

INTERNET UPDATE

(Tot el que ha passat a internet al 2022 i el que passarà al 2023)





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Ajudo a empresas i territoris a desenvolupar la seva economia a través del Marketing Digital.

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Professora de eBusiness-eCommerce i Digital Analytics en el Grau de ADE i Grau de Digital Business a La Salle

Doctoranda a LaSalle. Investigant sobre Business Model Adaptation.

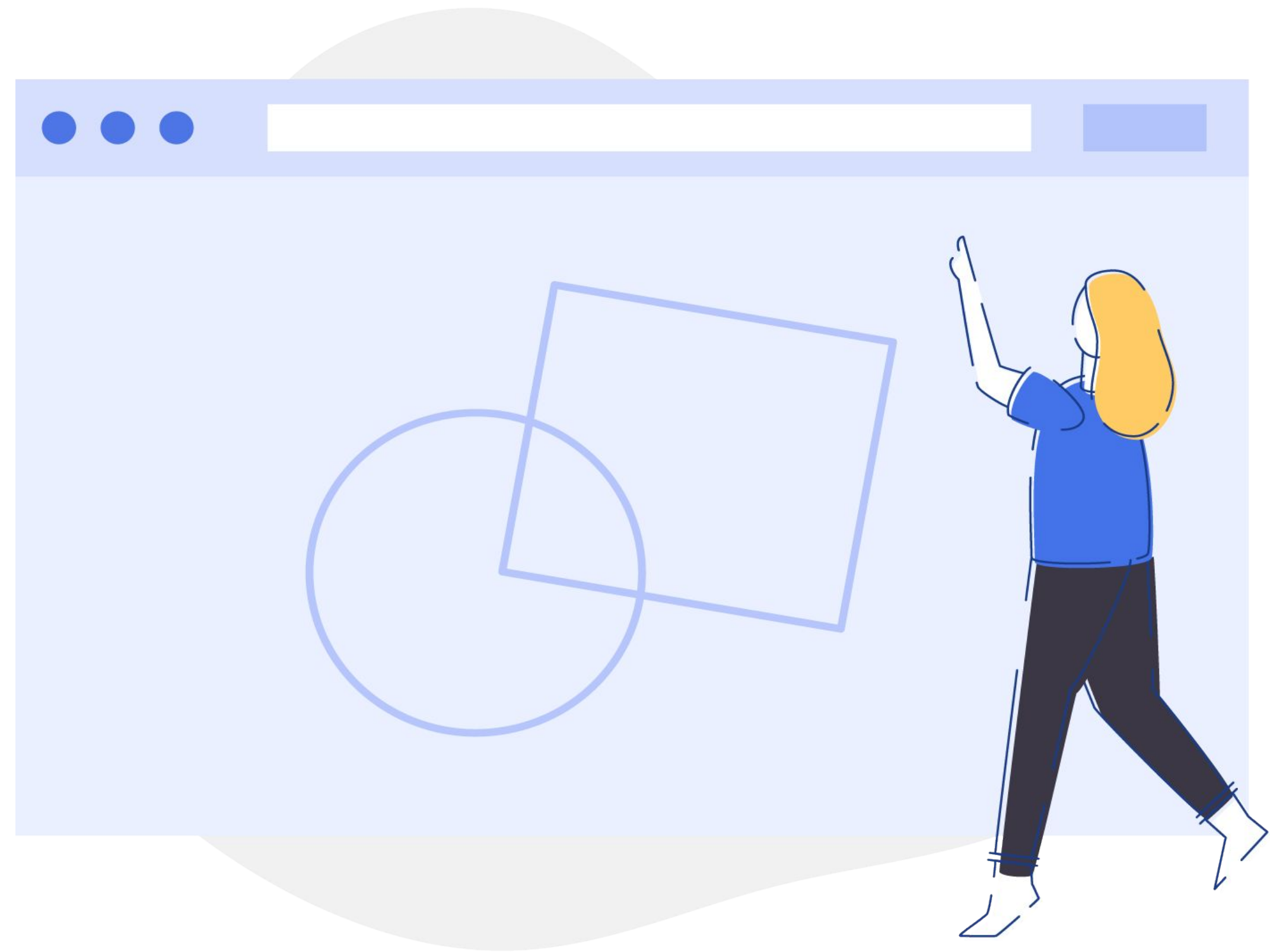
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Què veurem avui?

- Els canvis en el disseny web
- Els canvis en SEO
- Els continguts generats per IAs
- Un món sense cookies
- Els canvis en Google Analytics
- Els canvis en la publicitat
- Canvis en les xarxes socials
- Com està el tema del Metavers

CANVIS EN EL DISSENY WEB



Prioritat: transmissió de la proposta de valor

Subscribe now and get a free month of Nitro. [Rules and restrictions apply.](#)

Discord

Descargar Nitro Descubrir Seguridad Soporte técnico Blog Empleos


Iniciar sesión

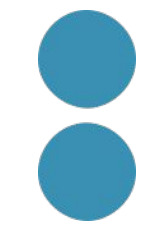
Discord
NITRO

Consigue una experiencia mejorada en Discord por una pequeña cuota mensual. Mejora tus emojis, sube documentos más grandes, destaca en tus servidores favoritos y más.

99,99 US\$ al año 16% de descuento

9,99 US\$ al mes





Colors vius

elementor Web Creation ▾ Products ▾ Resources ▾ Community ▾ Pricing ▾

LOGIN GET STARTED

Create a Website Design Your Future

Power your vision with Elementor to build, manage and host stunning websites!
We've got you covered from A-to-Z with the #1 website platform for WordPress.

Get Started

Elementor Editor Preview: Edit Heading, Content, Style, Advanced, Title, Add your Heading Text Here, Link, Paste URL, or type, Size, HTML Tag, Alignment, Need Help

El color de l'any 2023



Lletres grosses i transparents + vídeo en lloc d'slider



Prioritat als dispositius mòvils



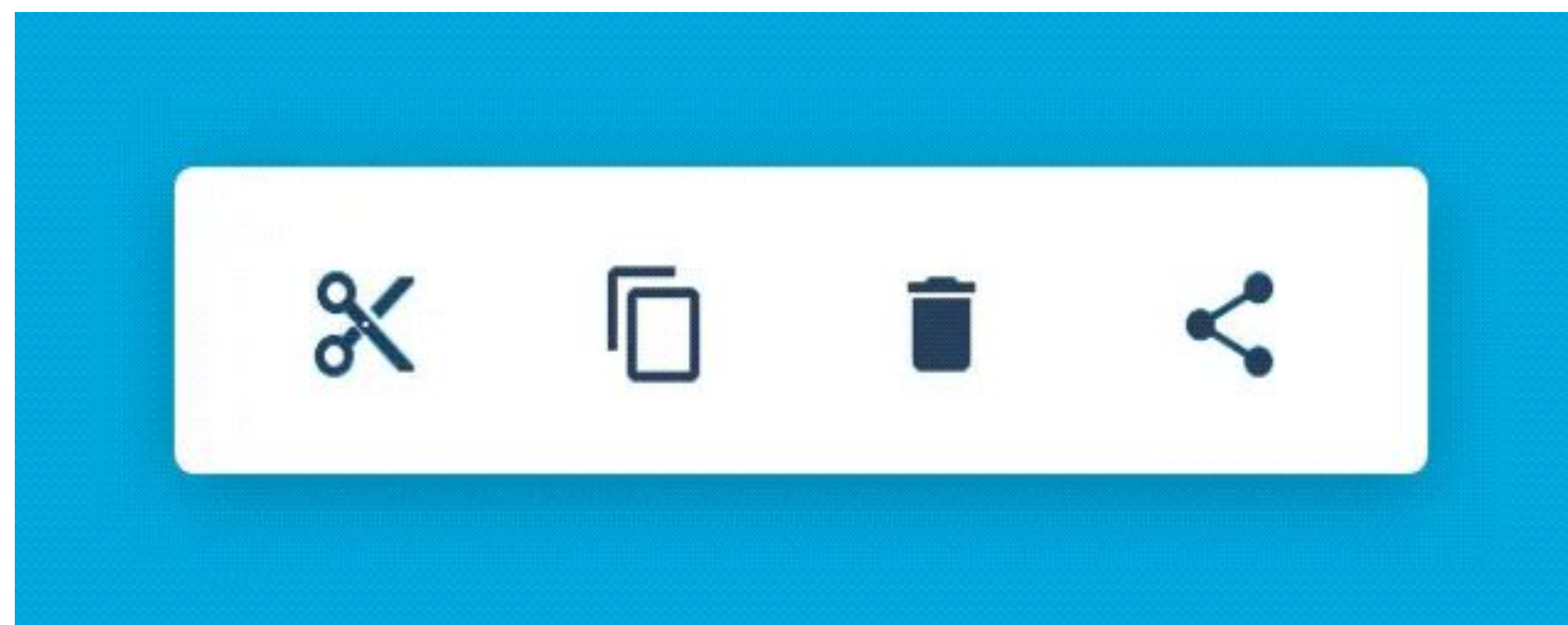
Objectes en 3D i efecte collage





Les micro interaccions

<https://i2.wp.com/2jtxpm2qf3zl3yfy4aen54wd-wpengine.netdna-ssl.com/wp-content/uploads/2020/08/10.-Micro-Interactions.webp?resize=640%2C232&ssl=1>



Recursos animats (Lottie)

<https://lottiefiles.com/search?q=scroll%20down&category=animations>

The screenshot shows the LottieFiles website interface. At the top, there is a navigation bar with the LottieFiles logo, menu items (Discover, Design, Code, Learn), a search bar containing 'scroll down', and buttons for 'Login' and 'Sign up'. Below the navigation bar is a secondary menu with categories like 'Featured', 'Recent', 'Popular', 'Animators', 'Marketplace', 'Categories', 'Countries', and 'Collections' (marked as 'NEW'). A light blue notification banner reads 'Have a holly, jolly and Lottie Christmas!'. The main content area is titled 'Search results for "scroll down"' and includes a 'Sort by' dropdown. There are filter buttons for 'Animations' (selected) and 'People', and dropdown menus for 'Price', 'Style', 'Color', and 'Download AEP'. The search results are displayed in a grid of four items:

- Item 1: A white square with a faint, light gray outline of a scroll-down arrow. Creator: T.J. Higgins, 678 downloads.
- Item 2: A white square with a light gray scroll-down arrow. Creator: AS, 411 downloads.
- Item 3: A white square with a dark gray scroll-down arrow. Creator: Matt Wood, 1269 downloads.
- Item 4: A white square with the word 'SCROLL' written vertically in a light gray font. Creator: Vincent Vanthienen, 1607 downloads.

At the bottom left, there is a cookie consent banner with a cookie icon, the text 'We care about your data, and we'd love to use cookies to make your experience better.', a 'Privacy Policy' link, and an 'Ok' button.

