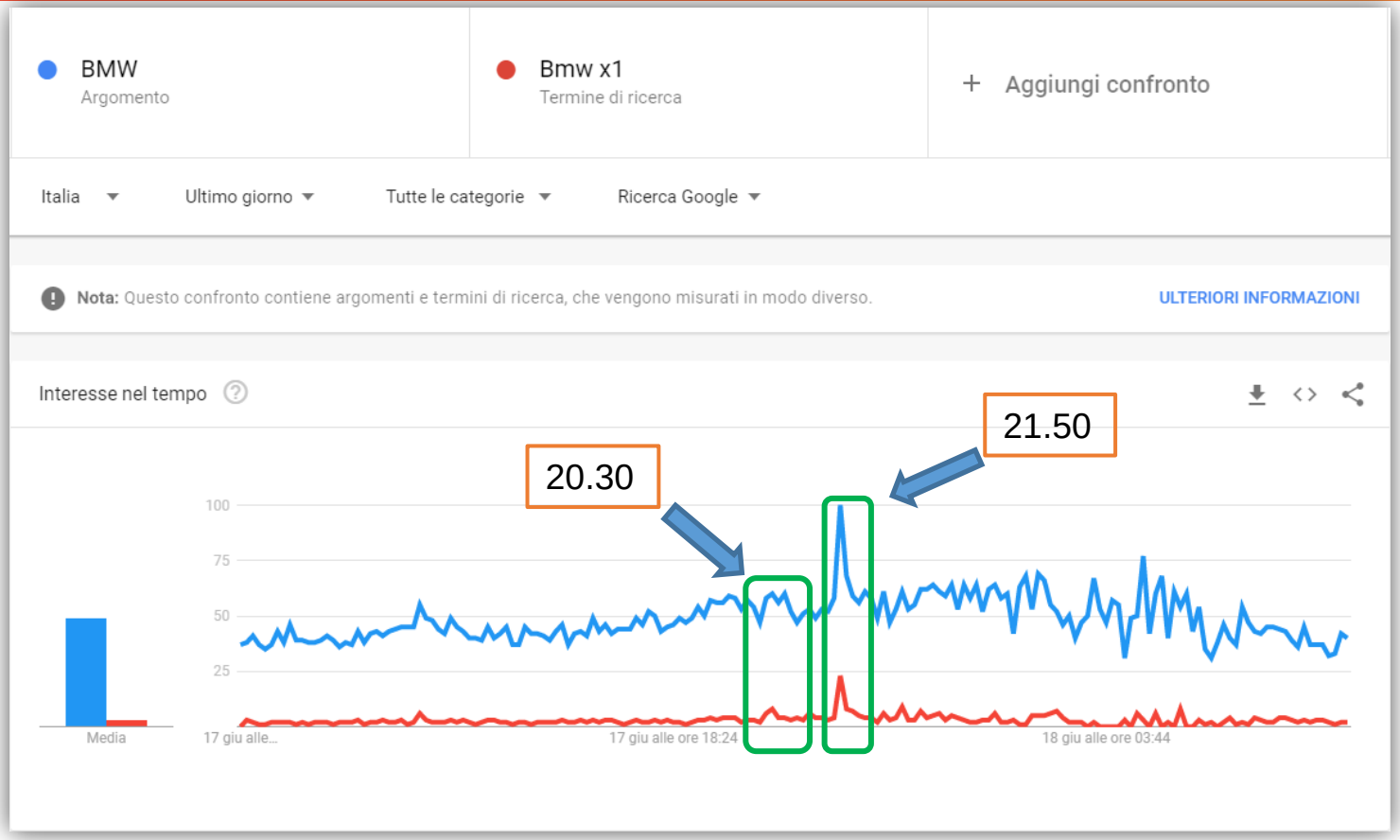
Interesse nel tempo: I numeri rappresentano l'interesse di ricerca rispetto al punto più alto del grafico in relazione alla regione e al periodo indicati. Il valore 100 indica la maggiore frequenza di ricerca del termine, 50 indica la metà delle ricerche. Un punteggio pari a 0, invece, indica che non sono stati rilevati dati sufficienti per il termine.

Query associate – In aumento: Query la cui frequenza di ricerca ha registrato l'aumento maggiore dall'ultimo periodo di tempo. I risultati contrassegnati con il termine «Impennata» hanno registrato un aumento molto elevato (superiore al 5000%), probabilmente perché si tratta di query nuove che avevano poche (o nessuna) ricerche precedenti.

Interesse per regione: In quale località il termine ha registrato il maggiore numero di ricerche durante il periodo di tempo specificato. I valori sono calcolati su una scala da 0 a 100, dove 100 indica la località con la maggiore frequenza di ricerca in proporzione al totale delle ricerche in tale località e il valore 50 indica una località con la metà delle ricerche.

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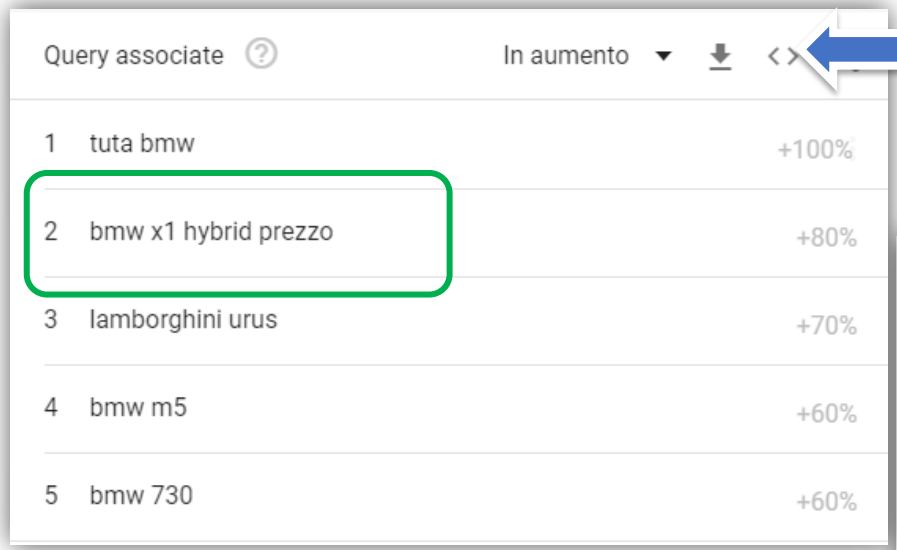
BMW X1 – Spot nei blocchi alle 20.30 e 21.50



Fonte: Google Trends – 17/06/2020

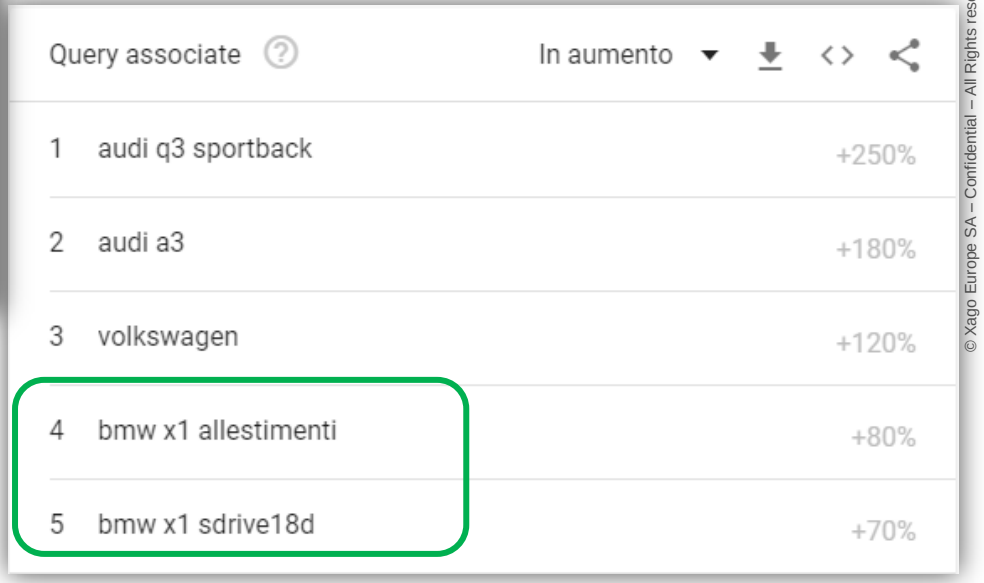
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BMW X1 – Ricerche correlate



Query associate	In aumento
1 tuta bmw	+100%
2 bmw x1 hybrid prezzo	+80%
3 lamborghini urus	+70%
4 bmw m5	+60%
5 bmw 730	+60%

BMW



Query associate	In aumento
1 audi q3 sportback	+250%
2 audi a3	+180%
3 volkswagen	+120%
4 bmw x1 allestimenti	+80%
5 bmw x1 sdrive18d	+70%

BMW X1

Fonte: Google Trends – 17/06/2020

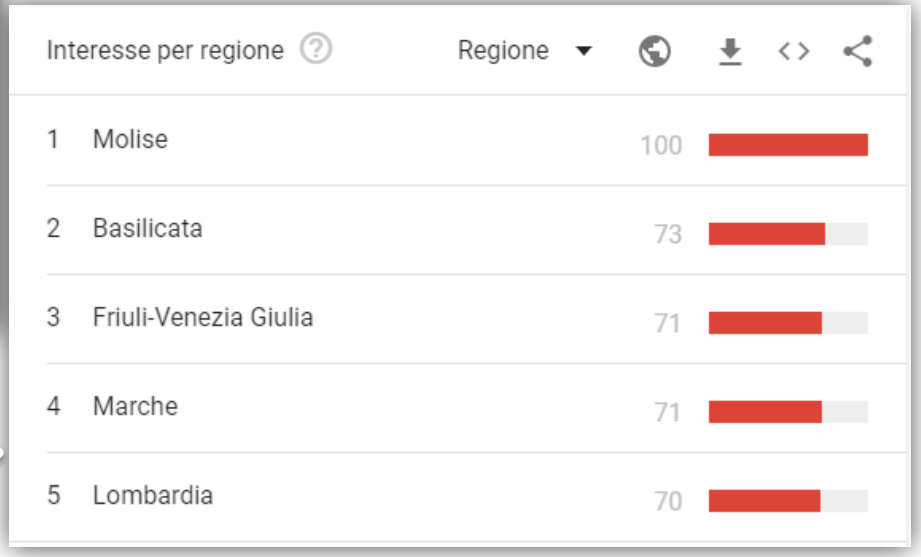
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BMW X1 – Ricerca per regioni



BMW

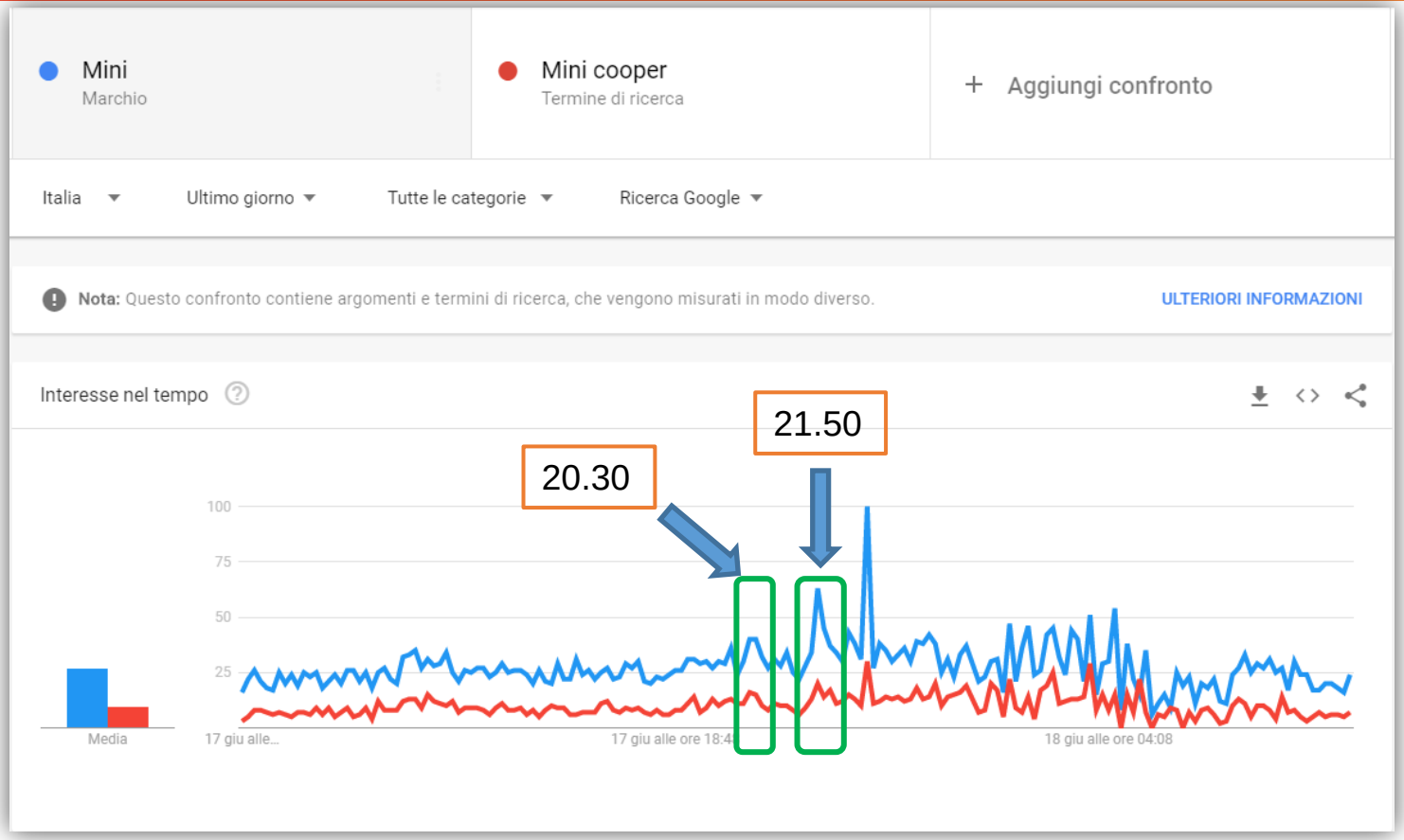
BMW X1



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Fonte: Google Trends – 17/06/2020

