

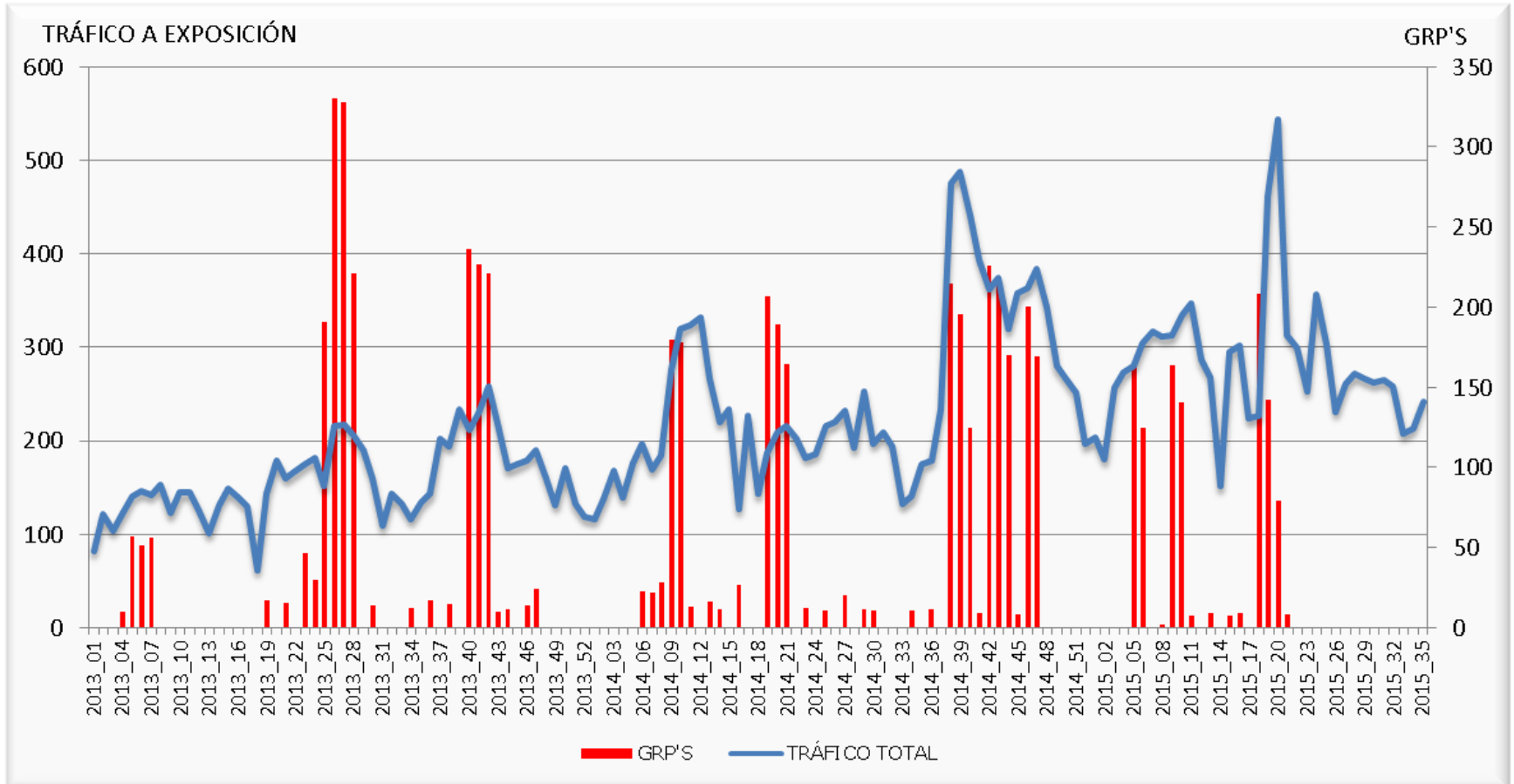
# MODELO TRÁFICO A CONCESIONARIOS

Febrero 2016

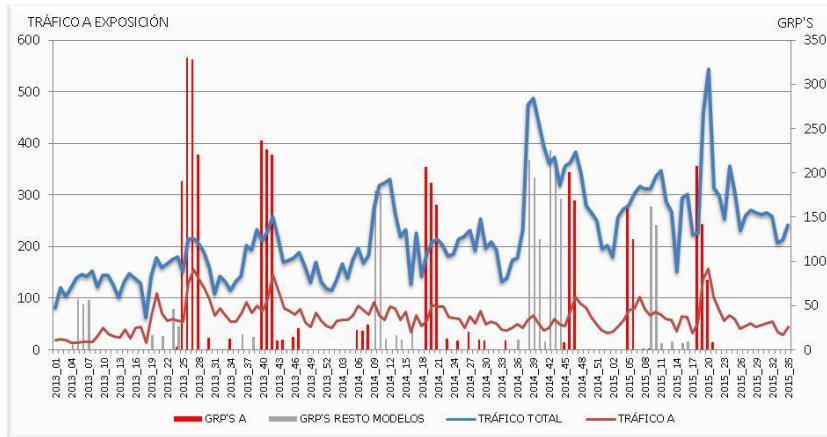


# Variables de negocio

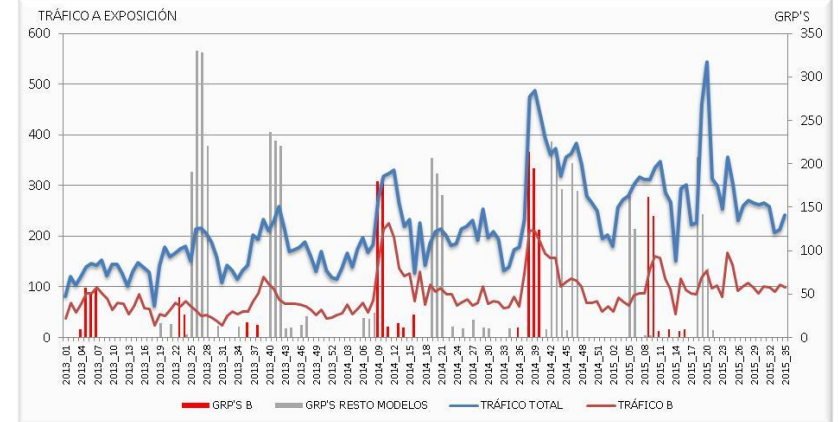