Cursors personalitzats

SHOP WORKSHOP TRADITION STORIES LA MANUAL ALPARGATERA ENGLISH SEARCH USER BAG(0)

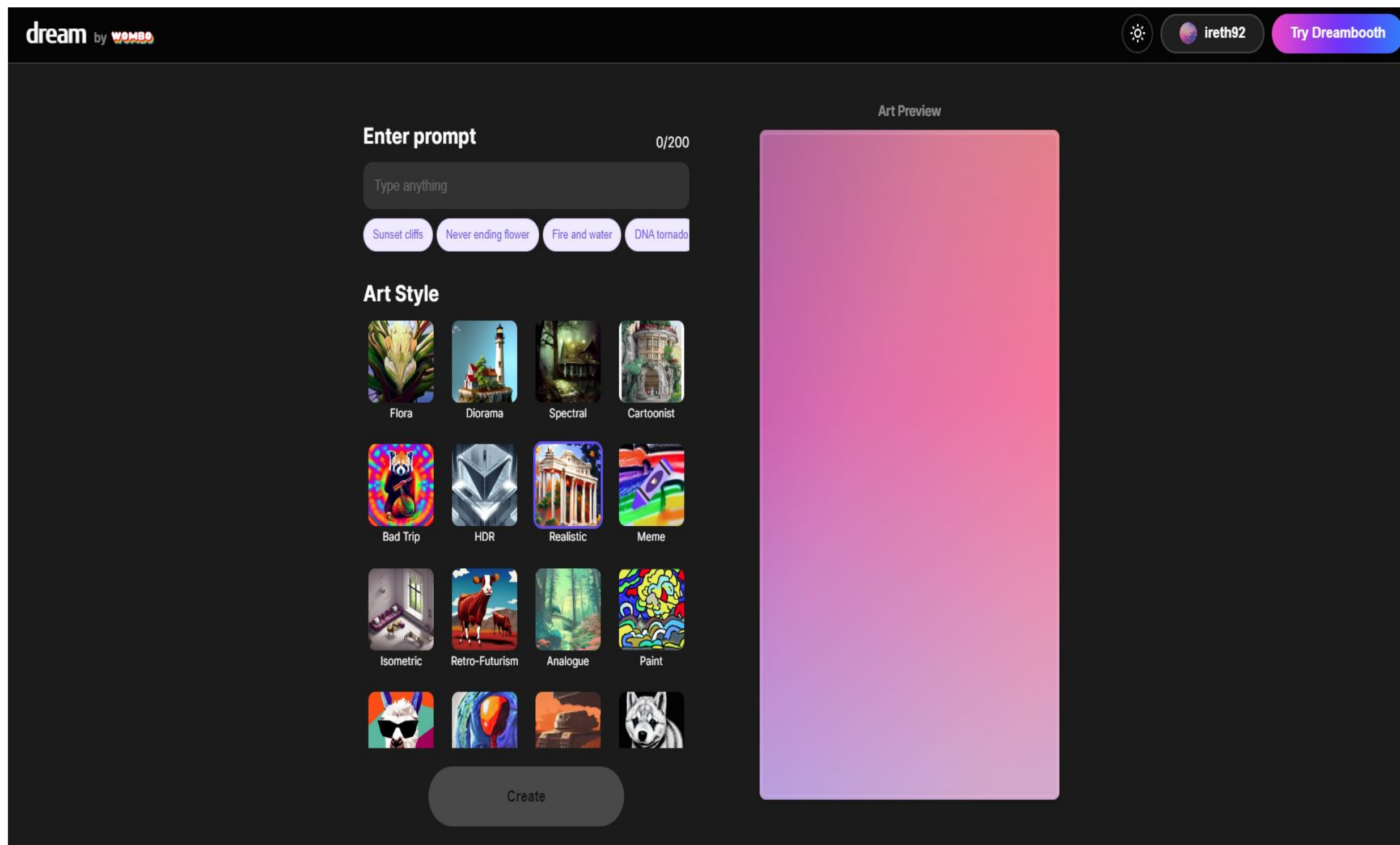
*CRAFTED
SINCE
THE 1940S
IN CARRER
D'AVINYO*



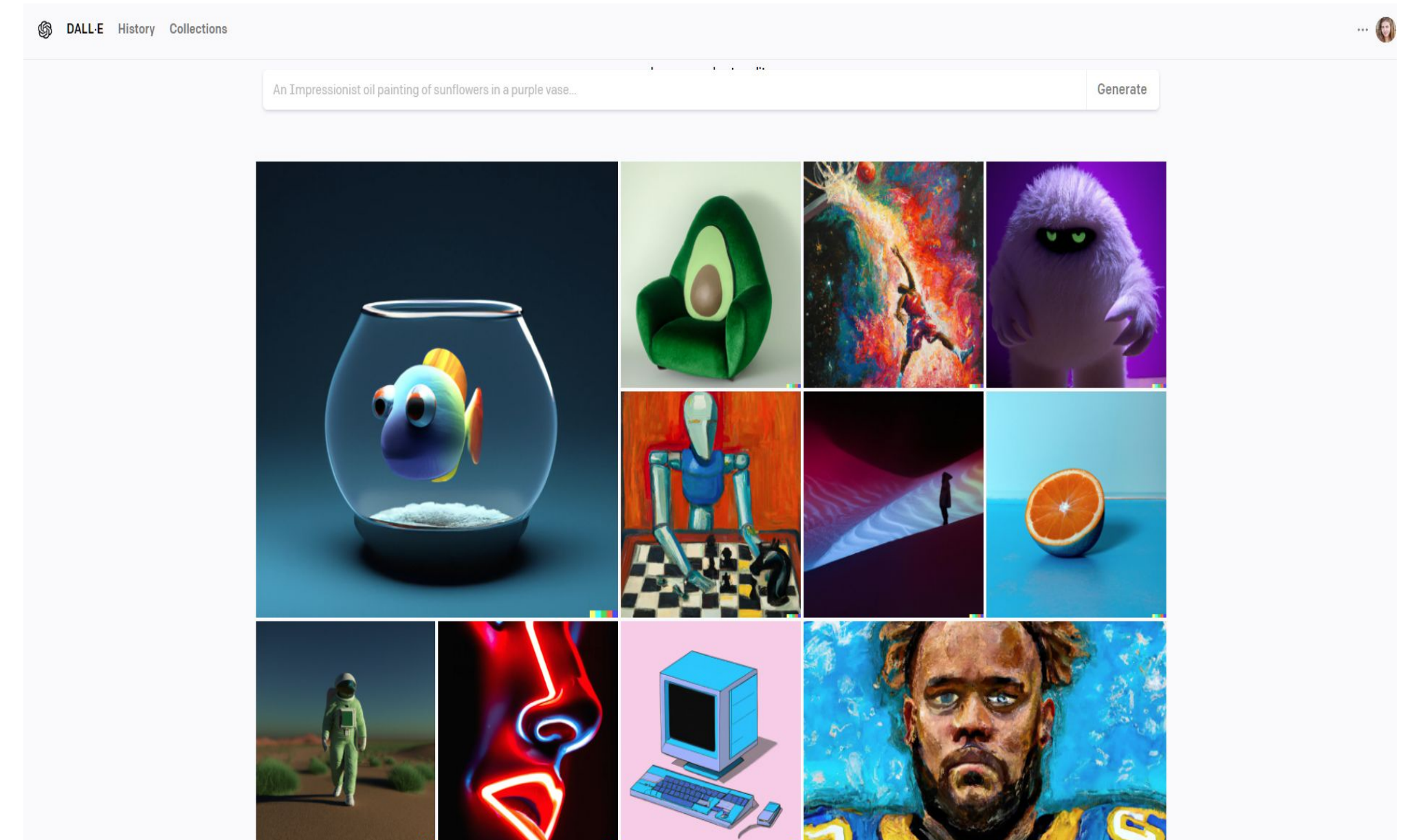
We have exhausted our Stock. As our product is handmade, we need some time to be able to have stock again. Thank you very much for your purchases! See you again in March 2023.

Generadors d'imatges per IA

<https://dream.ai/create>



<https://labs.openai.com/> →
DALL·E





Què és un “Prompt”?

a professional digital painting about fantasy **[descriu aquí el que vols crear]**
reality, gorgeous digital painting, cool colors, captivating, trending in artstation

Components d'un *prompt*:

→ **Tipus de contingut**

→ **Descripció i Composició** (pla general, zenital, retrat, paisatge, etc.)

→ **Estil**

Marketplace de prompts

<https://promptbase.com/>

The screenshot displays the PromptBase website interface. At the top left is the PromptBase logo. The top right navigation bar includes links for Marketplace, Generate, Hire, Login, and Sell. The main header features the text "DALL-E, GPT-3, Midjourney, Stable Diffusion Prompt Marketplace" and a sub-header "Find top prompts, produce better results, save on API costs, sell your own prompts." Below this are two buttons: "Sell a prompt" and "Find a prompt".

The main content area is divided into several sections:

- Featured Prompts:** A horizontal row of prompt cards. Each card shows a small image and a title. The cards include:
 - DALL-E: Gangsta Animals
 - Midjourney: Your Photo As A Beautiful Oil Portr...
 - Stable Diff.: British Botanical Art Prints
 - GPT-3: Business Name Generator
- Featured in:** Logos for TechCrunch, THE VERGE, and WIRED.
- Featured Prompts (Detailed):** A horizontal row of larger prompt cards, each with a grid of generated images and a title:
 - DALL-E: Coloring-in For Young Children
 - Midjourney: Cartoonish Illustrations
 - Midjourney: Nature Photographs
 - Midjourney: Terrariums
 - Midjourney: Watercolor Art Foods
 - Midjourney: Fantasy Landscapes
 - Midjourney: Editorial Professional Flower Photo...
 - Midjourney: Cute Rol
- Trending Prompts:** A section at the bottom of the page, partially visible.

Vídeo per ampliar la informació

<https://youtu.be/ZMWwwgEYjek>



#designtrends #branding #marketing

15 Graphic Design Trends for 2023



Philip VanDusen ✓
266 K suscriptores

Suscribirse

👍 9.8 K



➦ Compartir





SEO UPDATE 2022





Canvis en l'algoritme

Setembre 2022: product review update (només per pàgines que fan reviews)

Setembre 2022: Core algorithm update → ha tret les pàgines que ell considera duplicades en continguts locals “local spam”.