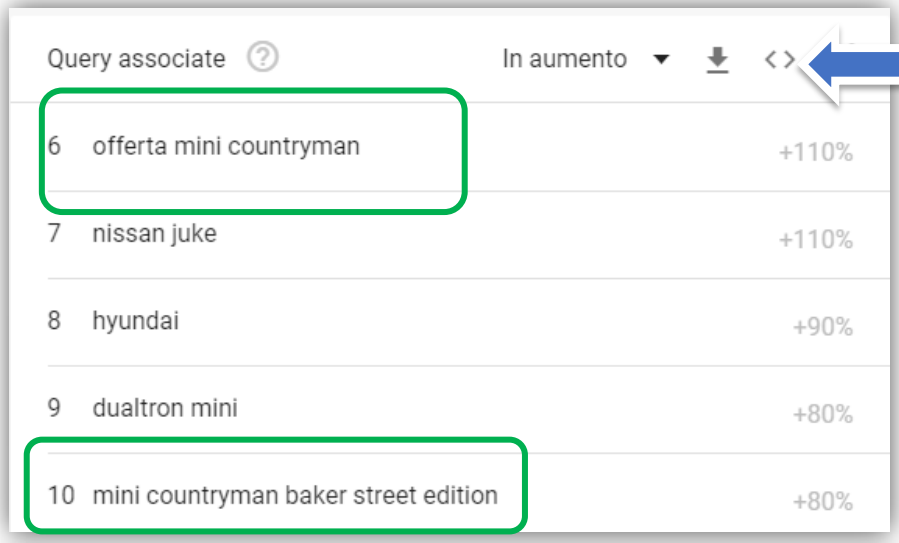
Mini – Spot nei blocchi alle 20.30 e 21.50

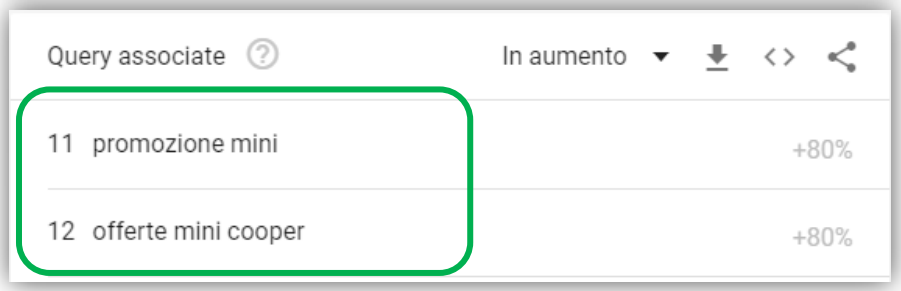


Fonte: Google Trends – 17/06/2020

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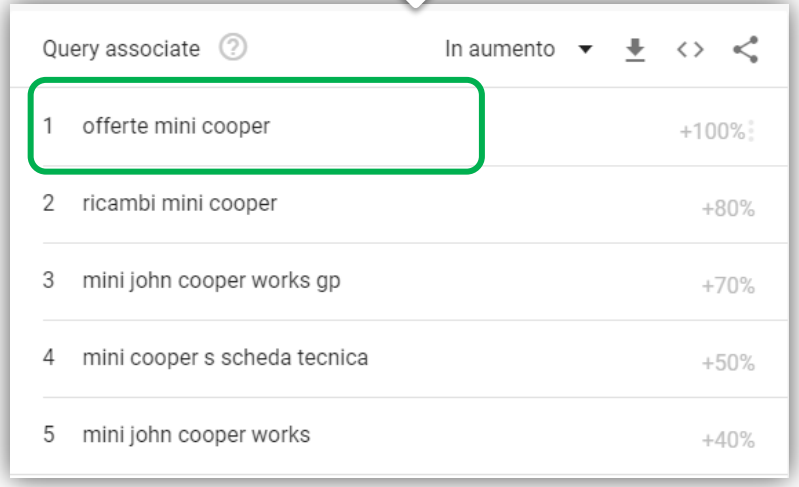
Mini – Ricerche correlate





Mini

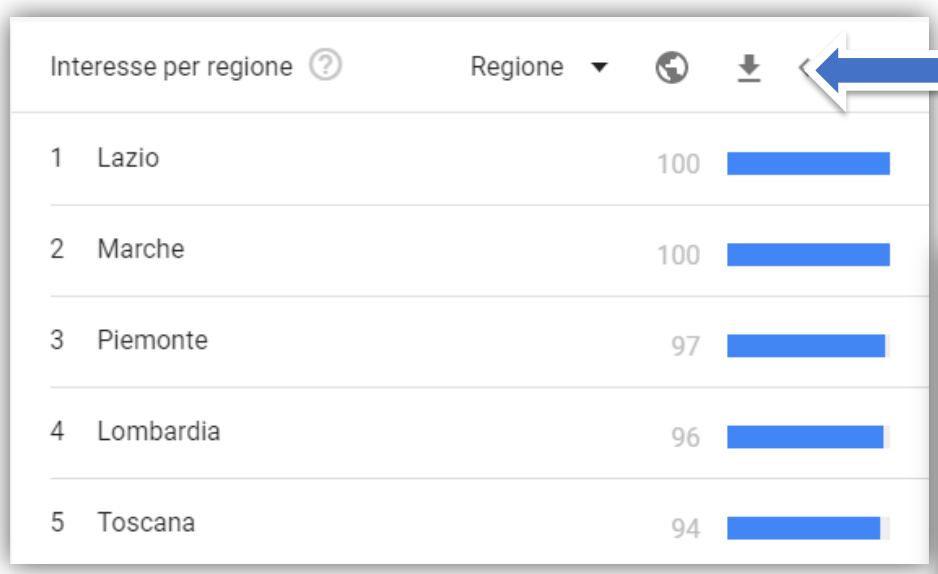
Mini Cooper



Fonte: Google Trends – 17/06/2020

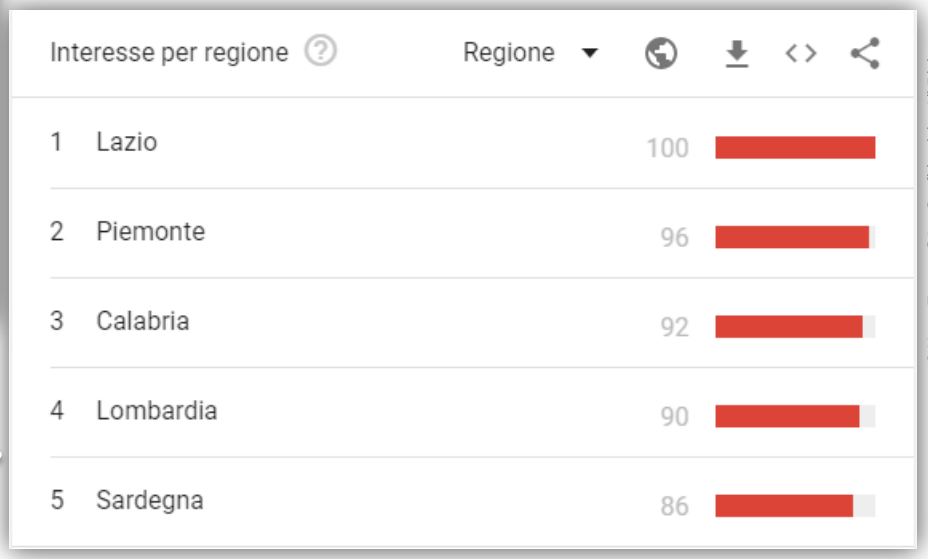
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Mini – Ricerca per regioni



Mini

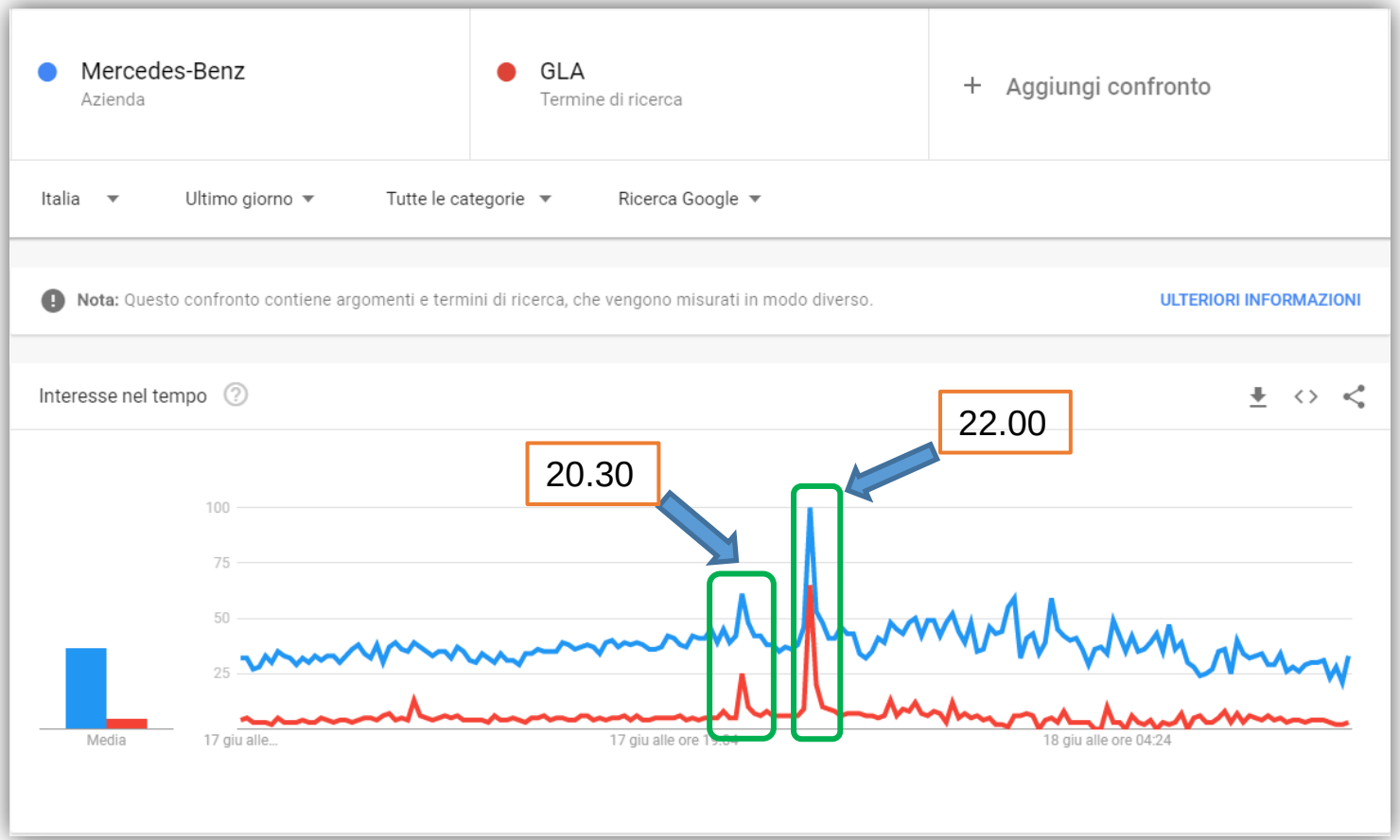
Mini Cooper



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Fonte: Google Trends – 17/06/2020

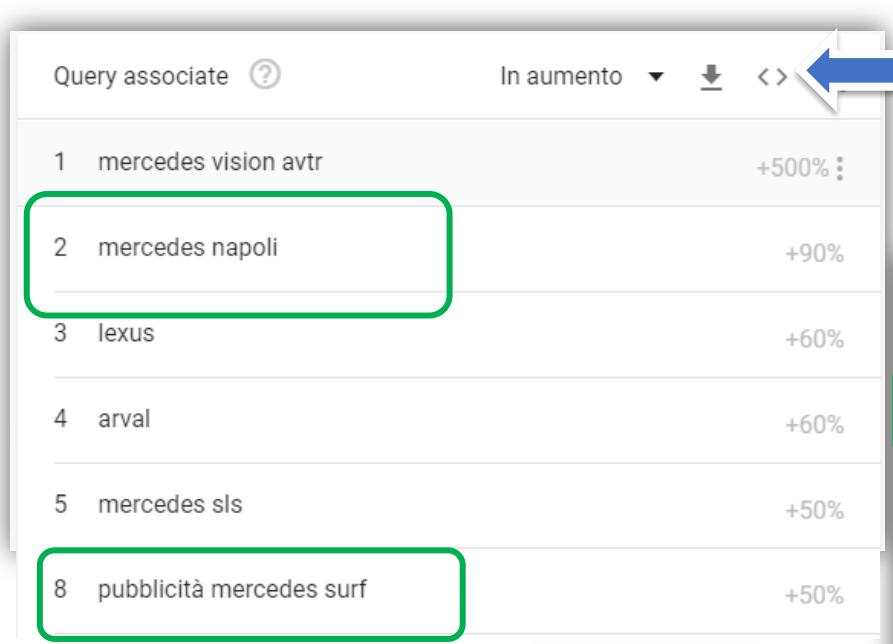
Mercedes – Spot nei blocchi alle 20.30 e 21.50



