

Digital Ecosystem Report – Gualú

1. Owned Media Inventory

Overview

Inventory of Gualú's owned digital assets, focused on lead generation and user conversion.

Channel Type	URL / Location	Target Audience	Content Type	Update Frequency	Performance Metrics
Website	https://qualu.es	Homeowners & renters	Service pages, forms	Monthly	~18,000 monthly visits
Landing Pages	Internal URLs	High-intent users	Lead capture pages	Campaign-based	Avg. CVR ~6%
Blog	https://qualu.es/blog	Informed consumers	Energy advice articles	Monthly	Avg. time 2:40 min
Instagram	https://instagram.com/qualu	Young adults	Educational content	Weekly	~6,500 followers
LinkedIn	https://linkedin.com/company/qualu	Professionals	Corporate updates	Bi-weekly	~2,000 followers
Email Newsletter	Internal CRM	Leads & customers	Offers and updates	Bi-weekly	26% open rate / 4.5% CTR

Key Insights

- Website acts as the **main conversion hub**
- Lead forms are the **primary touchpoint**
- Educational content builds **trust and authority**

2. Paid and Earned Media Summary

Paid Media

Channel Type	Campaign Description	Target Audience
Google Search Ads	Energy-saving related keywords	High-intent users
Meta Ads	Lead forms and remarketing	Homeowners and renters
Display Ads	Brand awareness campaigns	Top-funnel users

Observations

- Search ads drive **high-quality leads**
- Meta Ads perform best in **remarketing**
- Display supports **brand visibility**

Earned Media – Sentiment Analysis

- **Positive mentions**
 - Real energy savings
 - Personalized service
- **Neutral mentions**
 - Price comparisons
- **Negative mentions**
 - Administrative delays in some cases

Overall Reputation

- Brand perceived as **useful and trustworthy**
- Post-conversion process is the main friction point

3. SimilarWeb Analysis

Traffic Overview

Traffic Source	Percentage	Engagement Metrics	Competitor Comparison
Organic Search	35%	High intent, strong CVR	Higher than similar startups
Direct	30%	High engagement	Comparable
Paid Traffic	20%	Short sessions, high intent	Competitive
Social Media	10%	Moderate engagement	Lower
Referrals	5%	Low volume	Similar

Key Insights

- SEO is the **strongest acquisition channel**
- Paid traffic supports **short-term growth**
- Social media remains underutilized

4. Channel Integration Strategy

Channel Roles

- **Primary**
 - Website
 - Google Ads
- **Secondary**
 - Email
 - Meta Ads
- **Support**
 - Blog
 - Social media

Cross-Channel Connections

- Paid Ads → Landing Pages → CRM
- Blog → SEO → Lead generation
- CRM → Email nurturing → Conversion

Data Flow

- Paid & Organic traffic → Website analytics
- Website → CRM
- CRM → Email campaigns

Measurement Framework

- Cost per lead (CPL)
- Conversion rate

- Lead-to-customer ratio
- Customer acquisition cost (CAC)

5. Implementation Plan

Priority Matrix

High Impact / Low Effort

- Form UX optimization
- CTA copy improvements

High Impact / High Effort

- SEO content expansion
- Advanced CRM automation

Low Impact / Low Effort

- Social posting consistency

Low Impact / High Effort

- Expansion to new paid channels

Task	Timeline	Resources	Success Metric
Form CRO optimization	1 month	UX + Development	+20% lead volume
SEO content strategy	3 months	Content team	+30% organic traffic
Email lead nurturing	1 month	CRM & Marketing	+15% conversion rate
Paid ads optimization	Ongoing	Marketing	-10% cost per lead

Final Conclusions

- Digital ecosystem is **well-structured and conversion-focused**
- Strong dependency on paid acquisition
- Key growth opportunities in:
 - SEO
 - CRM automation
 - Channel integration
- Solid foundation for **scalable and sustainable growth**

Digital Ecosystem Map Report

Business: Gualú

Overview

This report maps the digital ecosystem of **Gualú**, an energy comparison and savings platform. The analysis covers **owned, paid, and earned media**, defines **cross-channel integration strategies**, and identifies **key metrics** to measure performance and success.

Part 1: Owned Media Assets

Owned Media Inventory

Platform	URL / Handle	Content Type	Purpose	Performance Metrics
Website	https://gualu.es	Service pages, forms	Lead generation	Sessions, conversion rate

Blog	https://gualu.es/blog	Educational articles	SEO & trust building	Organic traffic, time on page
Instagram	@gualu	Educational posts, tips	Brand awareness	Engagement rate, followers
LinkedIn	Gualú company page	Corporate content	Credibility & partnerships	Impressions, engagement
Email Newsletter	Internal CRM	Offers & updates	Lead nurturing	Open rate, CTR

Key Notes

- Website acts as the **central conversion hub**
- Blog supports **SEO and authority**
- Email supports **lead nurturing and conversion**