Ha desindexat el “Local spam”



EscapadaRural

Casas rurales

Guías de viaje

Ofertas

Inspiración

Acceso usuario

Q Torelló

Filtros

Mapa

Resultats de la cerca de Torelló

Pueblos cercanos a Torelló

Casas rurales Borgonyà

Casas rurales Les Masies de Voltregà

Casas rurales Sant Pere de Torelló

Casas rurales Sobremunt

Casas rurales Santa Maria de Besora

Casas rurales Santa Maria de Corcó

Casas rurales Vidrà

Casas rurales Sant Boi de Lluçanès

Casas rurales Sant Bartomeu del Grau

Casas rurales Gurb

Casas rurales Sora

Casas rurales Tavèrnoles

Casas rurales Sant Agustí de Lluçanès

Casas rurales Perafita

Casas rurales Vic

Casas rurales Taverdet

Casas rurales Sant Julià de Vilatorrada

Casas rurales Vilanova de Sau

Casas rurales Falgars d'en Bas

Casas rurales Joanetes

Casas rurales Olost

Casas rurales Alpens

Casas rurales Sant Bernabé de les T...

Casas rurales Santa Eulàlia de Riup...

Casas rurales Sant Privat d'en Bas

Casas rurales Els Hostalets d'en Bas

Casas rurales Les Llosses

Casas rurales Vallfogona de Ripollès

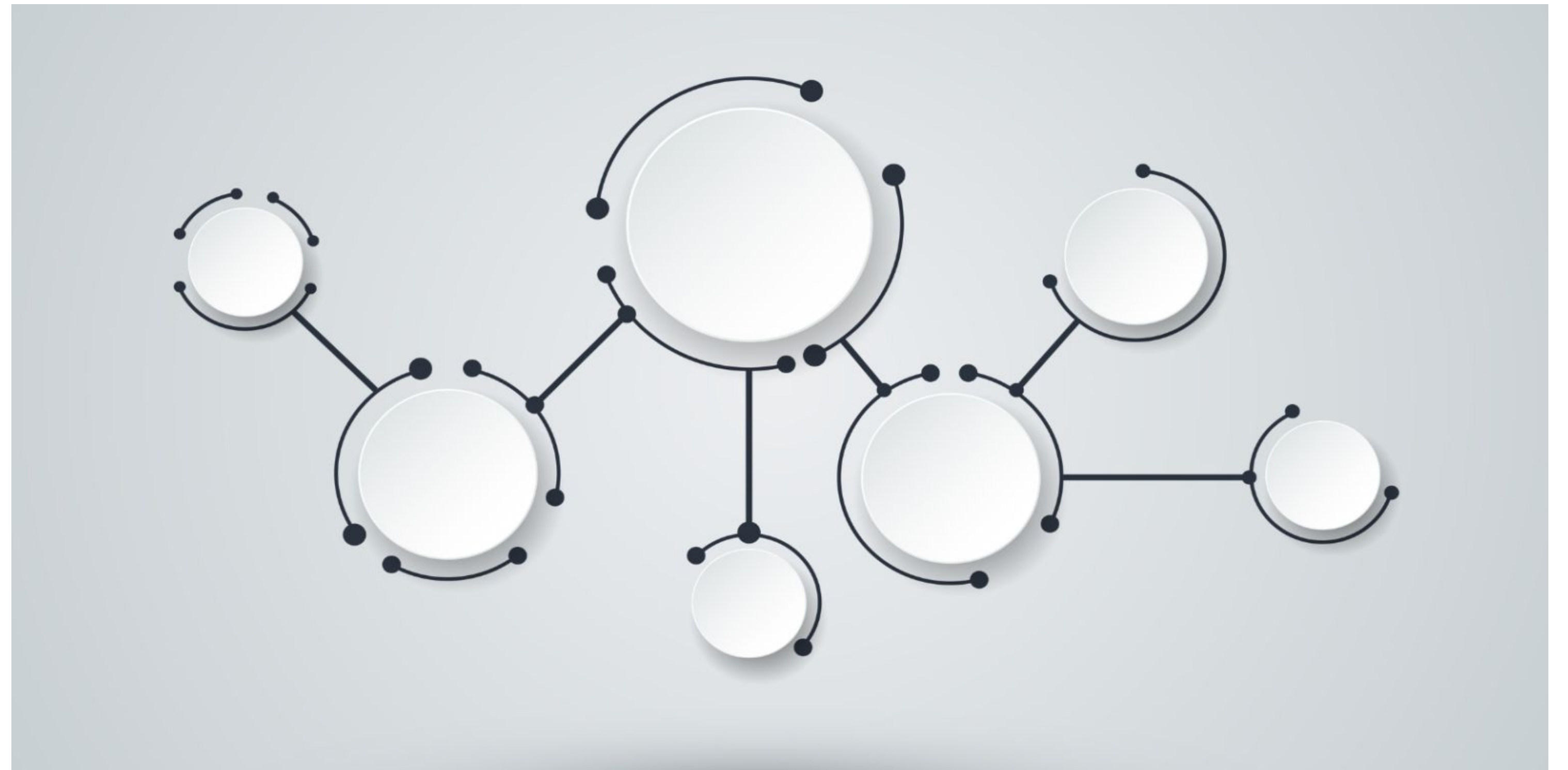
Casas rurales Rupit i Pruit

Casas rurales Santa Creu de Jutglar

Introdueix el concepte de “cerques per vector”

És una evolució del
“Topic cluster”

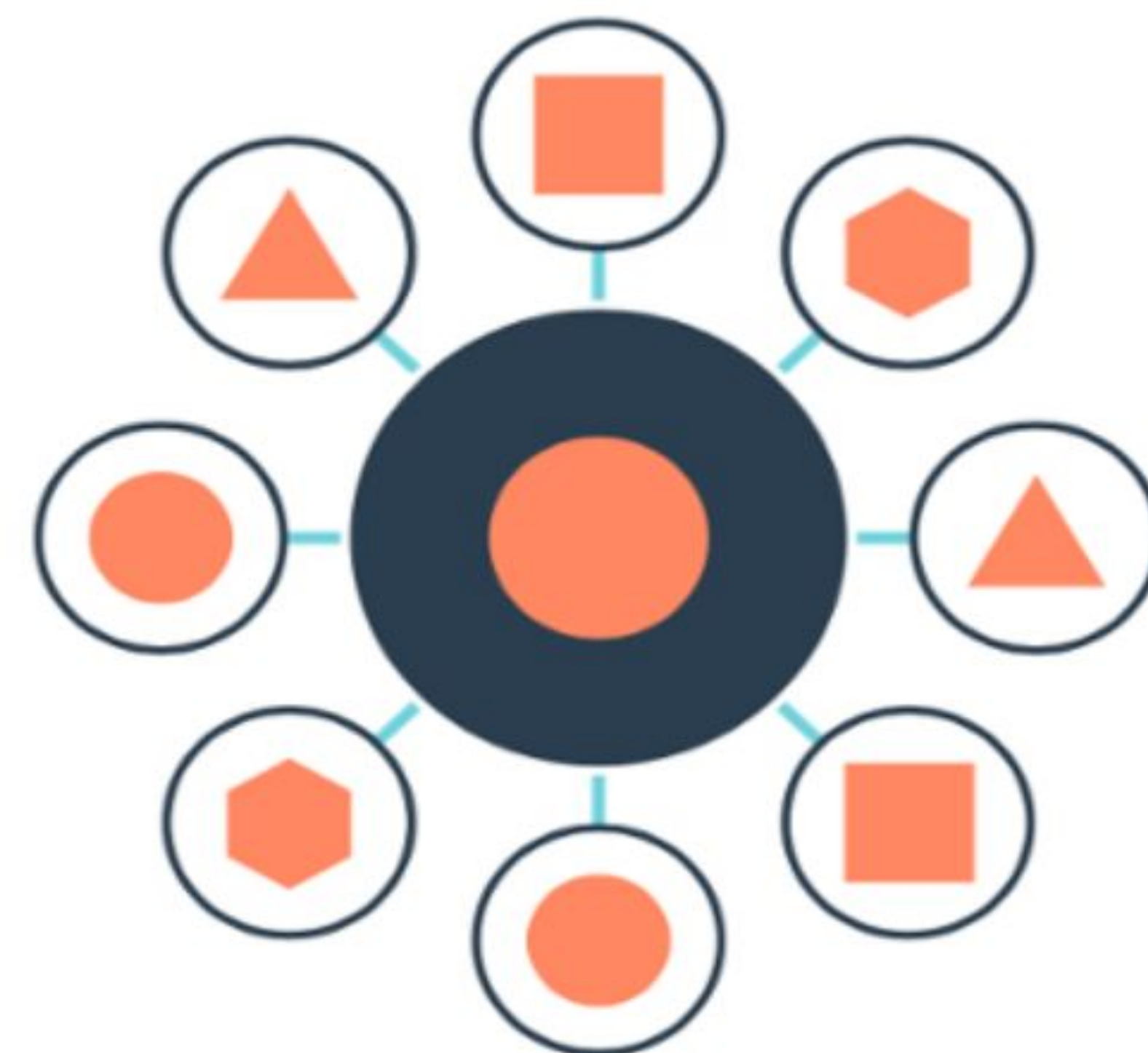
→ reforça la
importància dels
sinònims i els
continguts
relacionats.





Topic Clusters

Topic Clusters



Per crear el cluster → veure sugerencies d'autocompletar a les cerques i [Asnwerthepublic.com](https://www.answerthepublic.com)

Comprovació extra

botó, "explorar"

- Anar a Google Docs
copiar un text en un Doc
Eines Explorar
- Allà ens diu sobre què parla el text. Fa servir aquesta info pel SEO... no només té en compte les paraules del lloc web, també el seu significat.

The screenshot shows a Google Docs interface. At the top, it says 'Untitled document' with icons for star, share, and refresh. The menu bar includes 'File', 'Edit', 'View', 'Insert', 'Format', 'Tools', 'Add-ons', and 'Help'. Below the menu is a toolbar with icons for undo, redo, print, and various text formatting options like bold, italic, underline, and text color. The main text area contains a paragraph in Catalan about mushrooms, mentioning 'fredolic' and 'Tricholoma pardinum'. On the right side, there is an 'Explore' sidebar with a search bar and a list of topics related to the text, including 'Tricholoma pardinum (Fungus)', 'Tricholoma portentosum (Fungus)', and 'Mushroom (Fungus)'. Below the topics, there is a 'Related research' section with a link to 'Tricholoma terreum - Wikipedia'.



Març 2020 - EAT → segueix igual

- E-A-T (Expertise, authoritativeness, trustworthiness)
- És una continuació del canvi d'agost 2019 en les pàgines YMYL (Medical Update)
- Vol webs segures, amb experts com a fonts del contingut i deixant molt clar qui és l'autor.



Què cal fer?

1. No publicar res de forma anònima: signar tots els articles del blog.
2. Crear una fitxa d'autor i incorporar-la al principi o al final del blog.
3. Linkejar altres articles que hàgim escrit i que complementin la informació.
4. Linkejar fonts fiables fora del nostre lloc web (però que no competeixin amb nosaltres i no fent servir les paraules clau nostres per linkejar-los)



Indica qui és l'autor dels posts

de visitas están bien hechos.