Fonte: Google Trends – 17/06/2020

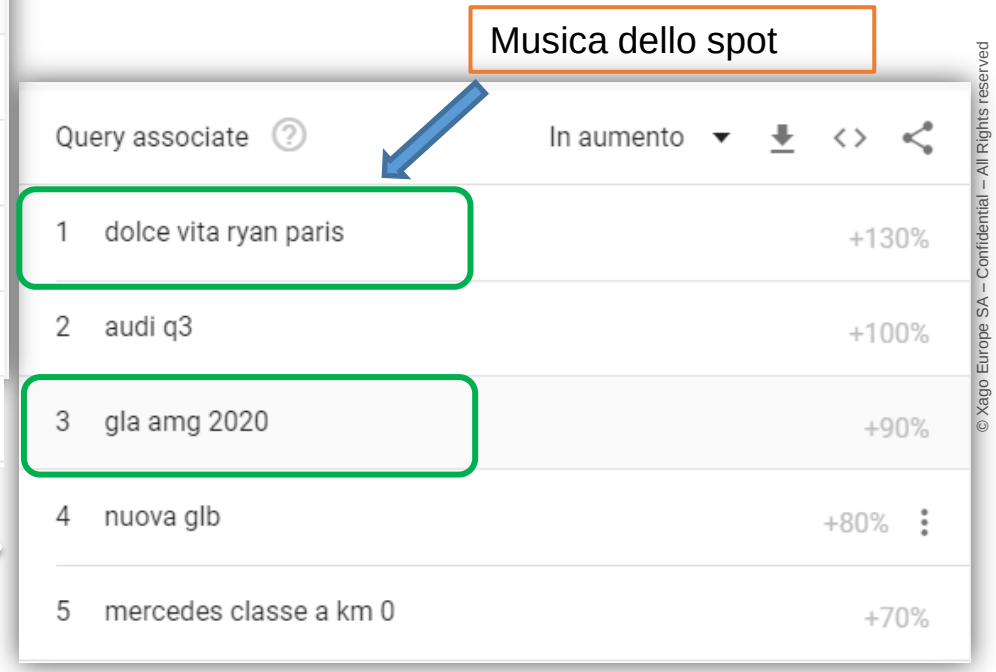
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Mercedes– Ricerche correlate



Mercedes

Musica dello spot

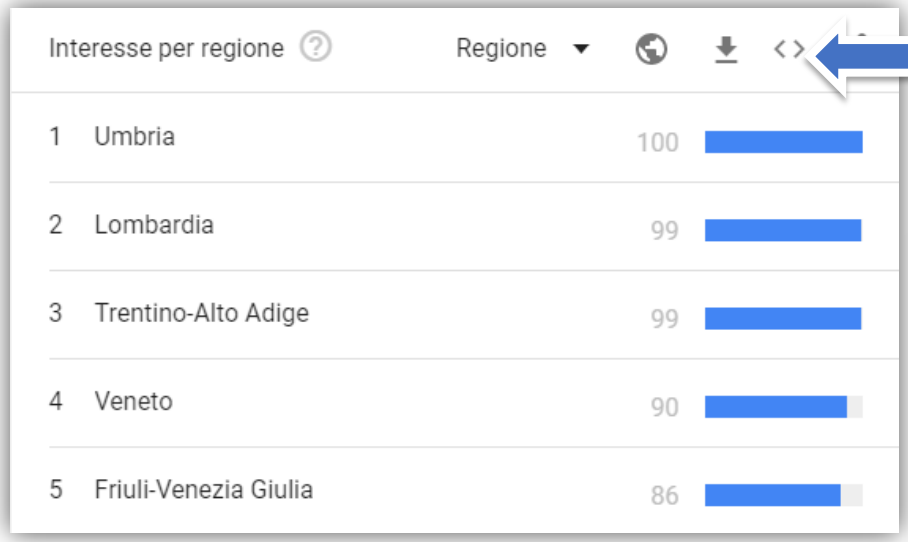


GLA

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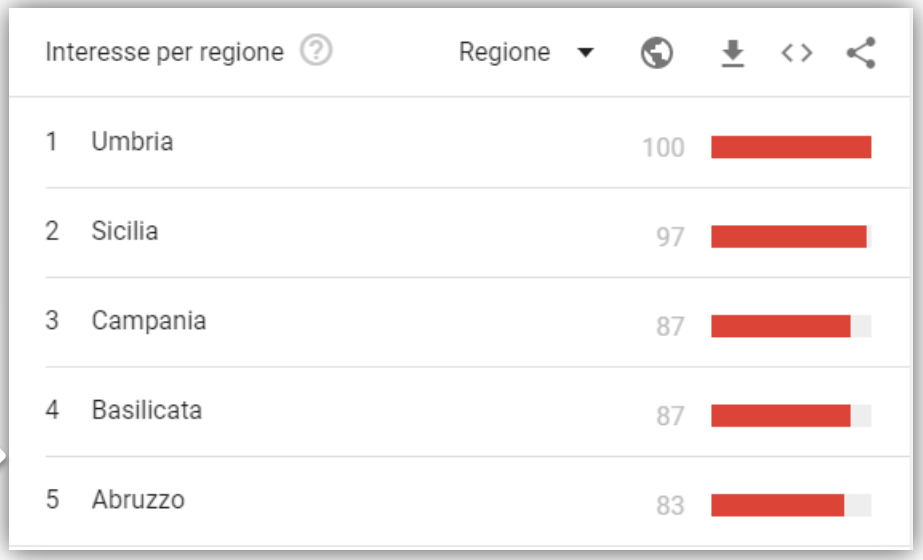
Fonte: Google Trends – 17/06/2020

Mercedes – Ricerca per regioni



Mercedes

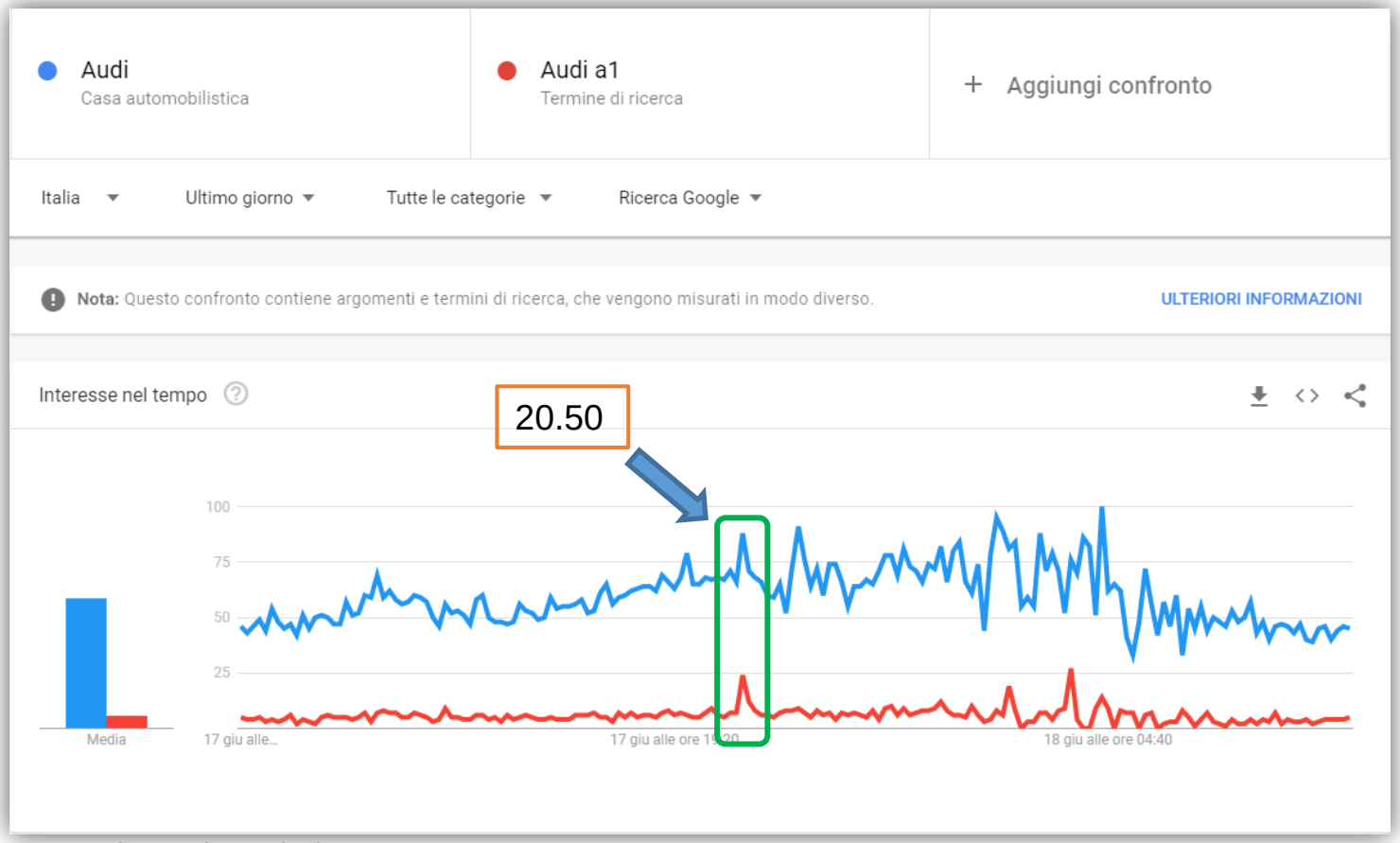
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Fonte: Google Trends – 17/06/2020

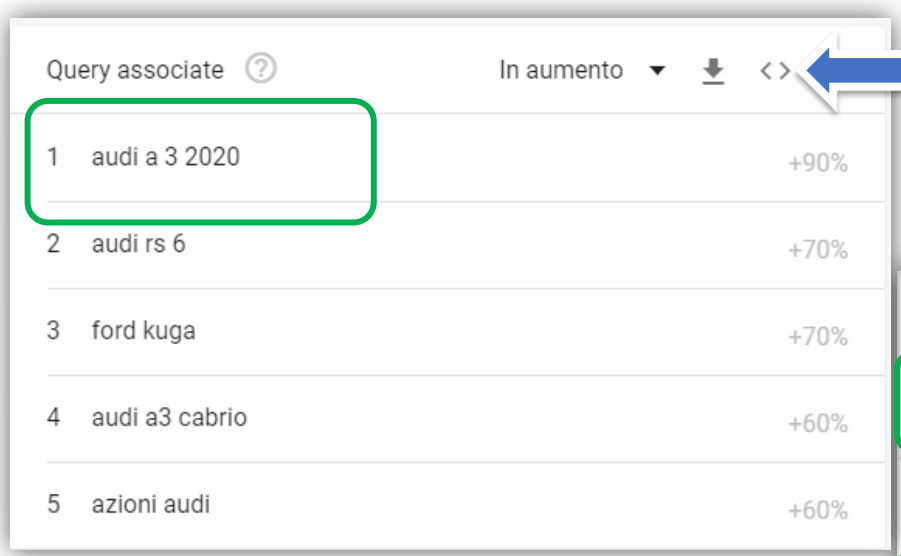
AUDI – Spot nel blocco alle 20.50



Fonte: Google Trends – 17/06/2020

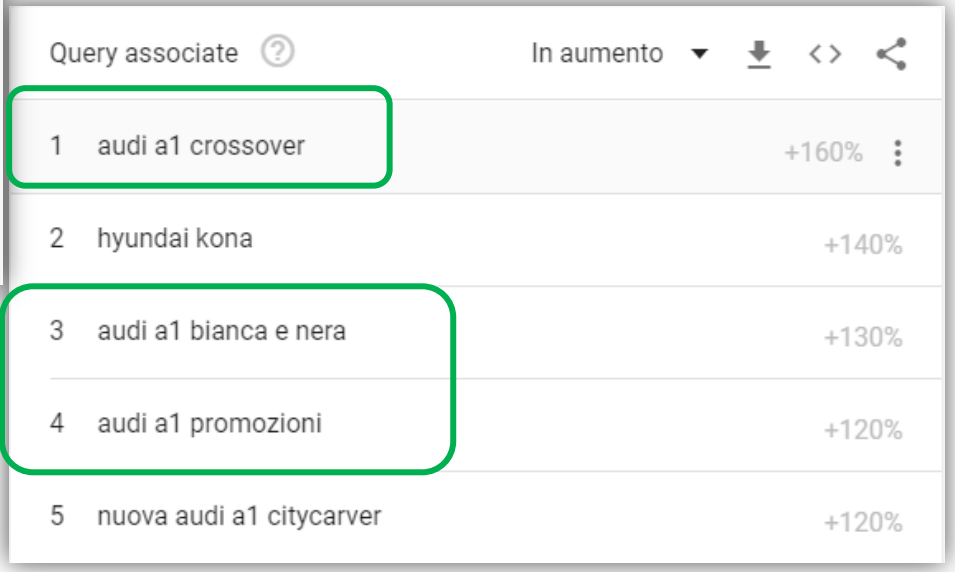
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Audi – Ricerche correlate