Part 2: Paid Media Channels

Selected Paid Media

Platform	Campaign Type	Target Audience	Success Metrics
Google Ads	Search ads	High-intent users	CTR, CPL, conversions
Meta Ads	Retargeting ads	Website visitors	CTR, conversion rate
Display Ads	Awareness banners	Top-funnel users	Impressions, CTR

Rationale

- Search ads capture **immediate demand**
- Retargeting supports **conversion recovery**
- Display ads reinforce **brand visibility**

Part 3: Earned Media Opportunities

Earned Media Sources

Source	Type of Mention	How to Encourage
Customers	Reviews & testimonials	Post-service follow-ups
Social Media Users	Shares & comments	Educational content
Blogs & Forums	Mentions & backlinks	SEO-focused articles
Influencers	Product/service mentions	Collaborations & referrals

Key Opportunity

- Customer reviews are the **strongest trust driver**
- Educational content increases **organic sharing**

Part 4: Integration Strategies Between Channels

Cross-Channel Integration

Channels Involved	Integration Action	Measurement
Paid → Owned	Google Ads driving to landing pages	Conversion rate
Owned → Earned	Sharing customer reviews on Instagram	Engagement
Owned → Owned	Blog traffic feeding email sign-ups	Email subscriptions
Paid → Owned → CRM	Ads → forms → email nurturing	Lead-to-customer rate

Strategic Logic

- Paid channels drive traffic
- Owned channels convert and nurture
- Earned media reinforces trust and credibility

Part 5: Key Metrics for Success

KPI Selection by Media Type

Media Type	KPI	Why It Matters	Tracking Tool
Owned Media	Organic traffic	Measures SEO performance	Google Analytics
Owned Media	Conversion rate	Measures lead efficiency	GA4
Paid Media	CTR	Measures ad relevance	Google Ads
Paid Media	Cost per lead	Measures profitability	Google Ads
Earned Media	Mentions & reviews	Measures brand trust	Google & social platforms

Digital Ecosystem Map (Summary Table)

Media Type	Channel / Asset	Integration Strategy	Key Metrics
Owned Media	Website	Central conversion hub	Conversion rate
Owned Media	Blog	SEO & traffic generation	Organic traffic
Paid Media	Google Ads	Drive high-intent traffic	CTR, CPL
Paid Media	Meta Ads	Retarget visitors	Conversion rate
Earned Media	Customer reviews	Build trust via social sharing	Mentions

Final Conclusions

- Gualú's digital ecosystem is **conversion-focused**
- Strong alignment between **paid traffic and owned assets**
- Main growth opportunities:
 - Stronger SEO through content
 - More systematic review collection
 - Deeper CRM and email automation
- Ecosystem is **scalable and measurable**

KPI Tracking Plan – Gualú

Overview

This KPI tracking plan focuses on measuring and optimizing the performance of **SEO** and **PPC** channels for Gualú. The objective is to improve lead generation efficiency, reduce acquisition costs, and support sustainable growth through data-driven decisions.

Part 1: KPI Identification

Channel 1: SEO

Selected KPIs

- Organic traffic
- Conversion rate (organic)
- Bounce rate

Channel 2: PPC (Pay-Per-Click)

Selected KPIs

- Click-through rate (CTR)
- Cost per lead (CPL)
- Conversion rate

Part 2: Success Criteria

SEO – Success Criteria

- **Organic traffic:** Increase organic sessions by **25% in 6 months**
- **Organic conversion rate:** Reach a minimum **5% conversion rate**
- **Bounce rate:** Reduce bounce rate below **45%**

Measurement Tools

- Google Analytics 4
- Google Search Console

PPC – Success Criteria

- **CTR:** Achieve an average CTR of **4%**
- **Cost per lead:** Reduce CPL by **15%**
- **Conversion rate:** Maintain a conversion rate above **7%**

Measurement Tools

- Google Ads dashboard
- Google Analytics 4

Part 3: SMART Criteria Application

Selected KPI – SEO: Organic Traffic

- **Specific**
Increase the number of sessions coming from organic search.
- **Measurable**
Tracked using Google Analytics 4 (Organic Search channel).
- **Achievable**
Based on current performance and planned SEO content improvements.
- **Relevant**
Organic traffic brings high-intent users searching for energy-saving solutions.
- **Time-bound**
Achieve a 25% increase within **6 months**.

Selected KPI – PPC: Cost per Lead (CPL)

- **Specific**
Reduce the average cost per lead from paid search campaigns.

- **Measurable**
Tracked through Google Ads and GA4 conversion data.
- **Achievable**
Optimization of keywords, ad copy, and landing pages supports this goal.
- **Relevant**
Lower CPL directly improves campaign profitability.
- **Time-bound**
Achieve a 15% reduction within **3 months**.

Channel	KPI	Success Criteria	SMART Criteria Breakdown
SEO	Organic Traffic	+25% in 6 months	Specific: Organic sessions Measurable: GA4 Achievable: Content & SEO optimization Relevant: High-intent traffic Time-bound: 6 months
PPC	Cost per Lead	-15% in 3 months	Specific: CPL reduction Measurable: Google Ads Achievable: Campaign optimization Relevant: Profitability Time-bound: 3 months