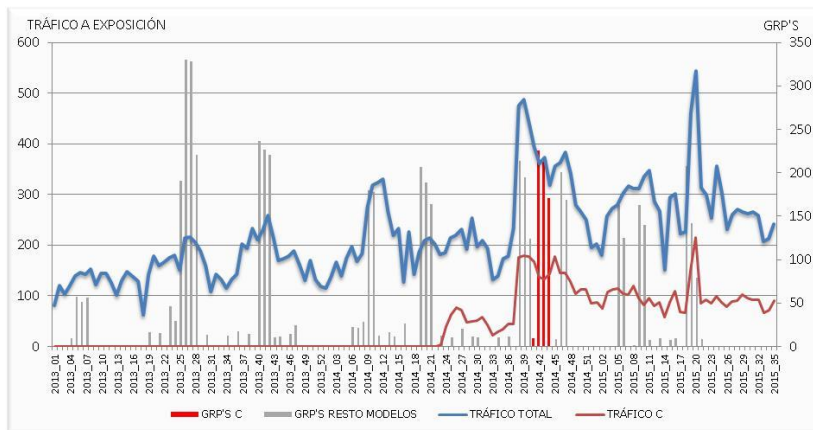
## MODELO A



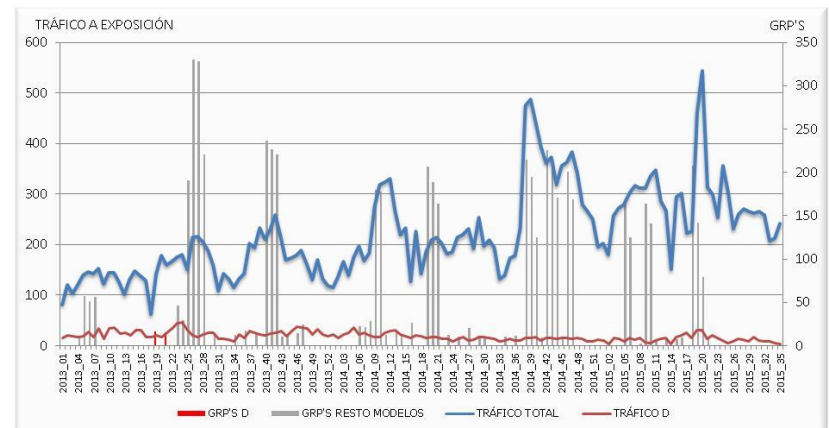
## MODELO B



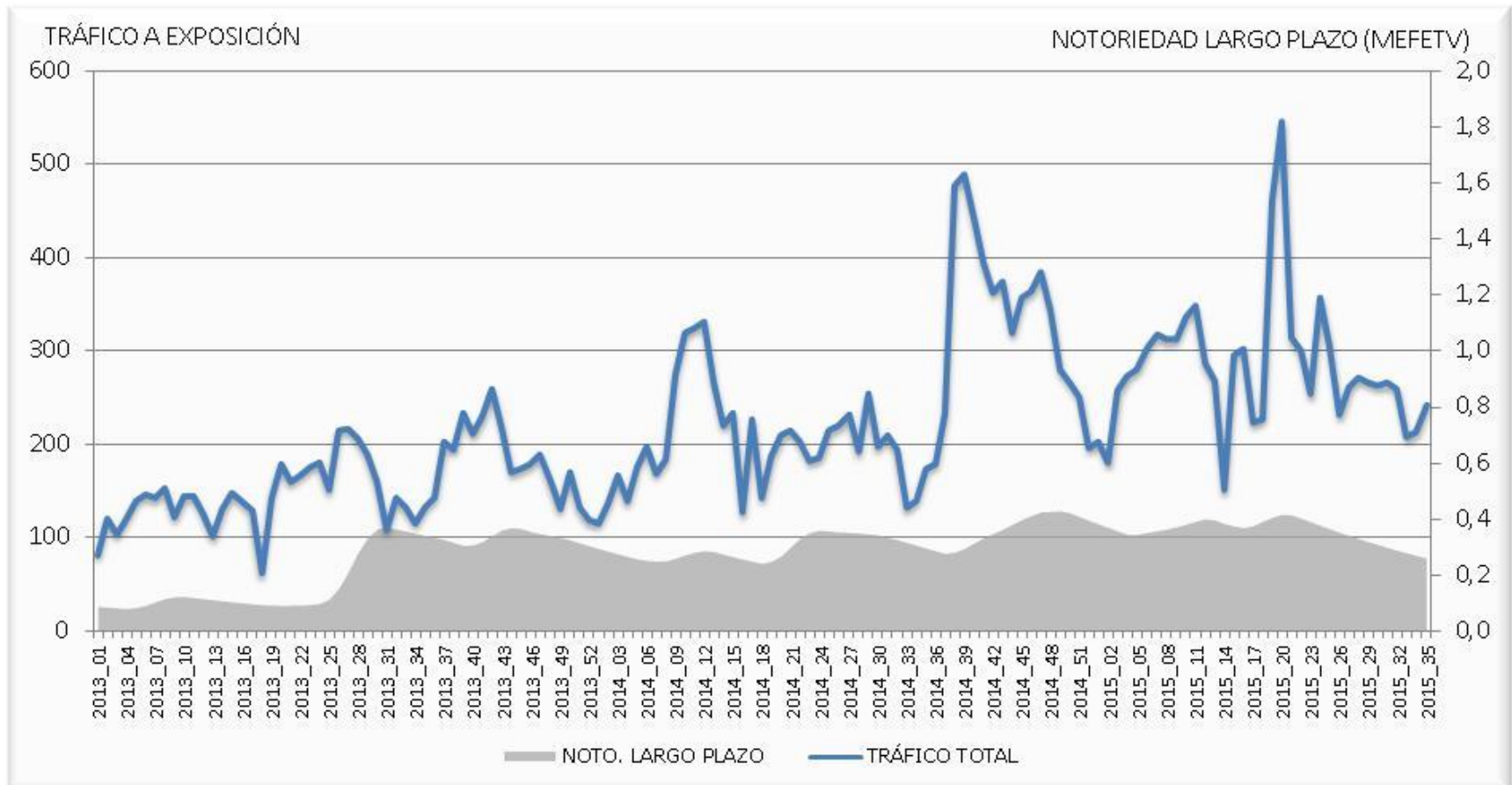
## MODELO C



## MODELO D



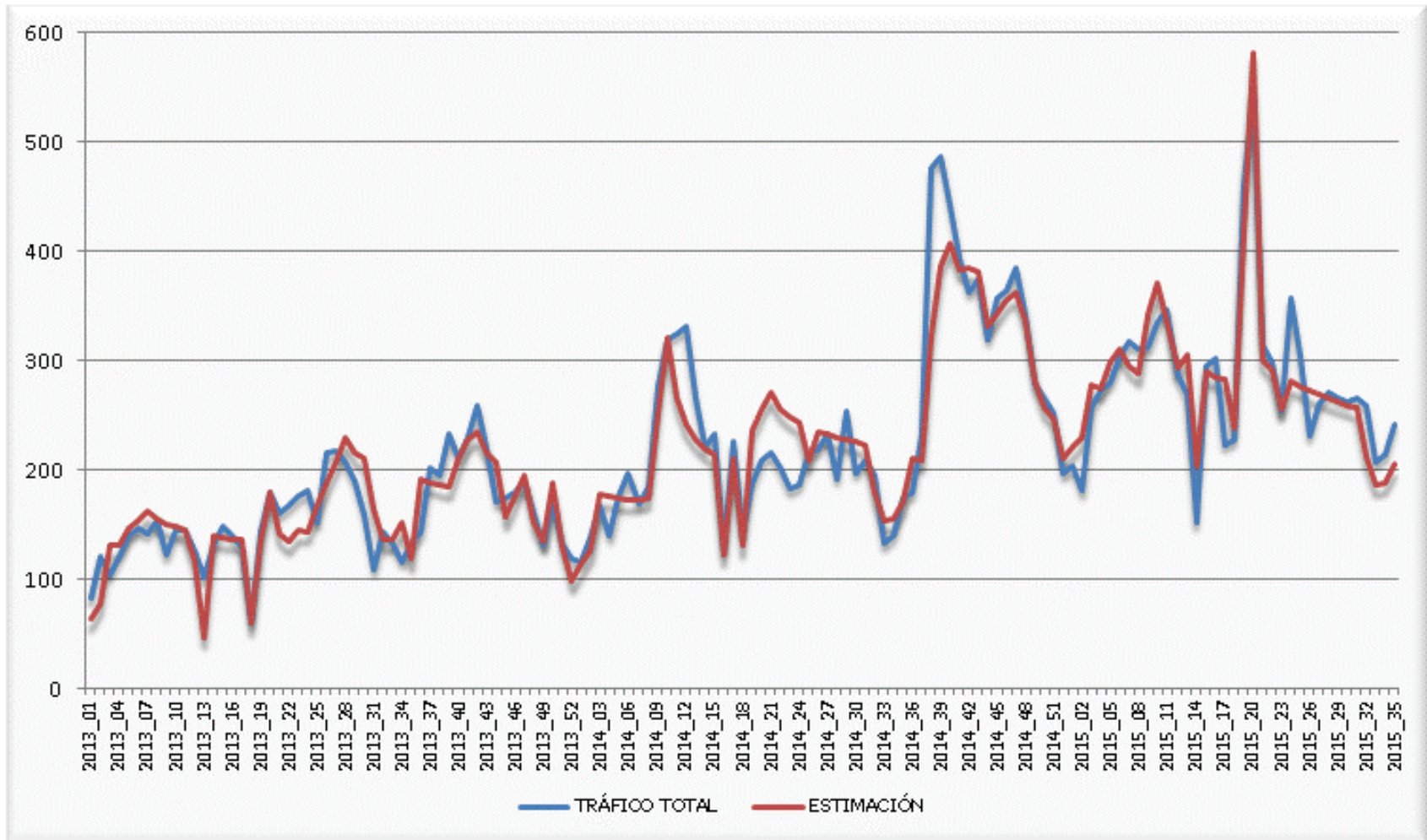
# Notoriedad Largo Plazo MEFETV.



A Newton's cradle with five silver spheres. The leftmost sphere is in motion, having just struck the others, as indicated by its blurred position and the motion blur of the other spheres. The other four spheres are at their lowest point, touching each other. The background is white with a purple decorative arc in the top right corner.