Query associate	In aumento
1 audi a 3 2020	+90%
2 audi rs 6	+70%
3 ford kuga	+70%
4 audi a3 cabrio	+60%
5 azioni audi	+60%

Audi



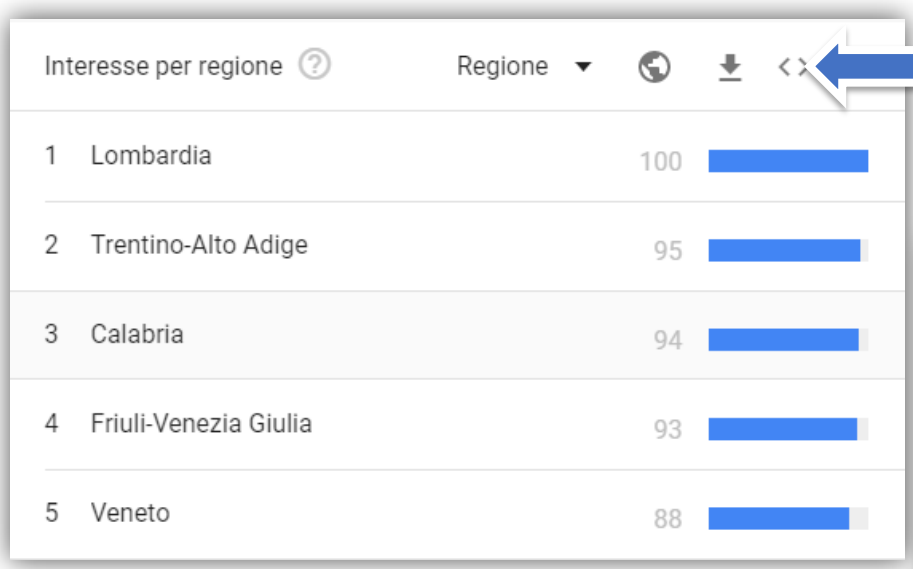
Query associate	In aumento
1 audi a1 crossover	+160%
2 hyundai kona	+140%
3 audi a1 bianca e nera	+130%
4 audi a1 promozioni	+120%
5 nuova audi a1 citycarver	+120%

Audi A1

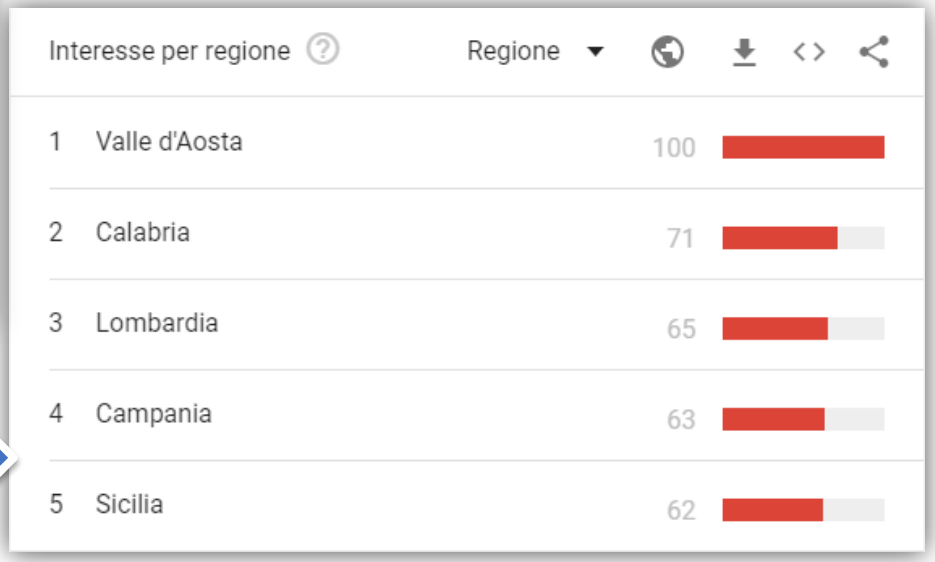
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Audi – Ricerca per regioni



Audi



Audi A1

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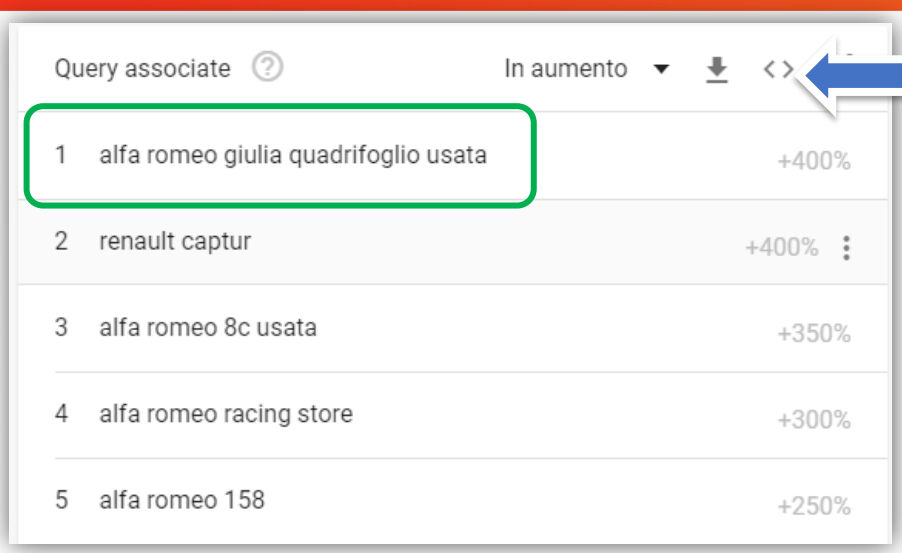
Alfa Romeo – Spot nel blocco alle 20.50



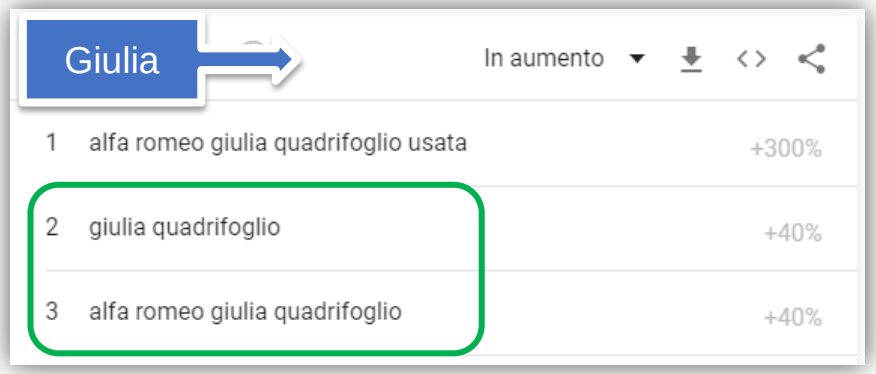
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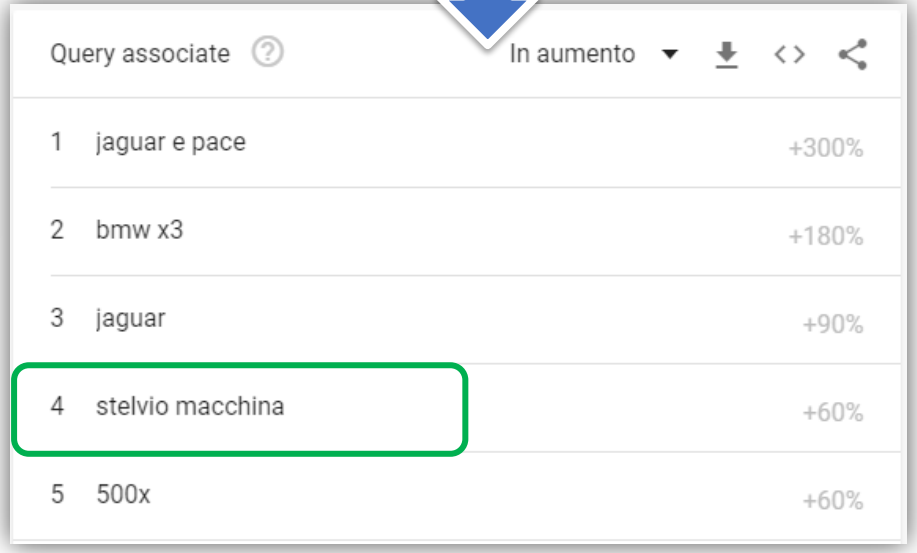
Alfa Romeo – Ricerche correlate



Alfa Romeo



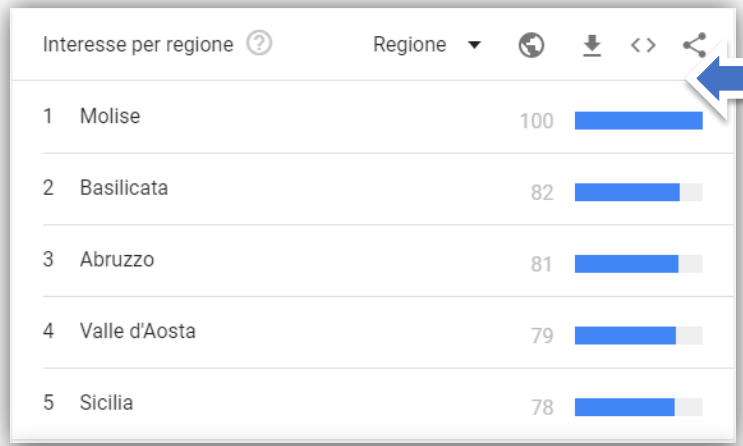
Stelvio



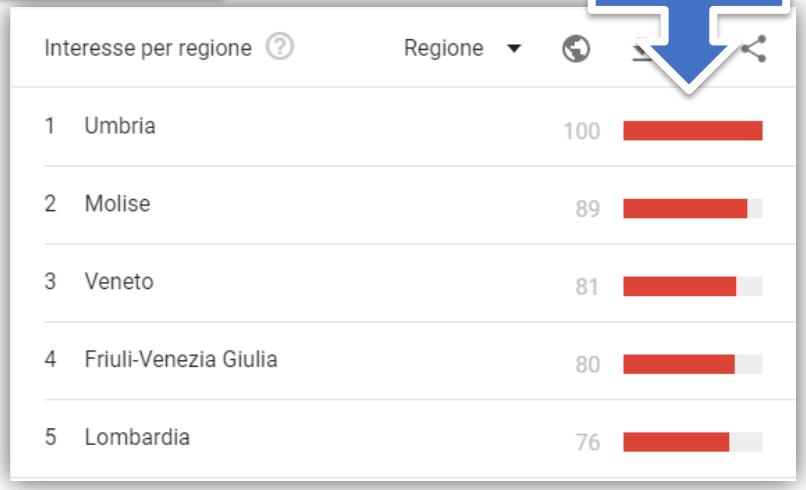
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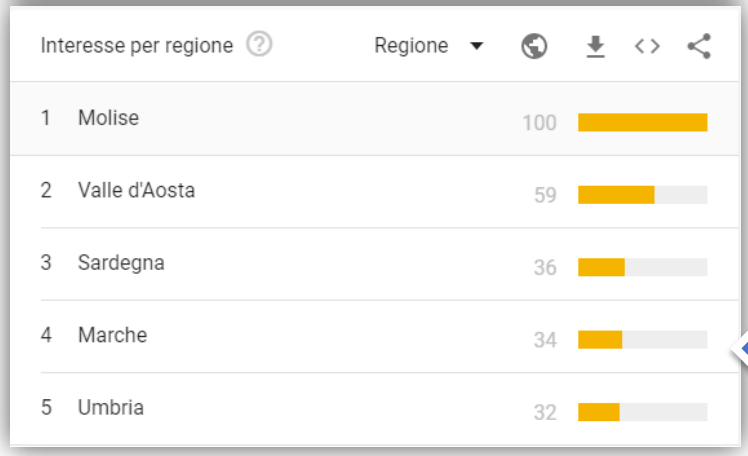
Alfa Romeo – Ricerca per regioni