Con estos 5 consejos deberías empezar a incrementar tu ratio de conversión y por ende, tu facturación.

Espero que este artículo te haya sido de utilidad.

Nos vamos hablando.



Montserrat Peñarroya

Especialista en estrategia en Marketing Digital. Impartiendo conferencias, formación y consultoría desde hace más de 20 años.

Setembre 2019 – New Nofollow

- L'1 de març 2020 el “Nofollow” havia de deixar de funcionar.
- Els nous atributs:
 - rel=”ugc” □ user generated content
 - rel=”sponsored” □ links pagats
- Com afecta:
 - Els comentaris amb enllaços afectaran el SEO
 - Els enllaços de les xarxes socials serviran per SEO → Ja veu els de Twitter, Wikipedia, LinkedIn, Pinterest
 - No sabem què passarà amb el contingut dels diaris → ElPunt sí



Què hem de fer?

Estar atents al Google Search Console per veure si veiem aparèixer els links de les xarxes socials.

The screenshot shows the Google Search Console interface. At the top, there's a search bar with the text "Inspect any URL in 'https://www.montsepenarroya.com/'". Below this, the "Links" report is displayed for the URL "https://www.montsepenarroya.com/". The report is divided into two main sections: "Top linking sites" and "Top linking text".

Top linking sites

Linking Site	Number of Links
blogspot.com	2,445
cuinadecasa.com	439
wordpress.com	349
wordpressbcn.com	167
guillemcarbonell.cat	83

[MORE >](#)

Top linking text

montserrat peñarroya
montse peñarroya

On the right side of the screenshot, there are several URL snippets, including "https://www.montsepenarroya.com/er-make-an-executive-summary-for-a-bus-an/", "https://www.montsepenarroya.com/cc", "https://www.montsepenarroya.com/ac-este-blog/", and "https://www.montsepenarroya.com/cc-articles/turismo-20/".



CONTINGUTS

- . Ben indexats
- . Accessibles
- . Amb versions per mòbil o responsive.
- . Descàrrega ràpida → **Core web vitals**
- . Continguts originals
- . Continguts segurs

PARAULES CLAU

- . Densitat en una pàgina
- . Densitat en tot el lloc web
- . Punts de prominència (Title, URL, H1, H2, etc.)
- . Anclatges de tercers

Neural Matching - Topic

SEO

LINK BUILDING

- . Enllaços de confiança → **EAT**
- . Enllaços de llocs web importants
- . Enllaços de llocs web relacionats

SEMÀNTICA

- . **Marcatge de dades**
- . **Dades estructurades**



SEO en eCommerce/Catàleg

La home → SEO per la marca o nom d'empresa

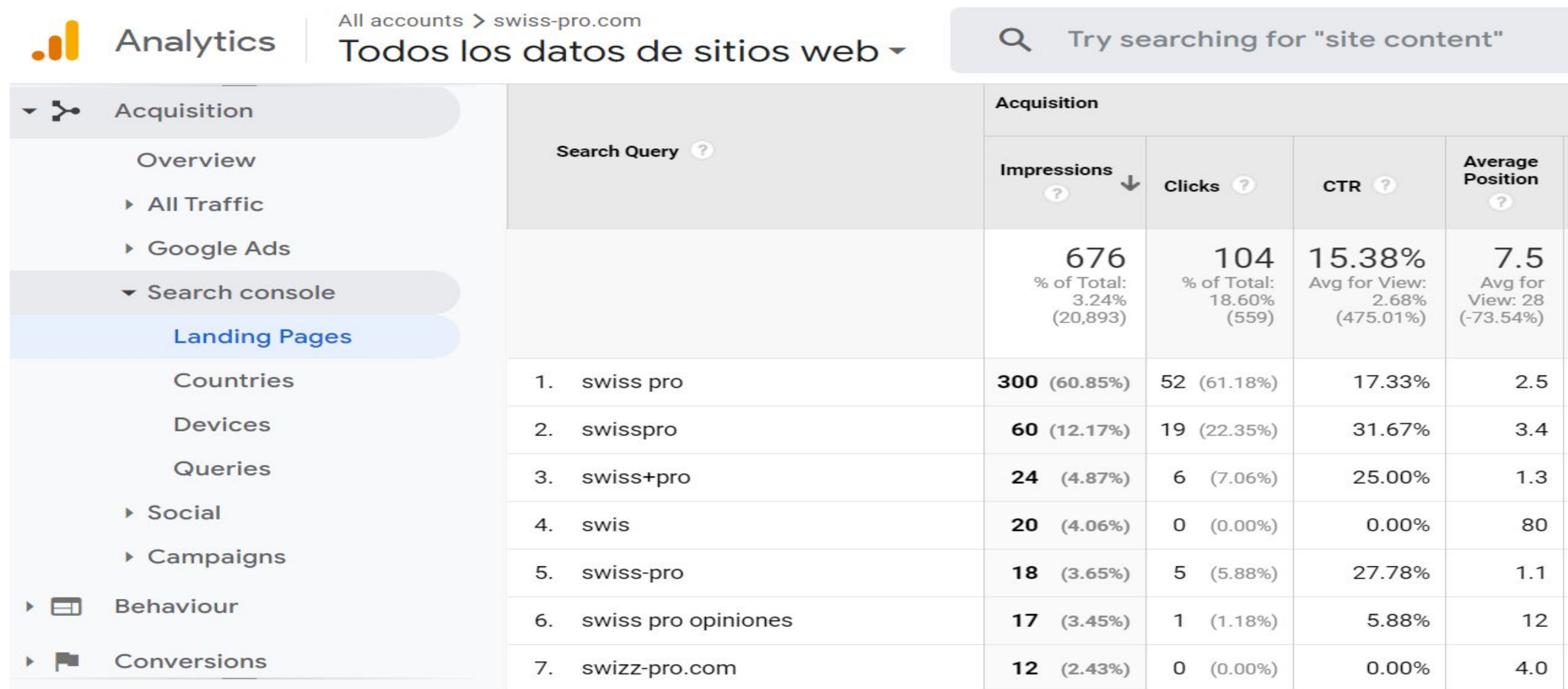
Les pàgines de categoria → SEO per genèrics de la categoria.

Les pàgines de producte → SEO pel nom del producte

El blog → SEO per les preguntes sobre els productes o les categories

Google Analytics us dirà per a què es posiciona cada pàgina

GA → Adquisició → Search Console → landing pages → entreu a una de les pàgines, allà diu les paraules que porten el trànsit cap a cada pàgina (al GA4 encara no ho diu)



The screenshot shows the Google Analytics interface for the account 'swiss-pro.com'. The left sidebar is expanded to 'Acquisition' > 'Search console' > 'Landing Pages'. The main table displays search queries and their performance metrics.

Search Query	Acquisition			
	Impressions	Clicks	CTR	Average Position
	676 % of Total: 3.24% (20,893)	104 % of Total: 18.60% (559)	15.38% Avg for View: 2.68% (475.01%)	7.5 Avg for View: 28 (-73.54%)
1. swiss pro	300 (60.85%)	52 (61.18%)	17.33%	2.5
2. swisspro	60 (12.17%)	19 (22.35%)	31.67%	3.4
3. swiss+pro	24 (4.87%)	6 (7.06%)	25.00%	1.3
4. swis	20 (4.06%)	0 (0.00%)	0.00%	80
5. swiss-pro	18 (3.65%)	5 (5.88%)	27.78%	1.1
6. swiss pro opiniones	17 (3.45%)	1 (1.18%)	5.88%	12
7. swizz-pro.com	12 (2.43%)	0 (0.00%)	0.00%	4.0



Sobre les dates dels posts

El contingut més recent es posiciona millor.

→ Per tant, cal anar actualitzant els posts i optimitzant-los.

→ La data l'hem d'actualitzar... o es pot treure la data sencera.

Més info aquí:

[https://www.searchenginejournal.com/ranking-factors/fr
esh-content/](https://www.searchenginejournal.com/ranking-factors/fr
esh-content/)

SEO per eCommerce → bibliografia

Keyword research:

<https://www.searchenginejournal.com/ecommerce-guide/per-form-keyword-research/>

SEO en página de producto:

<https://www.searchenginejournal.com/ecommerce-product-page-seo-dos-donts/386068/>

SEO en página de categoría:

<https://ahrefs.com/blog/seo-ecommerce-category-pages/>

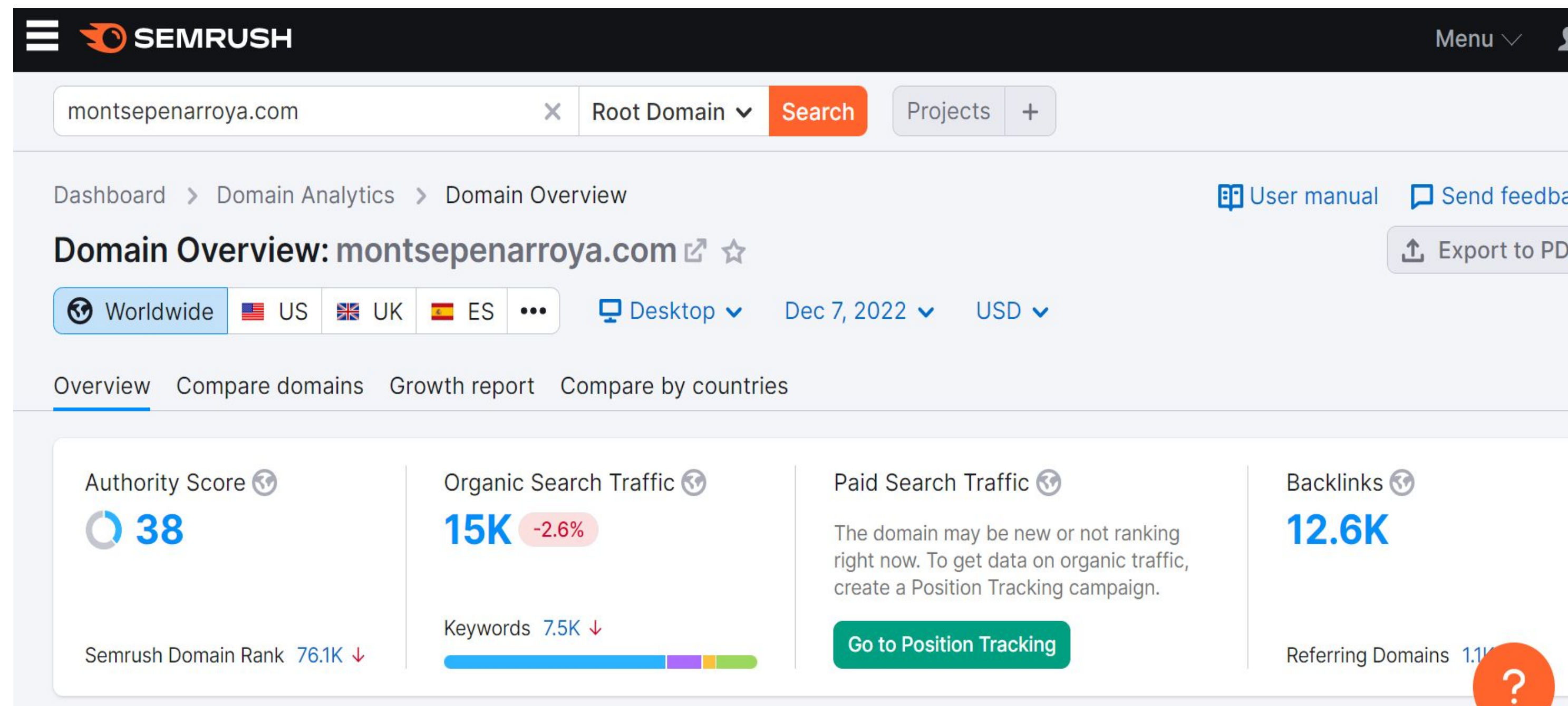
Els rich snippets / resultats zero

The image shows a Google search interface. The search bar contains the text "what is mmm model". Below the search bar, there are navigation options: "All", "Images", "Videos", "Shopping", "News", "More", and "Tools". The search results show "About 86,800,000 results (0.62 seconds)". The first result is from "https://www.marketingevolution.com" and is titled "What is Media Mix Modeling (MMM)? - Marketing Evolution". The snippet below the title reads: "Media mix modeling (MMM), sometimes referred to as marketing mix modeling, is an analysis technique that allows marketers to measure the impact of their ...". To the right of the text is a rich snippet containing several images: a pie chart titled "Product Sources of Volume: Year Ago", a circular diagram with "Sales" in the center, and a flowchart with "ROI" in the center. Below the images is a "More images" button. Underneath the rich snippet is the text "Marketing mix modeling" with a share icon. At the bottom of the rich snippet, it says "Marketing mix modeling is statistical analysis such as multivariate regressions on sales and marketing time". Below the main search result is a "People also ask" section with three questions: "What is MMM method?", "What does MMM mean in marketing?", and "What is MTA vs MMM?". Each question has a downward arrow indicating it can be expanded.

<https://searchengineland.com/google-featured-snippets-optimization-guidelines-389951> → **Mirar,**
ara calen més coses

Anàlisi de competidors: SEM Rush

Alexa ha deixat de funcionar. Necessitem nous rankings i nova eina per les paraules clau dels competidors.



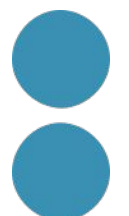


Les IP del hosting deixen d'importar en els Google de cada país

Google ha indicat que deixa de tenir en compte la IP del hosting per conèixer a quin mercat va dirigit aquell lloc web.

→ Això vol dir que amb un hosting a Espanya es pot fer bon posicionament a Itàlia (fins ara hi havia una petita penalització).

→ Ull... Yandex i Baidu no han tret aquesta penalització.



Tendències SEO 2023 (Rumors...)

- **Les URL perdran pes en l'algoritme** (perquè haurem de fer servir URL més llargues que transmetran altre tipus d'informació i per tant no seran tant rellevants per entre el contingut)
- **Donarà més importància a les imatges** i no caldrà treballar tant els continguts en format text per tenir un bon SEO → Alts, noms del fitxers i text al voltant de la imatge, guanyarà pes. Google també reconeixerà el contingut de les imatges



Bibliografia

Canvis en l'algoritme:

<https://www.searchenginejournal.com/google-algorithm-history/>

<https://moz.com/google-algorithm-change>

<https://backlinko.com/google-ranking-factors>



Creació de continguts amb intel·ligència artificial

Chat GPT

<https://chat.openai.com>

The screenshot shows the OpenAI ChatGPT web interface. At the top, the browser address bar displays <https://chat.openai.com/chat>. Below the address bar is a navigation bar with several bookmarked items: "Bones pràctiques Ili...", "Caps de Setmana d...", "Clase de Finances", "Clase de Youtube", "Eines per Marketin...", "Gamified events", "Musica", and "Idees per empresa".

On the left side, there is a dark sidebar menu with the following options: "+ New chat", "'Journal Qeios.com Info' (with edit and delete icons)", "Increased Investor Protection v", "Creences d'Otto i Inga", "Implicacions Teoria Ment Estes", "Choosing Small Dog Name", "Clear conversations", "Dark mode", and "OpenAI Discord".

The main chat area shows a user's question: "What do you know about the scientific journal 'Journal of Open Innovation: technology, market and complexity'?". The AI's response, accompanied by the OpenAI logo, states: "The 'Journal of Open Innovation: Technology, Market, and Complexity' is a scientific, peer-reviewed journal that focuses on open innovation as a concept and practice. Open innovation is an approach to innovation that involves actively seeking out ideas and contributions from external sources, such as customers, suppliers, and research institutions, in addition to internal sources. The journal covers a wide range of topics related to open innovation, including technological innovation, market dynamics, and the complexity of the innovation process. The articles published in the journal are written by researchers and practitioners from various fields and aim to provide insights into the latest thinking and developments in open innovation."

At the bottom right of the chat area, there is a button labeled "Regenerate response".

Open AI

<https://beta.openai.com/examples/>



Overview

Documentation

Examples

Playground

[Upgrade](#)

[Help](#)



F

Search...

All categories



Q&A

Answer questions based on existing knowle...



Grammar correction

Corrects sentences into standard English.



Summarize for a 2nd grader

Translates difficult text into simpler concep...



Natural language to OpenAI API

Create code to call to the OpenAI API usin...



Text to command

Translate text into programmatic commands.



English to other languages

Translates English text into French, Spanish...



Natural language to Stripe API

Create code to call the Stripe API using nat...



SQL translate

Translate natural language to SQL queries.



AI i SEO

Google no vol continguts creats automàticament per una AI.

Això no vol dir que no puguem crear contingut pel bloc o per les descripcions de producte, des d'una AI.

→ Proveu el generador *d'outlines* (índexos)

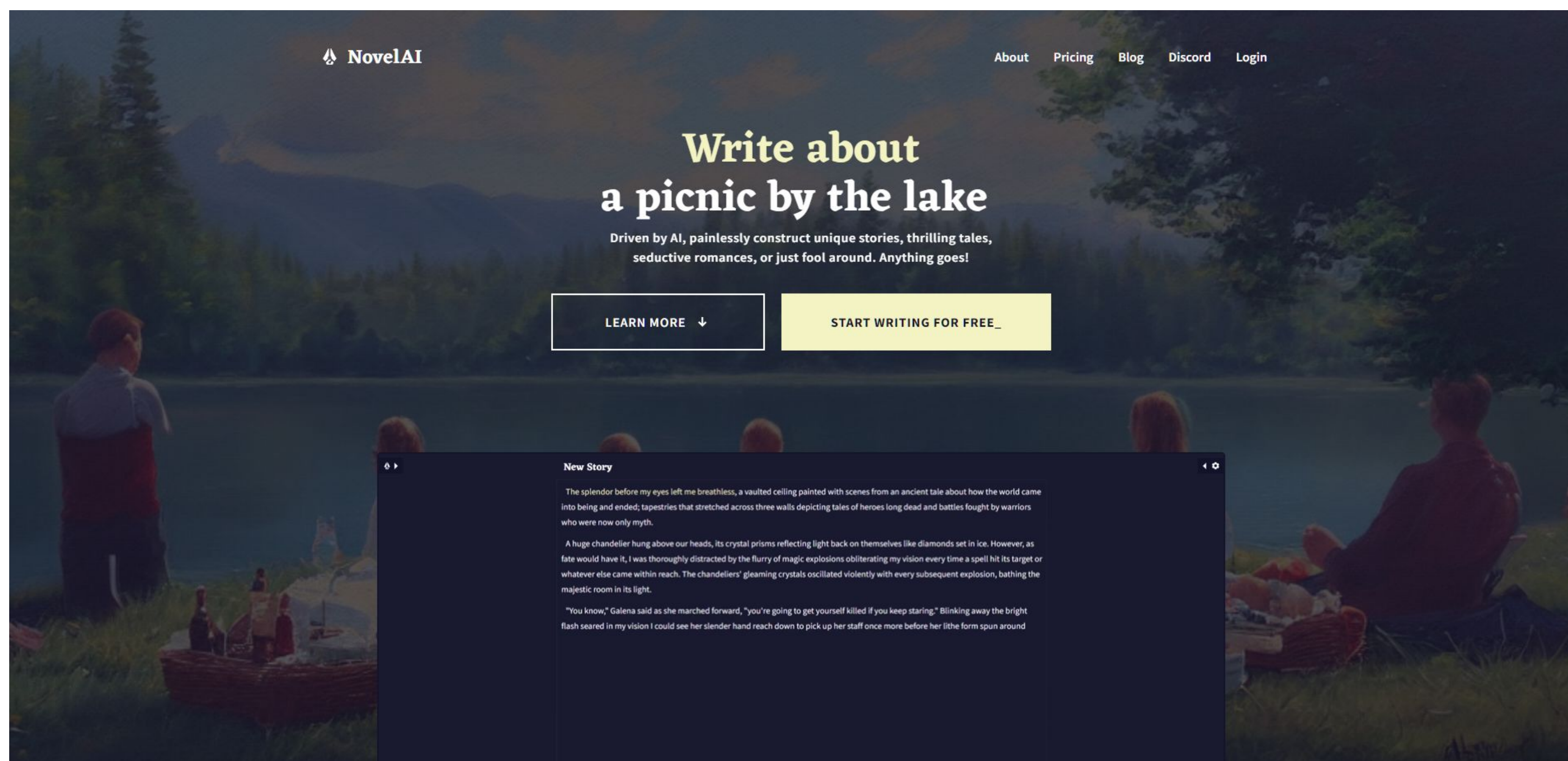
→ Ompliu els apartats de l'índex amb resultats del chat.



Escriure novel·les

<https://novelai.net/>

<https://sites.research.google/versebyverse/>





UN MÓN SENSE COOKIES

La situació actual 2022

La legislació europea (Llei de Protecció de Dades) i la nord-americana (Consumer Privacy Act) estan assetjant cada vegada més a les empreses publicitàries perquè deixin de perseguir als usuaris.



Finals del 2023 → ara 2024

Chrome i altres navegadors deixaran de suportar les cookies.

Safari i Firefox ja ho havien fet al 2020.





Com ens afecta?

Perdrem molta informació sobre els usuaris:

- 1) No els podrem seguir tant fàcilment (efectivitat dels canals SEO i atribució de vendes/contactes)
- 2) Serà complicat saber com són els nostres clients i com trobar-ne de semblants (Publicitat)
- 3) Haurem de trobar noves maneres d'obtenir la informació.
- 4) Afectarà a Google Analytics (UA), que deixarà de funcionar l'1 de juny 2023.