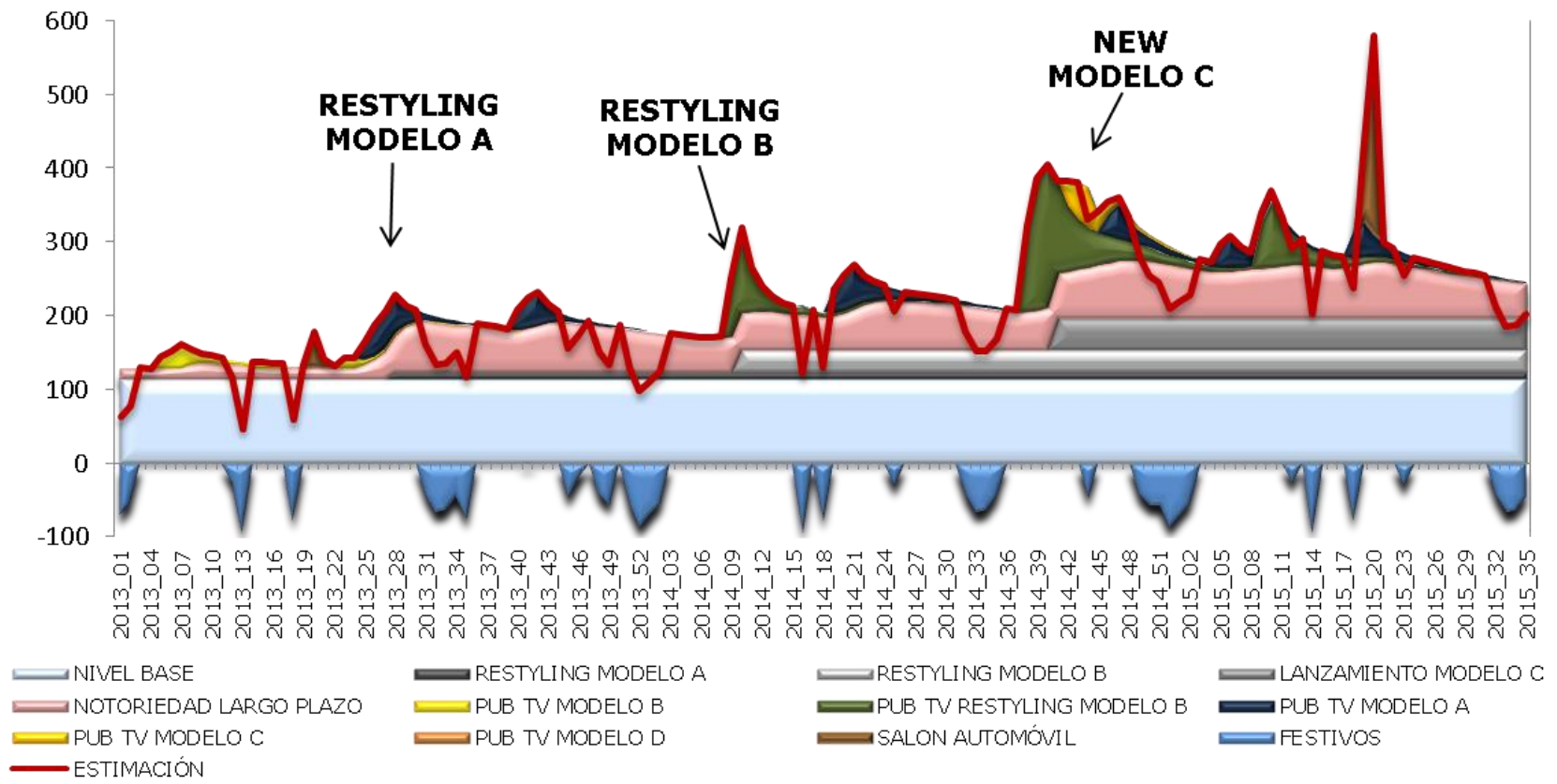
# **MODELO TOTAL TRÁFICO A CONCESIONARIOS**