Alfa



Stelvio

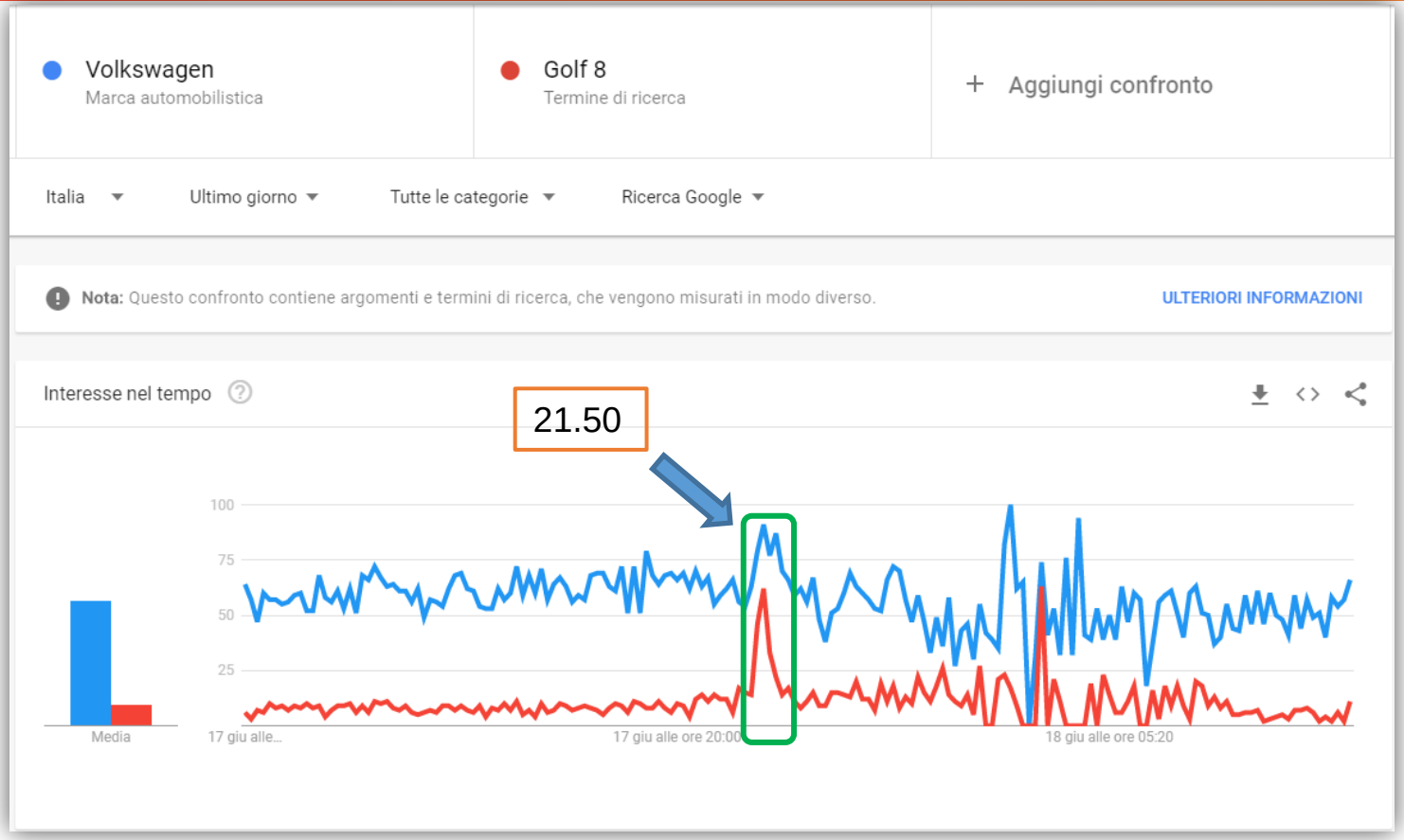


Giulia

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Fonte: Google Trends – 17/06/2020

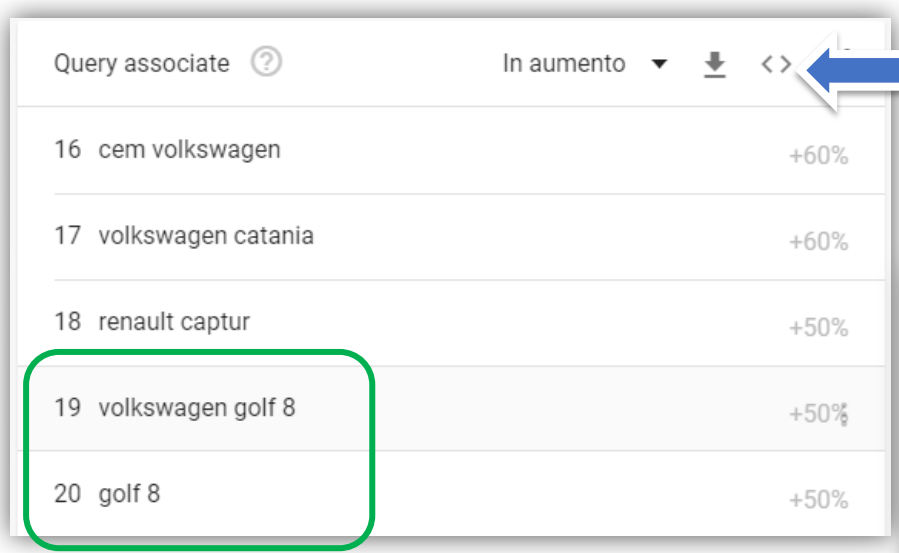
Volkswagen – Spot nel blocco alle 21.50



Fonte: Google Trends – 17/06/2020

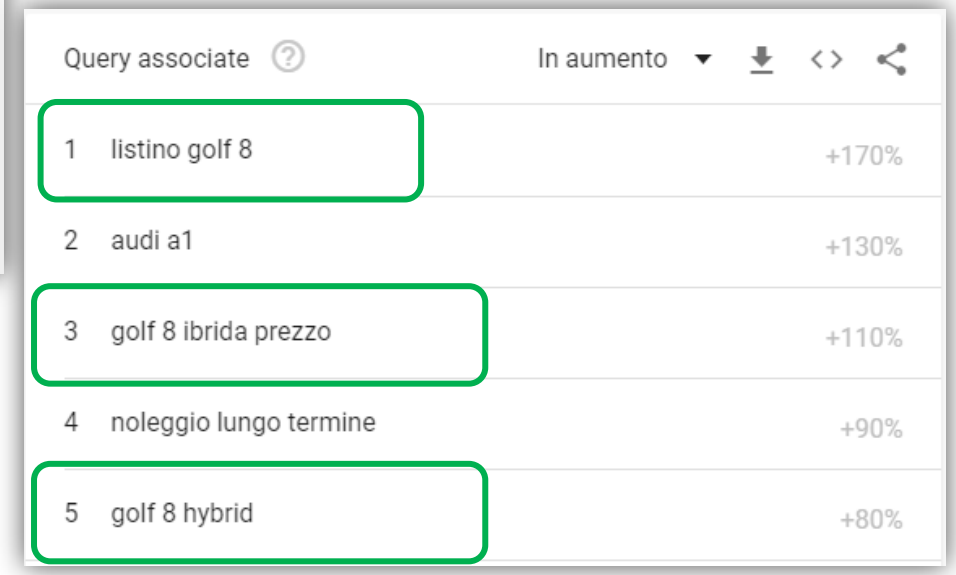
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Volkswagen – Ricerche correlate



Volkswagen

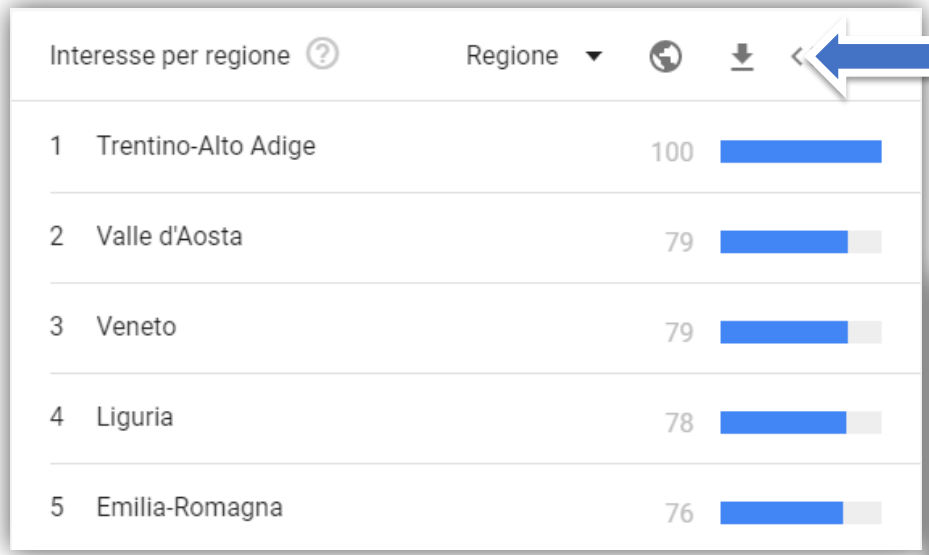
Golf 8



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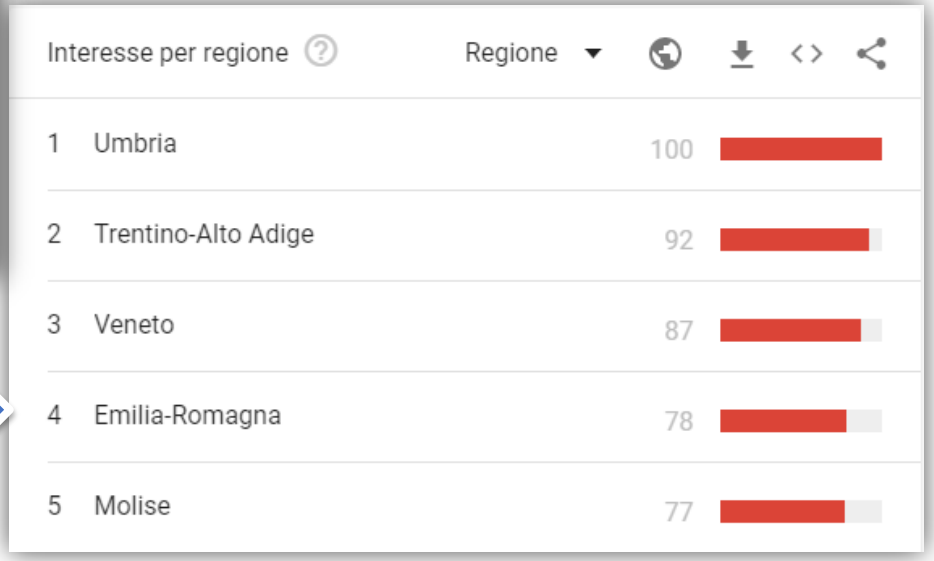
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Volkswagen – Ricerca per regioni