Timeline de la fi de les cookies





Publicitat





MMM model

Media Mix Modeling (MMM):

- Hem de crear models sobre com són els nostres:
 - Usuaris
 - Contactes comercials
 - Clients (eCommerce)
- Hem de mostrar aquests models a Google/Facebook
- Ells ens trobaran més persones com les dels nostres models.

El model

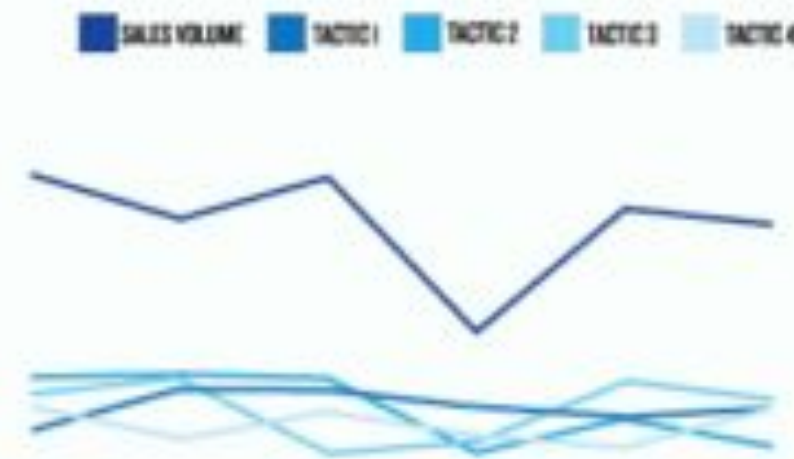


COLLECT



Collect relevant marketing and non-marketing factors that drive performance at granular level.

MODEL



Connect marketing and other activities to business performance using advanced statistical models.

ANALYZE



Quantify the effectiveness and sales impact of all activities.

OPTIMIZE



Run simulations and optimizations to adjust marketing spend for improved results.

Llegir



<https://sociality.io/blog/marketing-mix-modeling/>

sociality.io blog

editor's picks

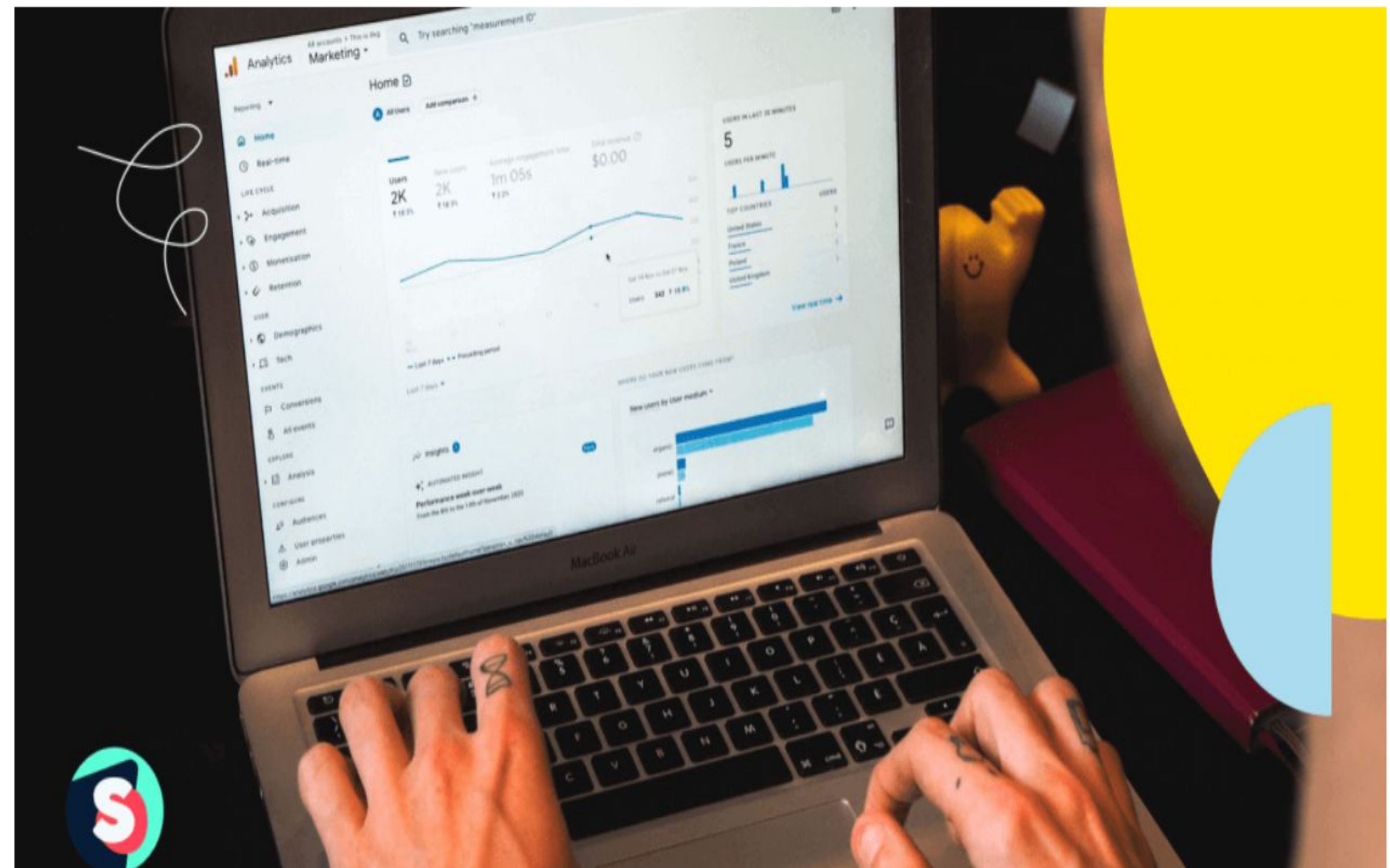
insights

eBooks

newsletter

product

visit sociality.io





Com es tradueix a la realitat?

Necessitem pujar a Google / Facebook llistats de persones que són el nostre públic objectiu, perquè ells en puguin trobar de semblants.

→ Necessitem llistes d'emails.



On podem trobar aquestes llistes?

1. Llistat d'emails de clients
2. Llistat d'emails de clients del Black Friday
3. Llistat de subscriptors al butlletí
4. Llistat de persones que han demanat pressupostos
5. Llistat de persones que han visitat el nostre stand a la fira XXX
6. Llistat de contactes a linkedin
7. Llistat de persones que han participat en el sorteig XXX
8. ... (pensa en llistes que pots tenir per l'empresa)

Per fer concursos



<https://gleam.io/>

The screenshot shows the Glead.io website interface. At the top, there is a navigation bar with the Glead logo and links for 'Apps', 'Templates', 'Learn', and 'Pricing'. A 'LOGIN' link is also present. Below the navigation bar is a large green banner with the text 'Guides to Grow Your Business' and a search bar with the placeholder text 'Search for a topic or question'. Below the banner, there is a list of guides categorized by icon and title:

- General**: Overview of the Glead App.
- Competitions**: Guides for Competitions.
- Rewards**: Guides for Rewards.
- Capture**: Guides for Capture.
- Galleries**: Guides for Galleries.
- Industry Guides**: Industry Specific Growth Guides.
- Shopify Guides**

Contactes de LinkedIn → privacidad de datos → gestionar tus datos



Configuración

 Preferencias de la cuenta

 Inicio de sesión y seguridad

 Visibilidad

 Comunicaciones

[← Volver](#)

Exportar tus datos

Tus datos de LinkedIn te pertenecen y puedes descargarlos en un archivo en cualquier momento o [ver el contenido multimedia](#) que has cargado.

Descarga un archivo de datos más grande que incluya contactos, posibles contactos, historial de cuentas y otra información que deducimos a partir de tu perfil y actividad. [Más información](#)

¿Quieres algo en concreto? Selecciona los archivos de datos que más te interesan.

Artículos

Contactos

Contactos importados

Mensajes

Invitaciones

Perfil

Recomendaciones

Registro


Solicitar archivo



Millorar la subscripció al butlletí

https://www.saulvarez.com/12-tendencias-en-diseno-web-para-2023-ejemplos/

Caps de Setmana d... Clase de Finances Clase de Youtube Eines per Marketin... Gamified events Musica Idees per empresa



Suscríbete. Es GRATIS

Recibirás consejos en marketing digital a través de nuestra newsletter.

CONTACTO PRESU

Buscar

¿Qué necesitas

recuerdo el año 201...
eb para el año 201...
ndencias han ido m...
en cuenta estas te

Nou servei de Google: Ads Data Hub

<https://developers.google.com/ads-data-hub> (veure el vídeo)



Search

English



Join Google ad data with your own data while maintaining end-user privacy.

[Home](#) [Guides](#) [Reference](#) [Support](#) [Resources](#)

Ads Data Hub

Tailor your marketing measurement approach to your unique business needs. Ads Data Hub enables customized analysis that aligns with your specific business objectives, while respecting user privacy and upholding Google's high standards of data security.

With Ads Data Hub, you can upload your first-party data into BigQuery and join it with Google event-level ad campaign data.