# Modelo Total Tráfico a Concesionarios.



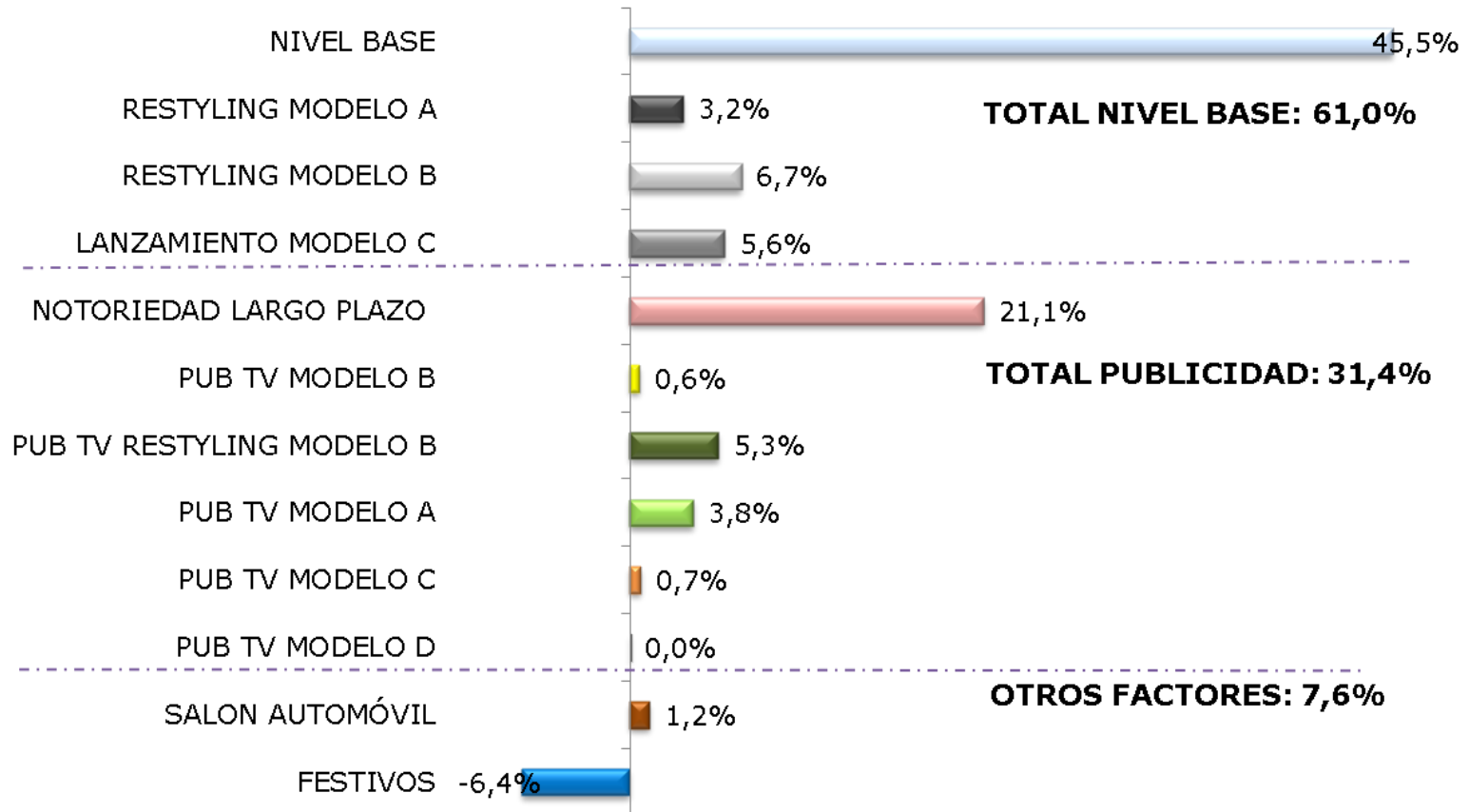
**R<sup>2</sup>=87,2%**

# Modelo Total Tráfico a Concesionarios.





# Análisis de las palancas en el Tráfico.



# Rendimiento global.

La marca premium de automoción consigue por cada 1 Grp's lanzado en televisión, 1,8 visitas al concesionario

**100**

GRP'S 20



**181**

VISITAS AL  
CONCESIONARIO



INVESTIGACIÓN Y MARKETING ANALÍTICO