Volkswagen

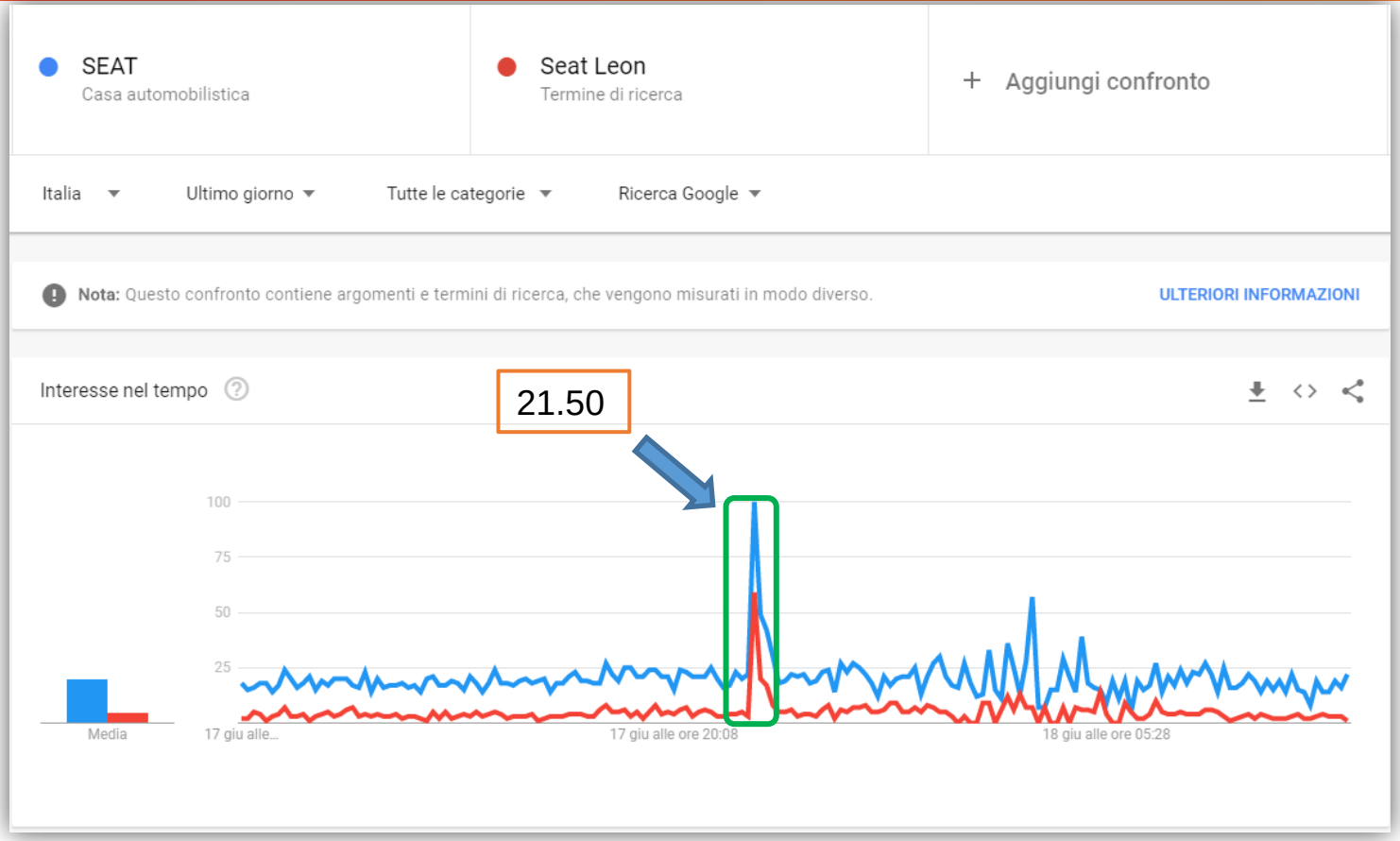
Golf 8



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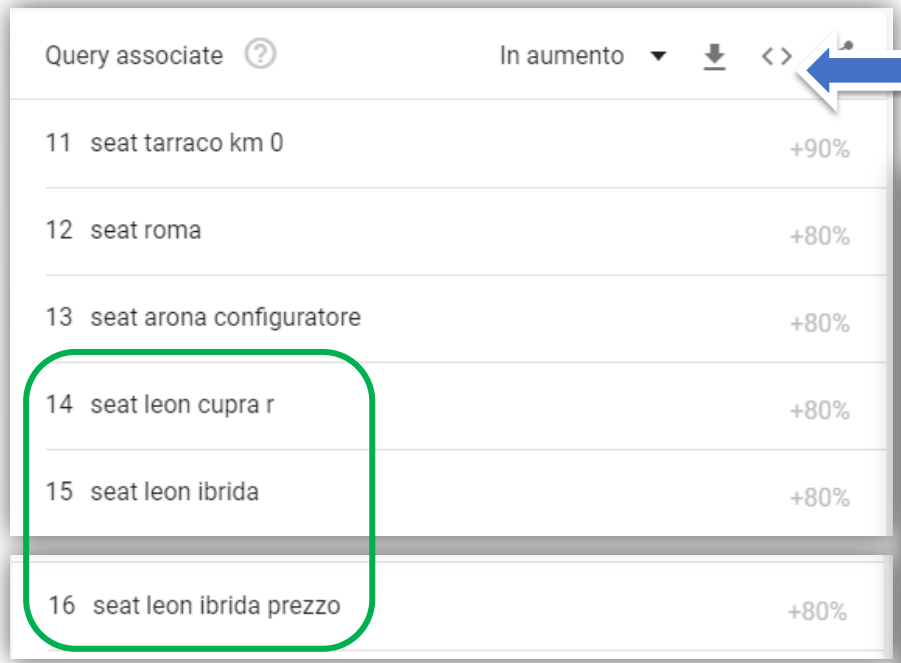
Seat – Spot nel blocco alle 21.50



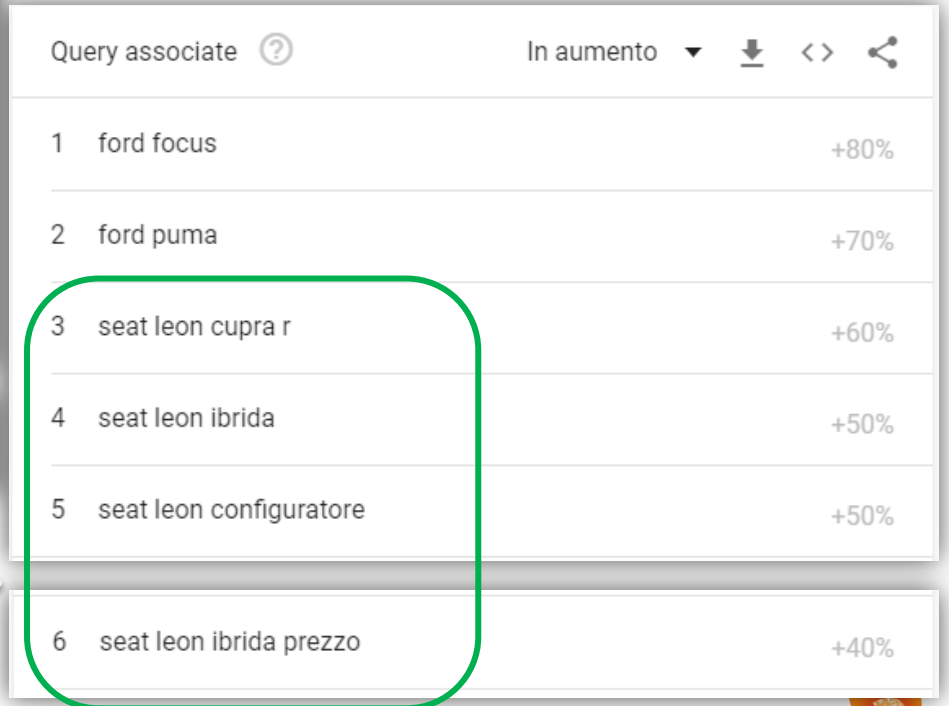
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Seat – Ricerche correlate



SEAT

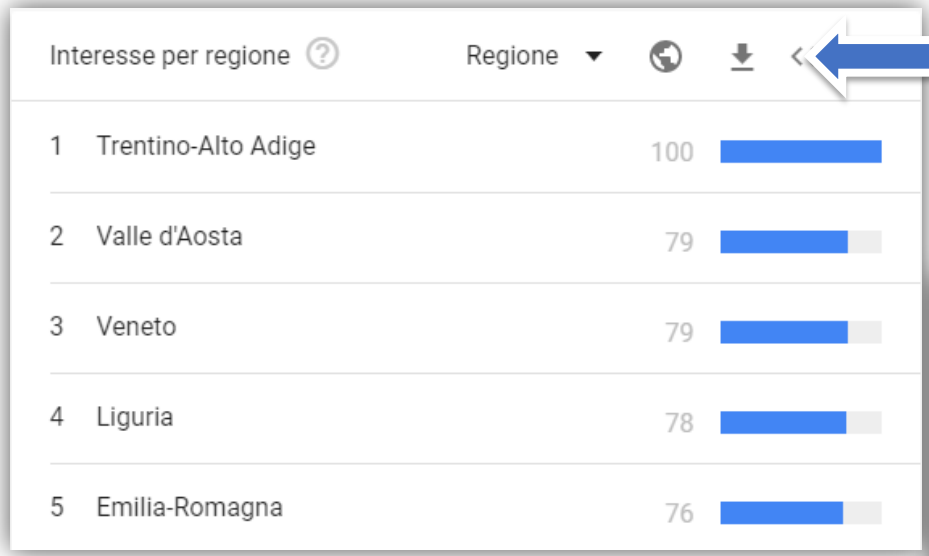


Seat Leon

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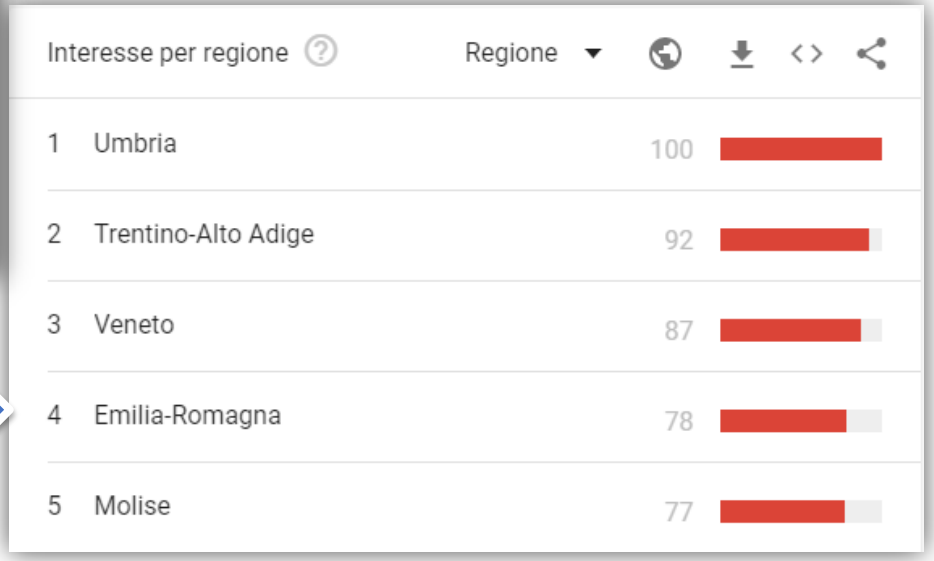
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Seat – Ricerca per regioni



Volkswagen

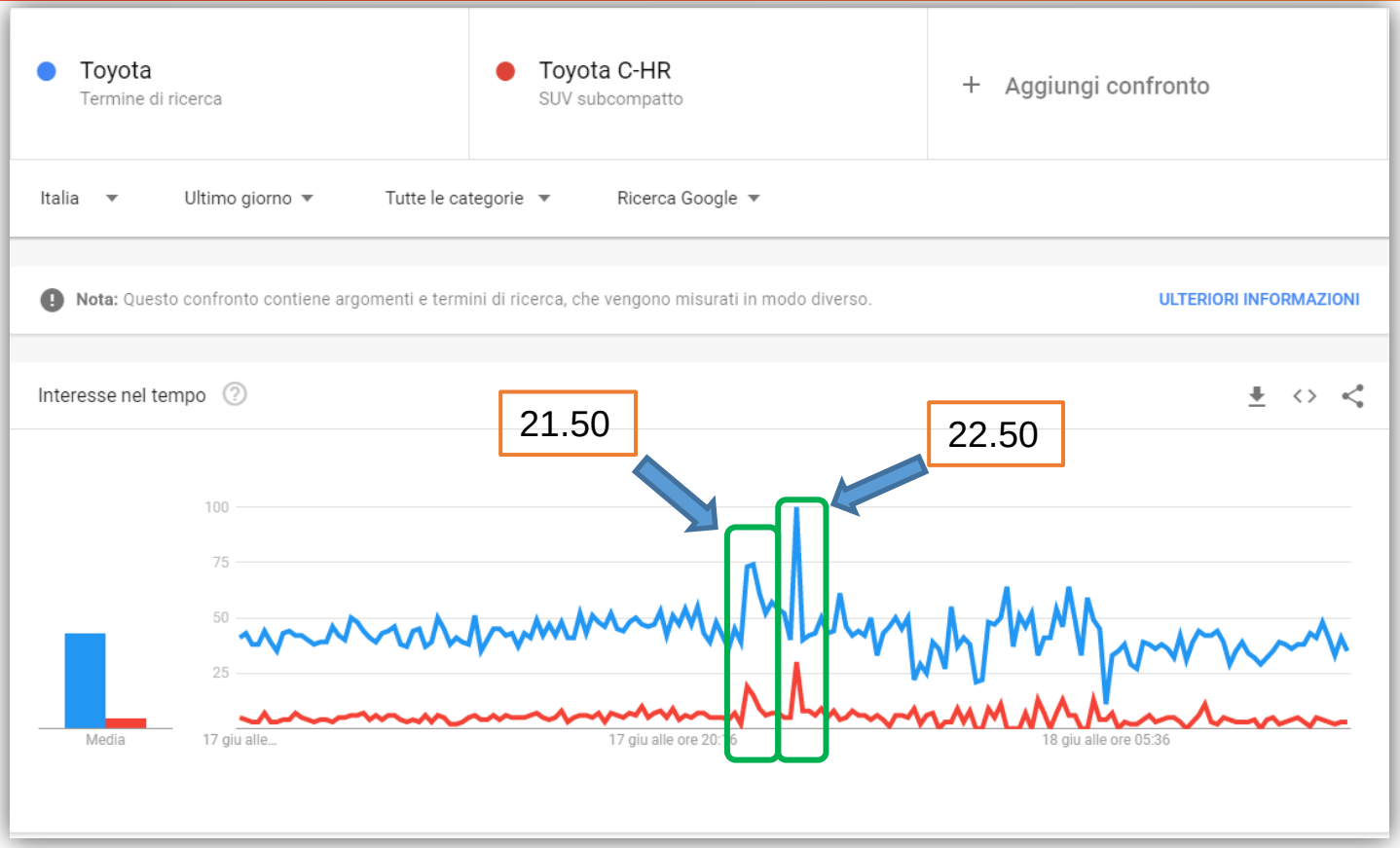
Golf 8



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Fonte: Google Trends – 17/06/2020

Toyota – Spot nel blocco alle 21.50 e 22.50



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Toyota– Ricerche correlate

Toyota

Query associate	In aumento
1 toyota mr2 usata	+170%
2 toyota yaris 2010	+100%
3 toyota hilux 2021	+100%
4 toyota fj cruiser	+100%
5 jeep compass	+70%

Toyota C-HR

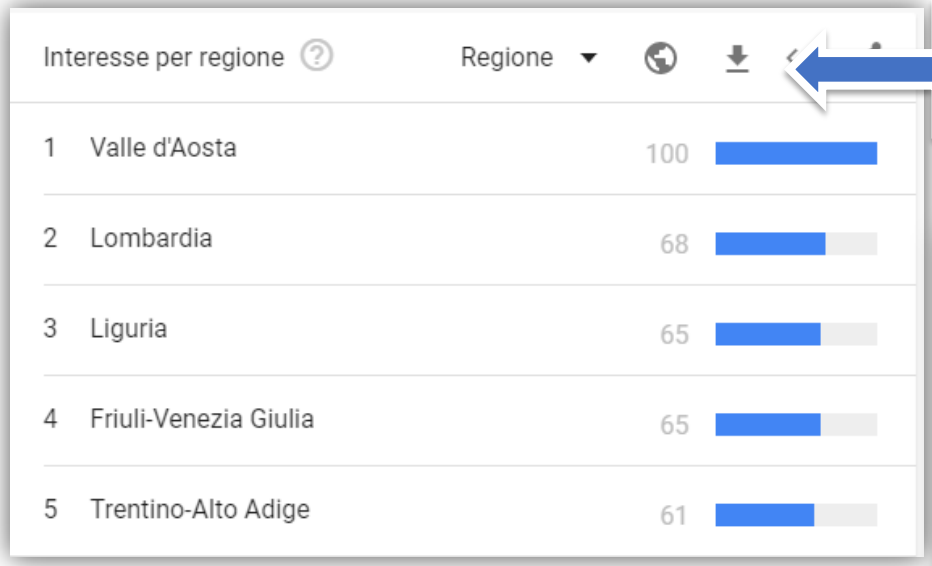
Query associate	In aumento
1 jeep compass	+90%
2 toyota chr 2020 prezzo	+80%
3 autoscout	+70%
4 toyota chr configuratore	+50%
5 toyota c-hr prezzo	+50%