Les smart capaigns són smart de veritat



Smart Shopping campaigns

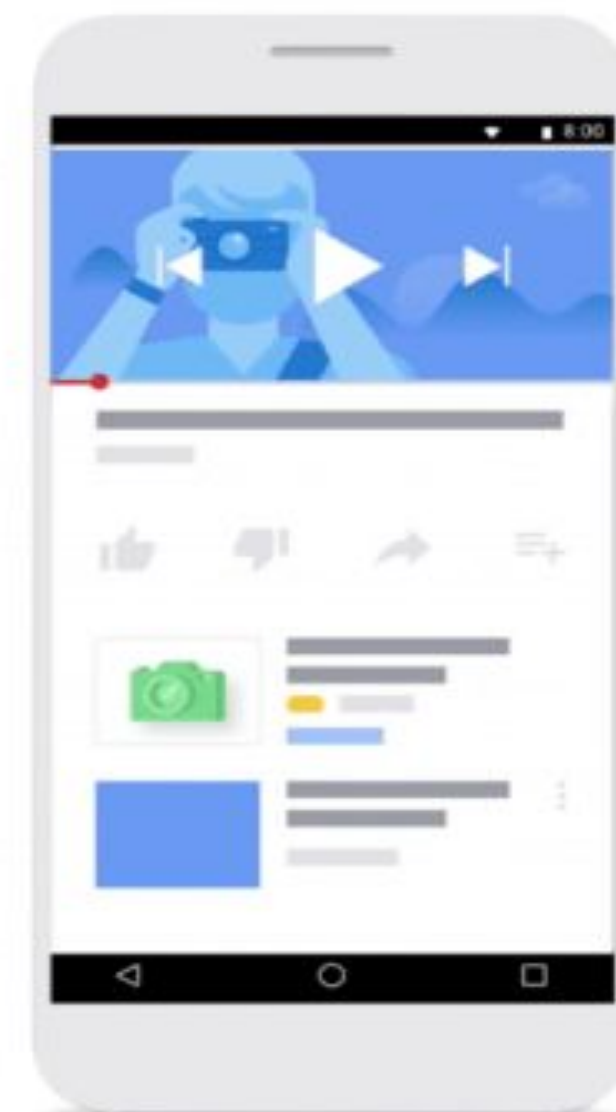
Search



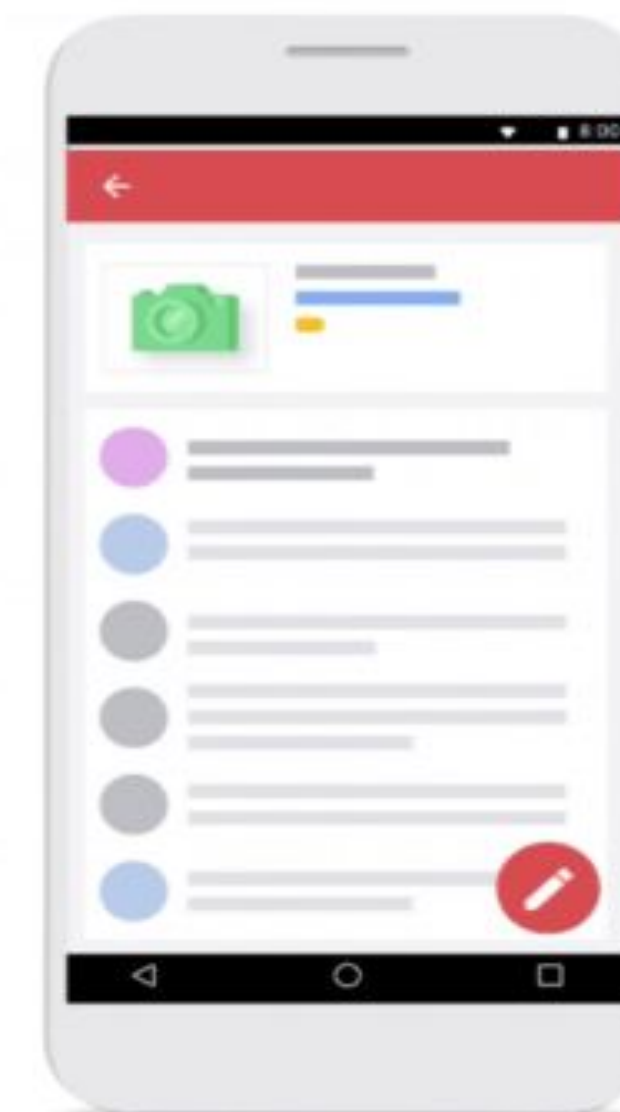
Display



YouTube



Gmail



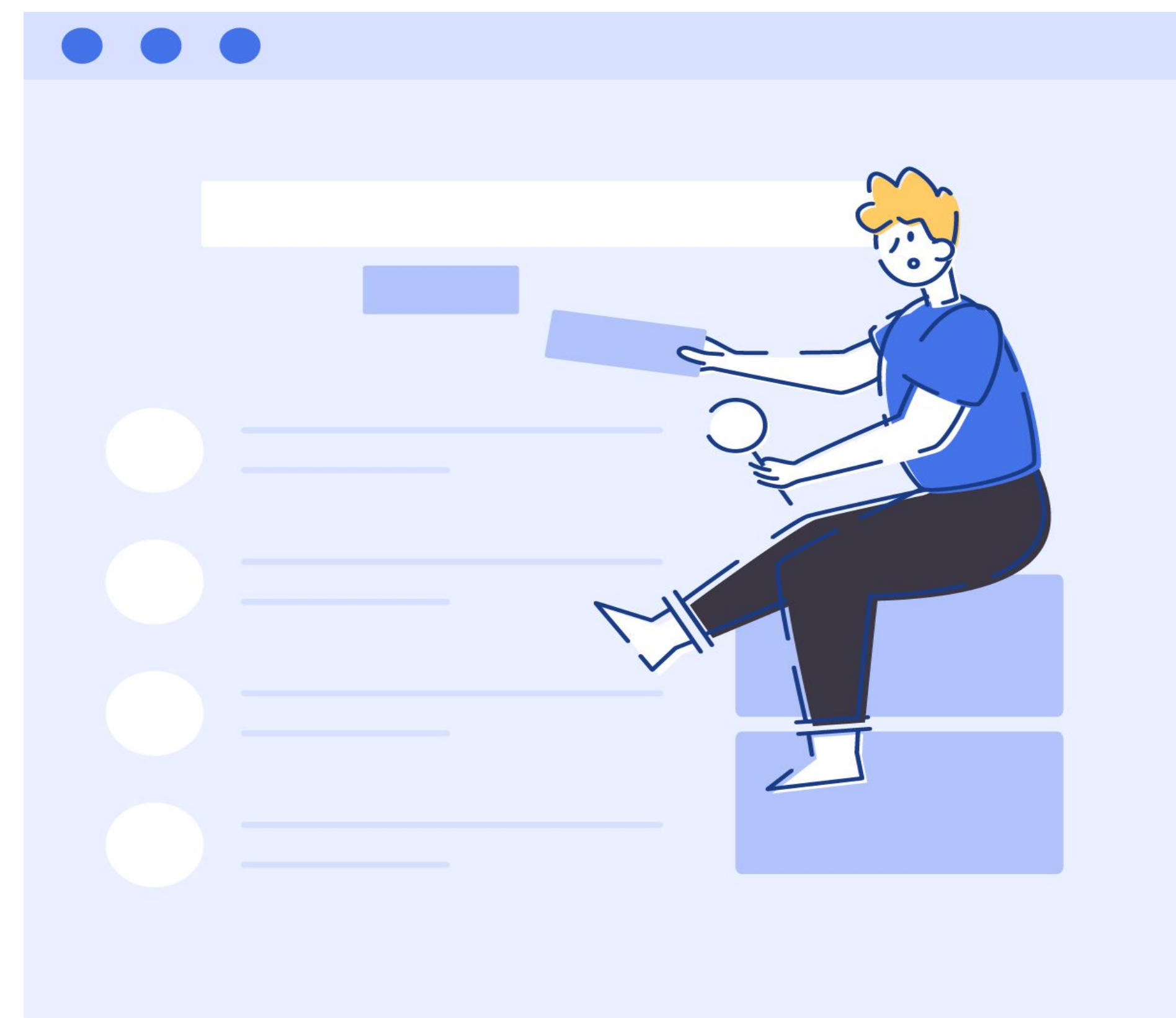
Sistema positiu de publicitat

Clicks ?	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	E-commerce Conversion Rate ?	Transactions ?	Revenue ? ↓
215 % of Total: 18.65% (1,153)	€27.49 % of Total: 5.78% (€475.66)	€0.13 Avg for View: €0.41 (-69.01%)	151 % of Total: 2.81% (5,367)	219 % of Total: 3.19% (6,860)	29.68% Avg for View: 60.83% (-51.21%)	3.60 Avg for View: 2.12 (70.32%)	6.85% Avg for View: 2.61% (162.49%)	15 % of Total: 8.38% (179)	€2,839.55 % of Total: 9.36% (€30,330.39)

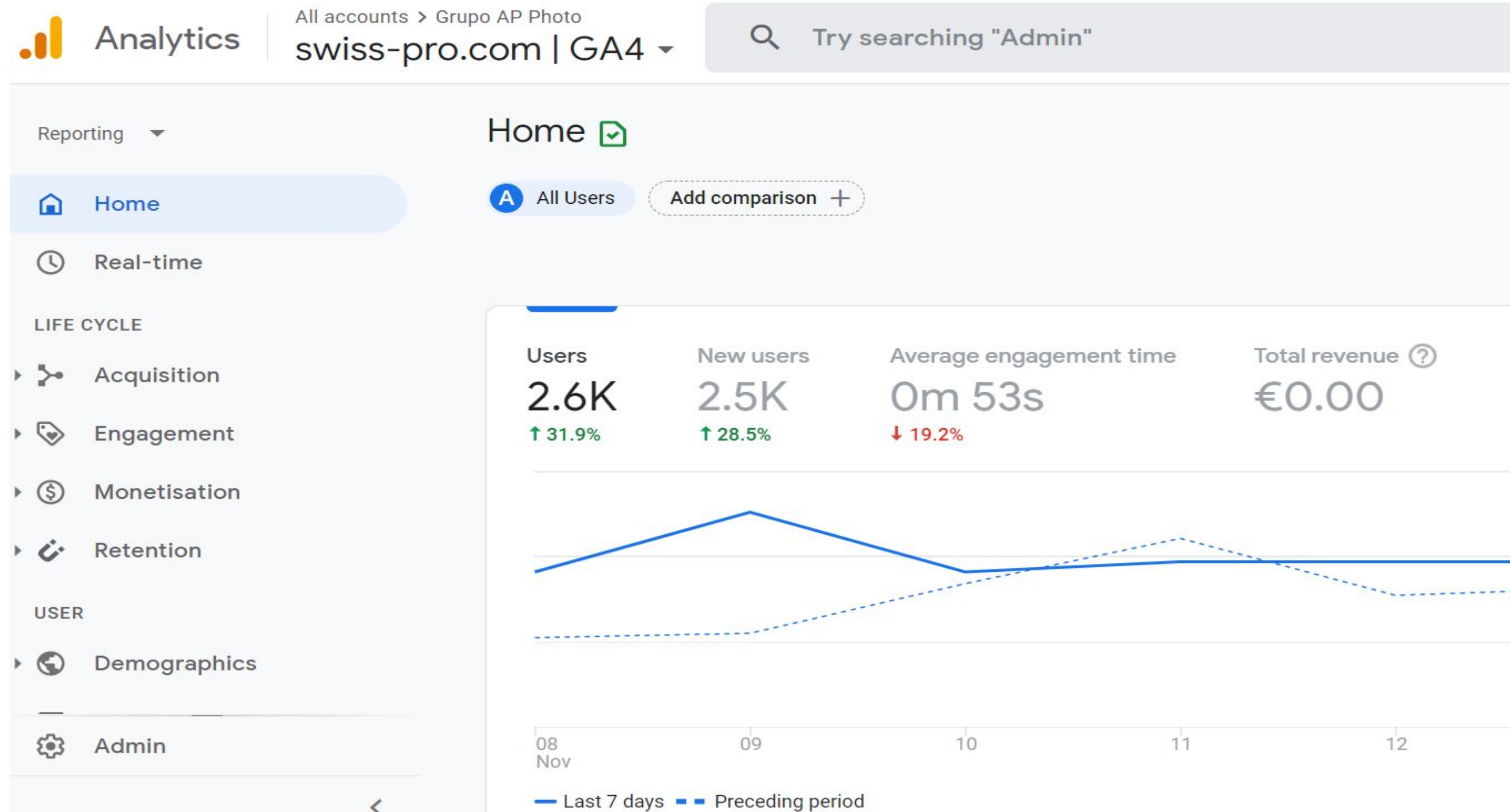
Clicks ?	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	E-commerce Conversion Rate ?	Transactions ?	Revenue ? ↓
72,563 % of Total: 100.00% (72,563)	€5,214.81 % of Total: 100.00% (€5,214.81)	€0.07 Avg for View: €0.07 (0.00%)	48,848 % of Total: 22.35% (218,550)	77,926 % of Total: 23.18% (336,246)	0.03% Avg for View: 0.62% (-94.64%)	3.25 Avg for View: 3.17 (2.74%)	0.31% Avg for View: 0.18% (73.18%)	238 % of Total: 40.13% (593)	€209,762.70 % of Total: 35.86% (€584,978.85)