Query associate	In aumento
6 toyota c-hr hybrid	+40%
7 nuova toyota chr	+40%
8 toyota chr 2020	+40%
9 chr ibrida	+40%
10 toyota ibrida	+40%

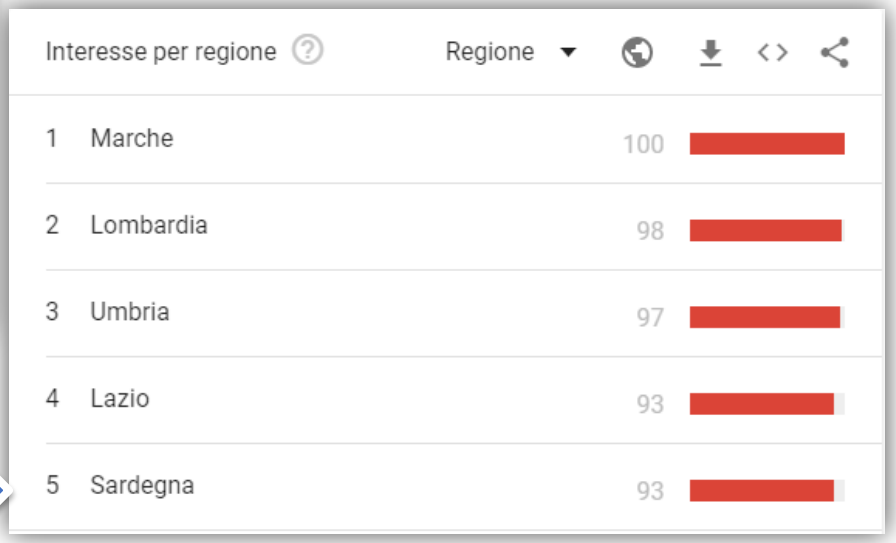
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Toyota – Ricerca per regioni



Toyota

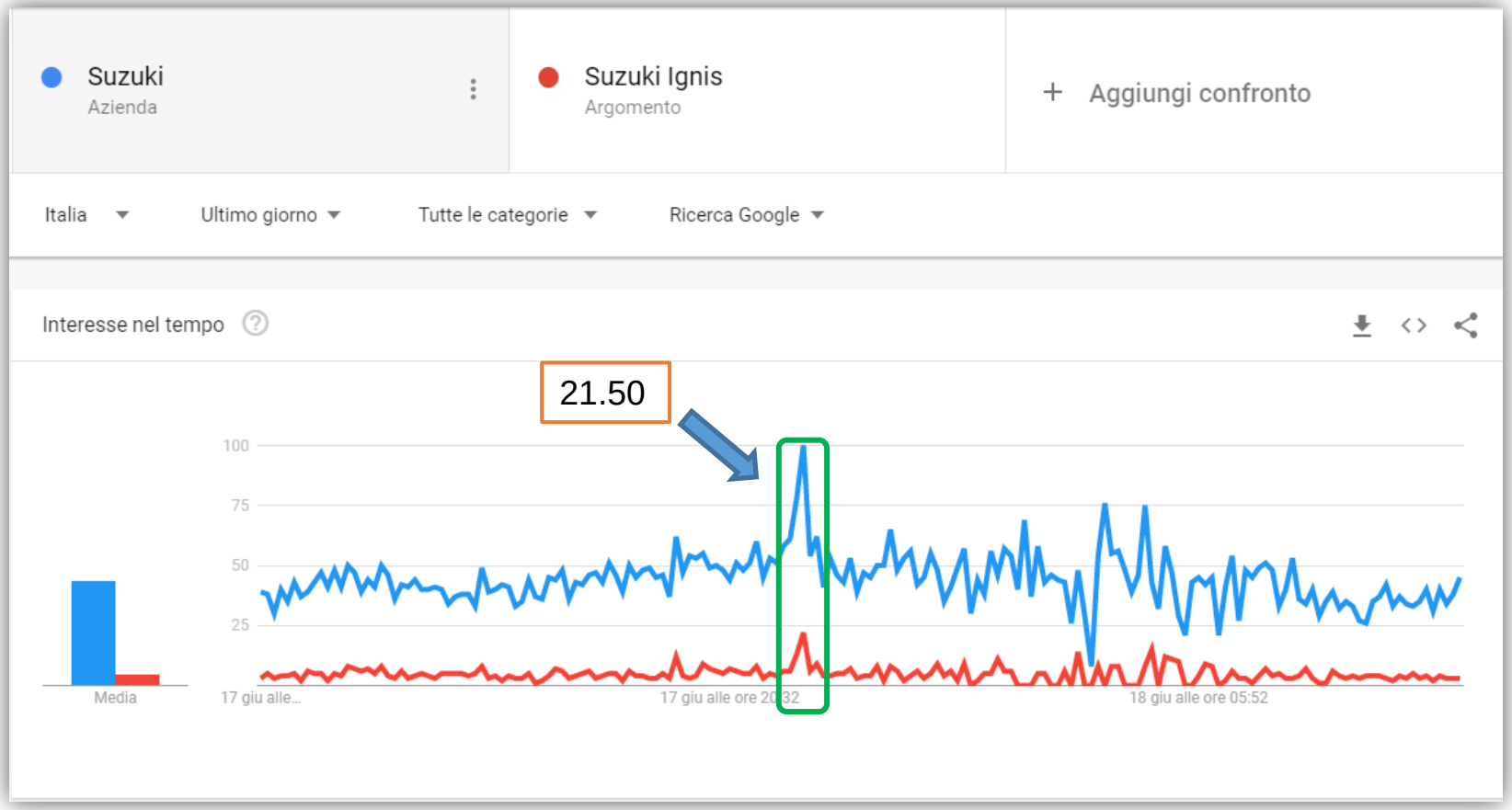


Toyota C-HR

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Suzuki – Spot nel blocco alle 21.50



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Suzuki– Ricerche correlate

Suzuki

Query associate	In aumento
1 raptor 4x4	+1.400%
2 suzuki katana 1000	+400%
3 opel karl rocks	+300%
4 suzuki lj 80	+130%
5 jeep compass	+120%

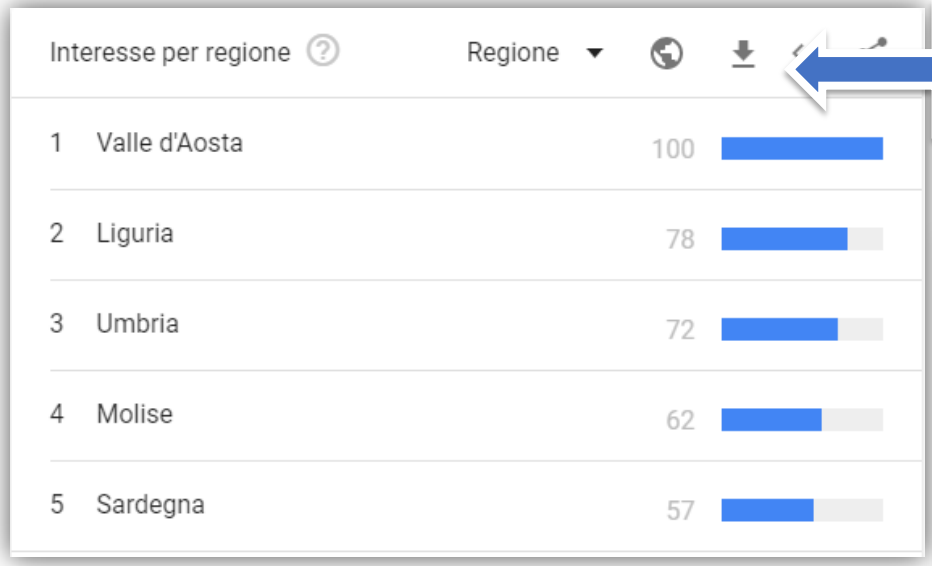
Suzuki Ignis

Query associate	In aumento
1 renault captur	+140%
2 renault clio	+110%
3 toyota aygo	+100%
4 suzuki ignis ibrida prezzo	+60%
5 suzuki vitara	+50%
6 suzuki ignis hybrid prezzo	+50%
7 suzuki ignis gpl	+50%

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Fonte: Google Trends – 17/06/2020

Suzuki – Ricerca per regioni



Suzuki

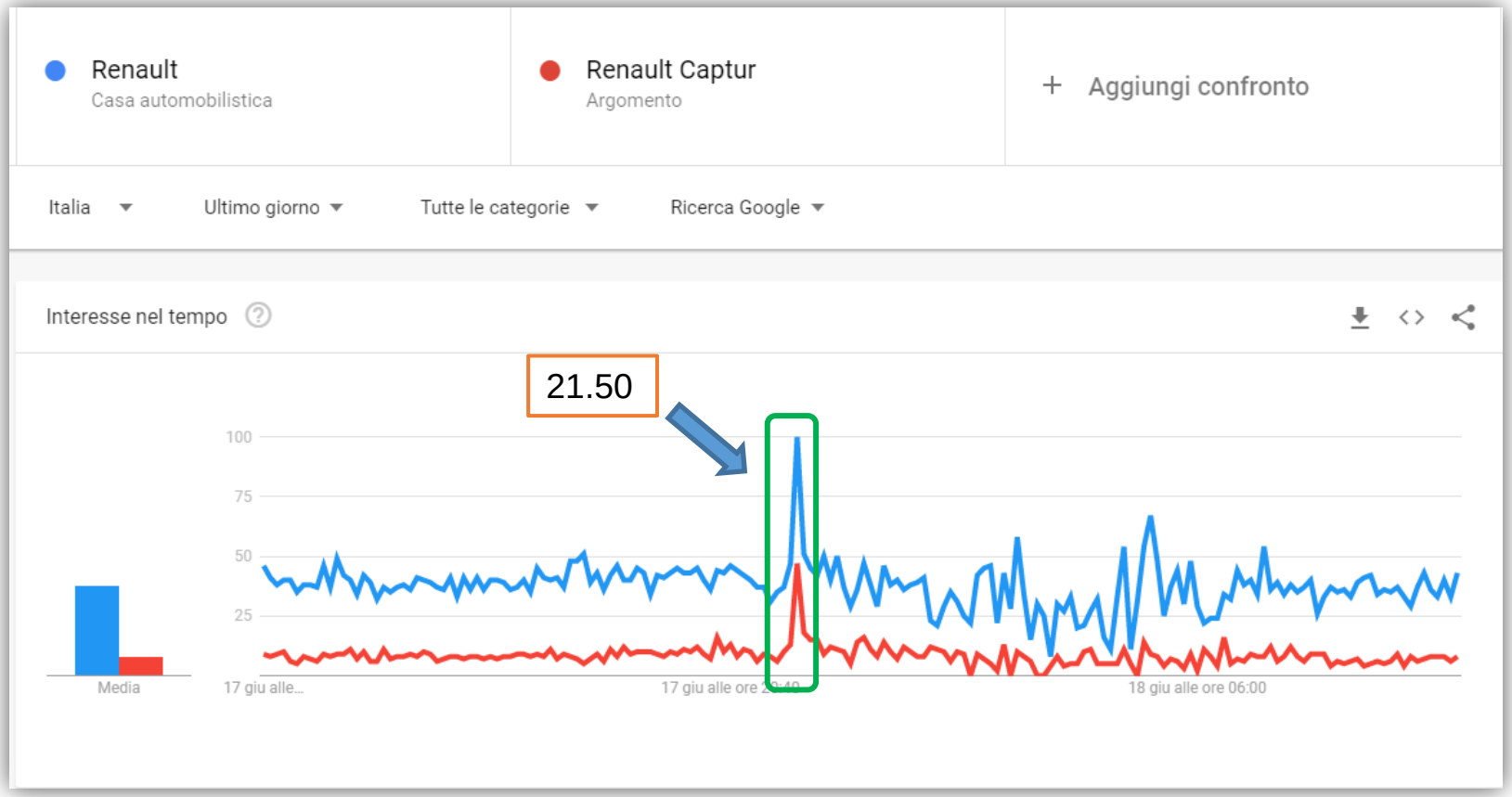


Suzuki Ignis

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Renault – Spot nel blocco alle 21.50

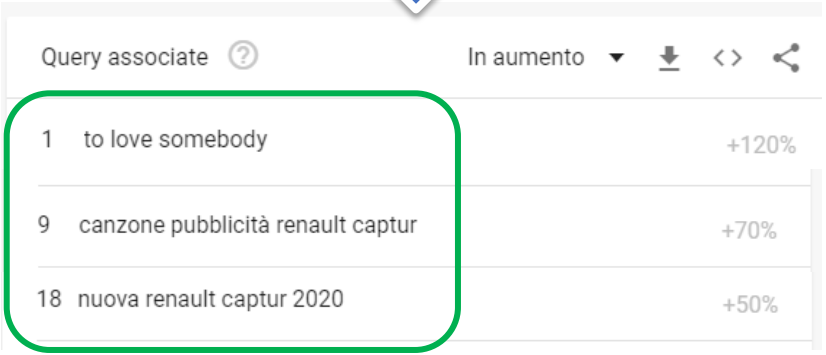


Fonte: Google Trends – 17/06/2020

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Renault– Ricerche correlate

Renault



Query associate	In aumento
1 to love somebody	+120%
9 canzone pubblicità renault captur	+70%
18 nuova renault captur 2020	+50%

Renault Capture

10 canzone pubblicità renault captur	+70%
12 renault capture prezzo	+60%
16 nuovo renault captur	+50%
17 polo	+50%
18 volkswagen t roc	+50%
19 hyundai i10	+50%
20 nuova renault captur 2020	+40%

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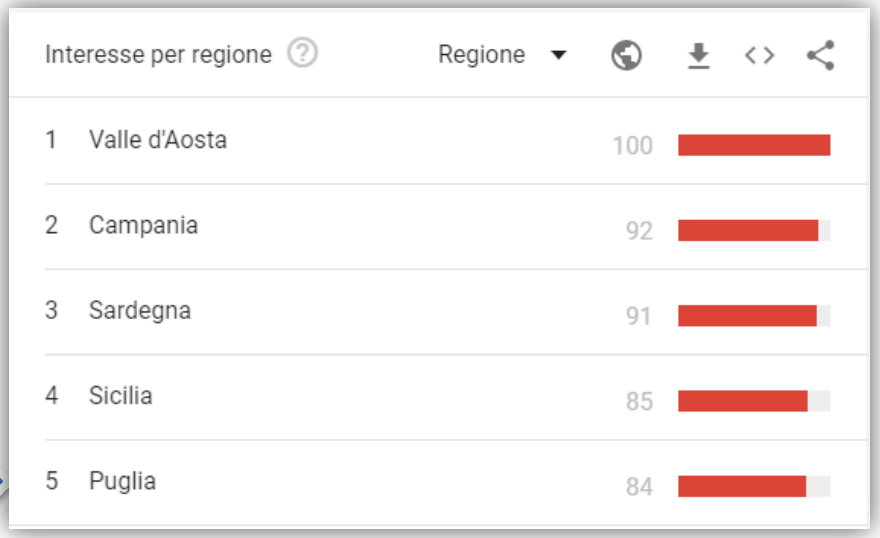
Fonte: Google Trends – 17/06/2020

Renault – Ricerca per regioni



Renault

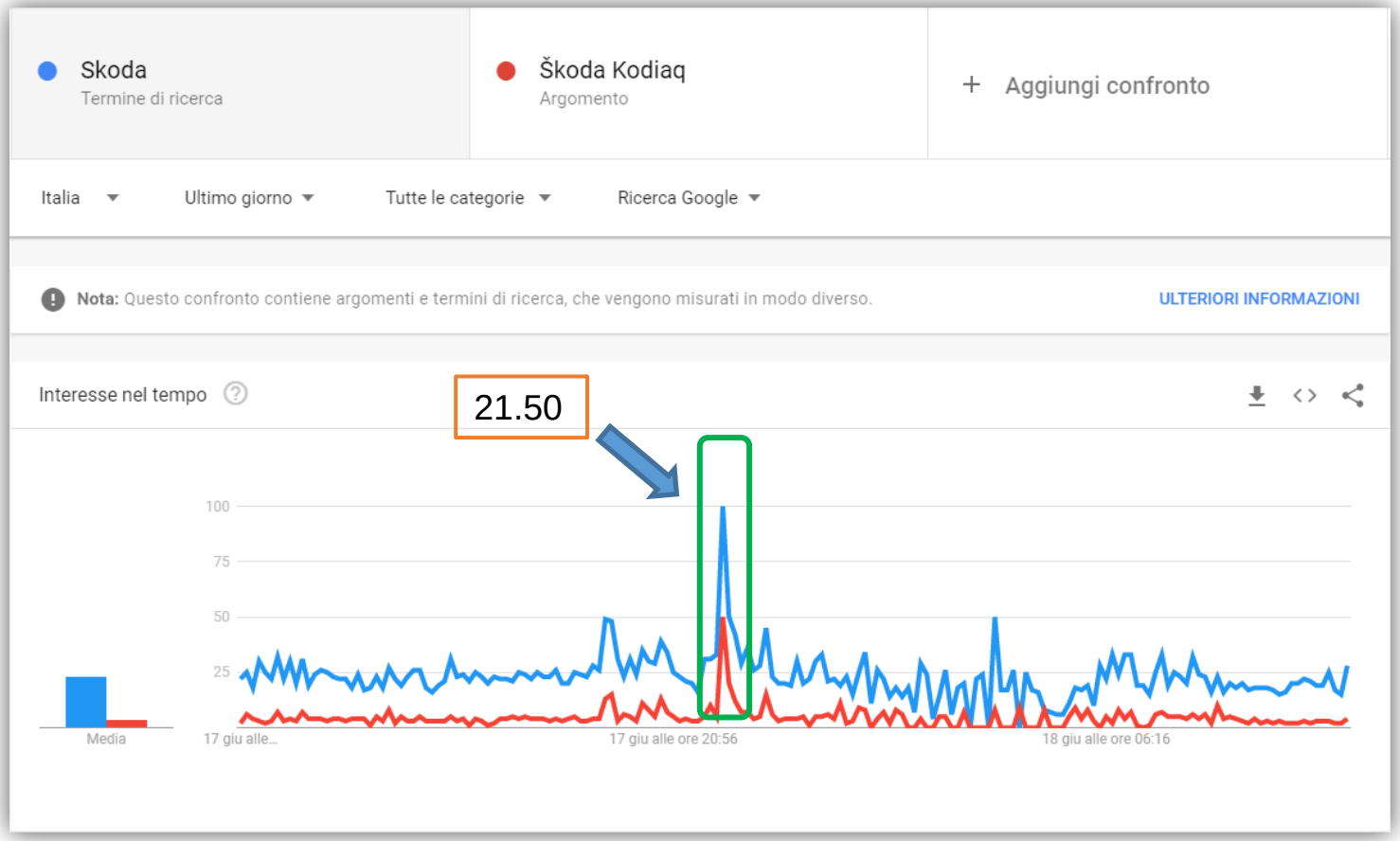
Renault Capture



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Fonte: Google Trends – 17/06/2020

Skoda – Spot nel blocco alle 21.50



Fonte: Google Trends – 17/06/2020

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Skoda– Ricerche correlate

Skoda

9	nuova skoda 7 posti	+130%
13	skoda kodiaq s-tech	+100%

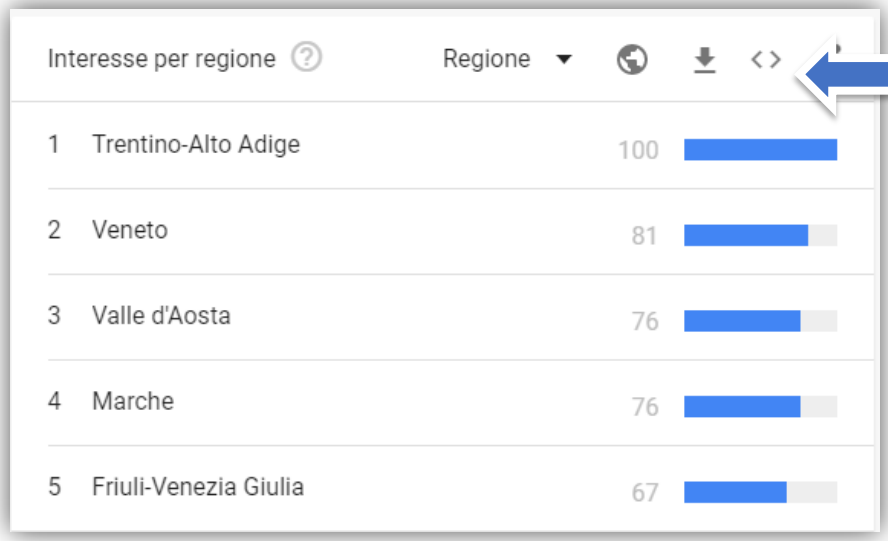
Skoda Kodiaq

Query associate		In aumento
1	skoda kodiaq s-tech	+130%
2	skoda kodiaq scout	+50%
3	skoda kodiaq metano	+50%
4	seat ateca	+40%
5	jeep compass	+40%

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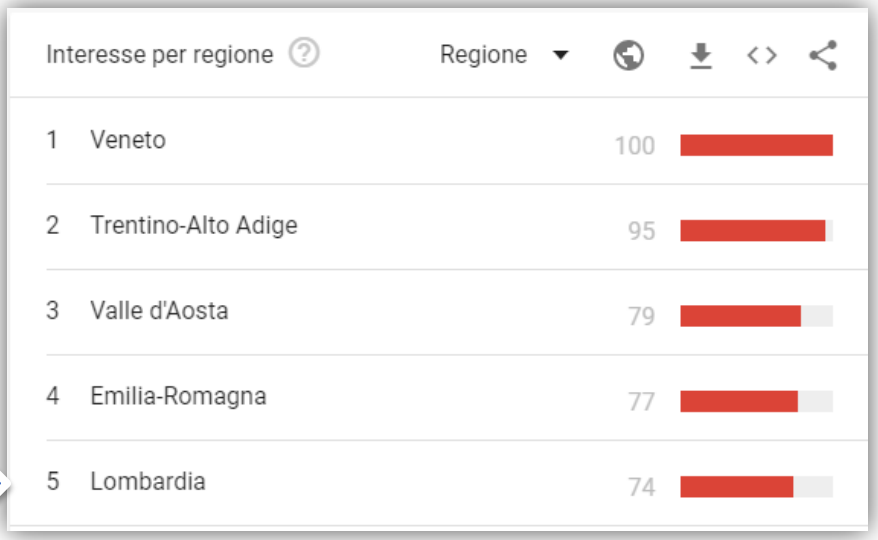
Fonte: Google Trends – 17/06/2020

Skoda – Ricerca per regioni



Skoda

Skoda Kodiaq



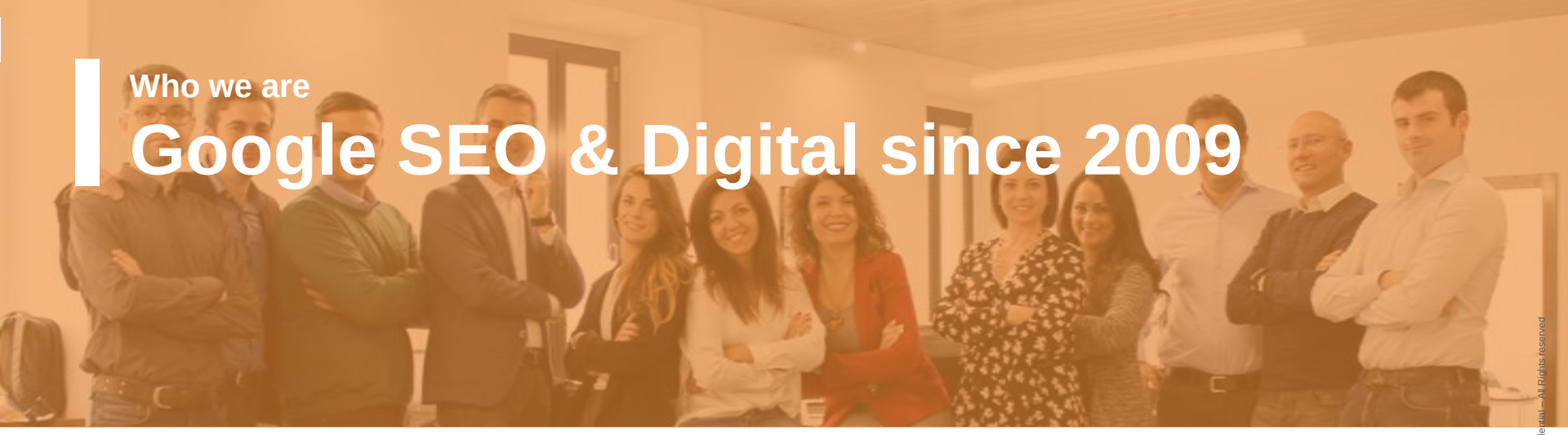
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Fonte: Google Trends – 17/06/2020

Grazie!

Se questa presentazione vi è stata utile, vi preghiamo di inserire un link verso https://www.avantgrade.com/ nel vostro articolo.

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Who we are

Google SEO & Digital since 2009

AvantGrade.com is a **search marketing agency** company specialized on SEO in Google / Youtube/ Amazon & Linkedin; it is the European spin off of Bruce Clay Inc, the first SEO agency worldwide born in California.

The team is made up of SEO, Linkedin and Web Analytics professionals; the founder, Ale Agostini, is a thought leader in the field of European digital marketing, appreciated author, guest speaker at TED & many well-known industry events, and trainer of thousands of managers.

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SERVIZI

Ale Agostini

- **Ale Agostini**, fondatore di AvantGrade, è **autore di libri sul digital**, tutti editi da HOEPLI.

- È anche **speaker** di eventi digital di livello internazionale, come **TEDx**, SMX (Milano e Munich), Netcomm, Ninja Marketing, European Emetrics Summit, Mailup Marketing conference, etc

- Formatore di corsi **in Italiano, Inglese e Francese**



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