Google Analytics



Nova versió (octubre 2020)

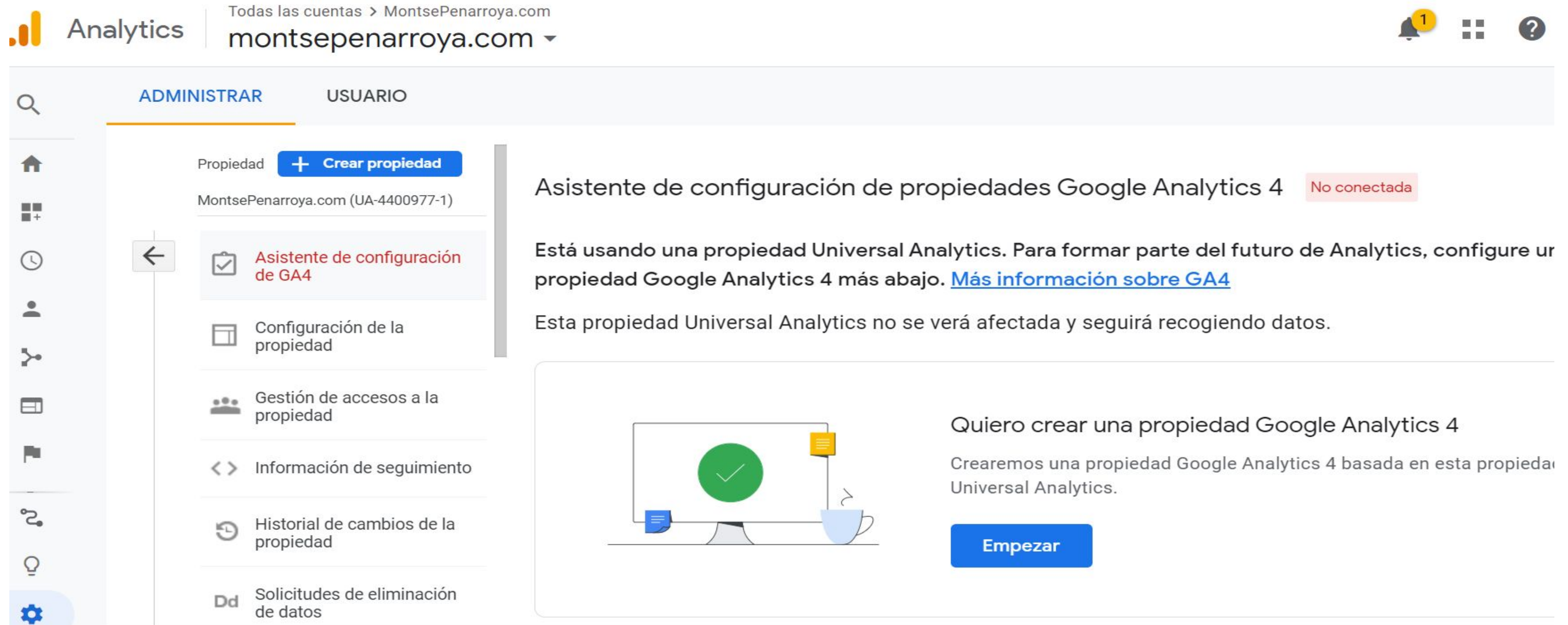




Què hem de fer?

- **Activar ja la doble medicació** i mantenir G3 i G4.
- Google ho farà sol al març 2023.
- Anar aprenent com funciona.
- No està acabat i falten funcions

Com començar amb GA4



The screenshot shows the Google Analytics interface for the property 'MontsePenarroja.com'. The top navigation bar includes the Analytics logo, the account name, and a dropdown menu. The main content area is divided into two sections: 'ADMINISTRAR' and 'USUARIO'. The 'ADMINISTRAR' section contains a list of property management options, with 'Asistente de configuración de GA4' highlighted. The 'USUARIO' section displays the 'Asistente de configuración de propiedades Google Analytics 4' interface, which indicates that the property is not connected to GA4 and offers an option to create a new GA4 property based on the existing Universal Analytics property.

Analytics | Todas las cuentas > MontsePenarroja.com
montsepenarroja.com

ADMINISTRAR | USUARIO

Propiedad **+ Crear propiedad**

MontsePenarroja.com (UA-4400977-1)

- Asistente de configuración de GA4
- Configuración de la propiedad
- Gestión de accesos a la propiedad
- Información de seguimiento
- Historial de cambios de la propiedad
- Solicitudes de eliminación de datos

Asistente de configuración de propiedades Google Analytics 4 **No conectada**

Está usando una propiedad Universal Analytics. Para formar parte del futuro de Analytics, configure una propiedad Google Analytics 4 más abajo. [Más información sobre GA4](#)

Esta propiedad Universal Analytics no se verá afectada y seguirá recogiendo datos.

Quiero crear una propiedad Google Analytics 4

Crearemos una propiedad Google Analytics 4 basada en esta propiedad Universal Analytics.

Empezar



Mejoras del GA4



Medición mejorada

Mide las interacciones y el contenido de sus sitios web automáticamente, además de las páginas vistas.



Es posible que se recojan datos de los elementos de las páginas, como enlaces y vídeos insertados, con los eventos correspondientes. Debe asegurarse de que no se envíe información personal identificable a Google. [Más información](#)

Midiendo:



Páginas vistas



Desplazamientos



Clics de salida



Búsquedas en el sitio



Interacción con vídeos

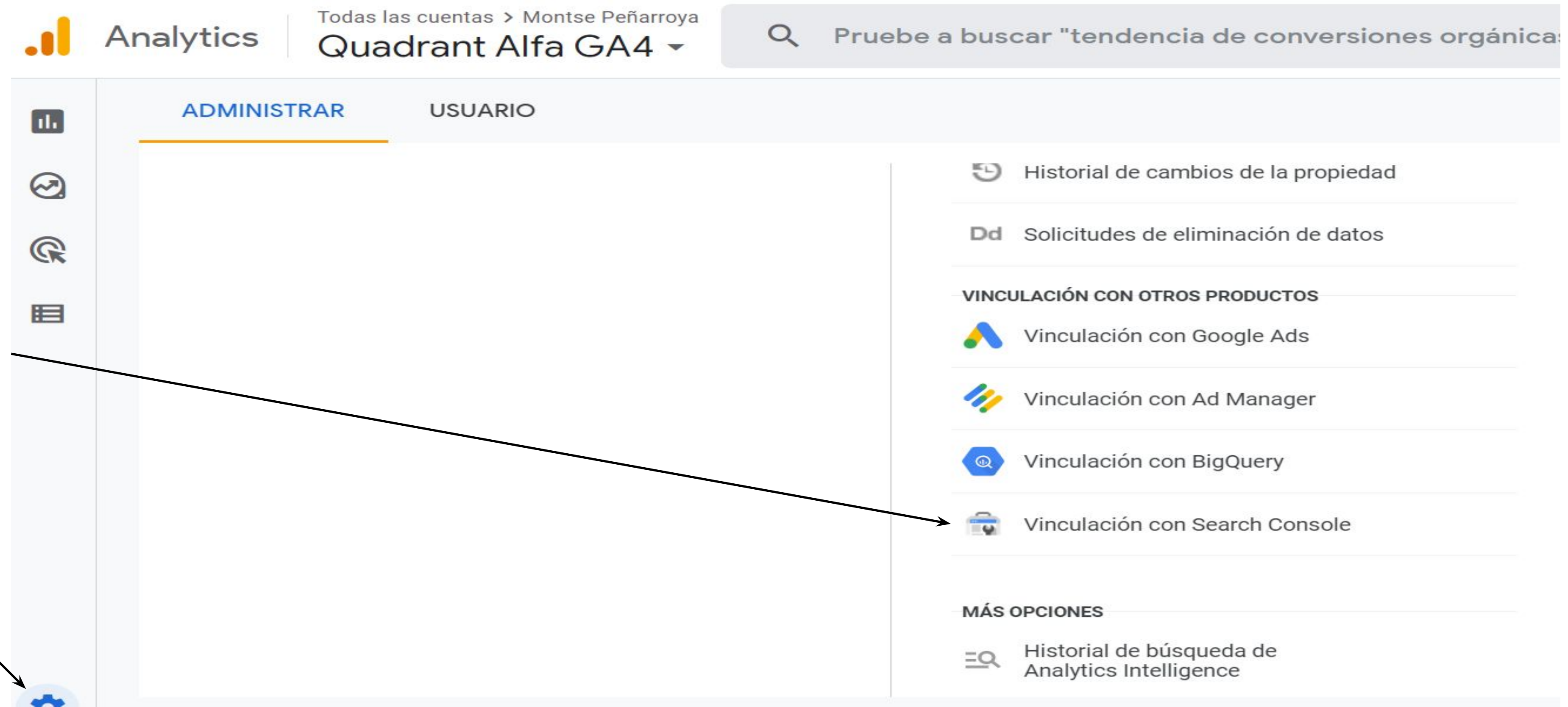


Descargas de archivos

[Mostrar menos](#)



Ja permet connectar-hi Search Console i tenir dades de SEO



The screenshot displays the Google Analytics interface for a property named 'Quadrant Alfa GA4'. The top navigation bar includes the 'Analytics' logo, the account name 'Montse Peñarroya', and a search bar with the text 'Pruebe a buscar "tendencia de conversiones orgánicas"'. Below the navigation bar, there are two tabs: 'ADMINISTRAR' (selected) and 'USUARIO'. The main content area is currently empty. On the right side, there is a sidebar with several options: 'Historial de cambios de la propiedad', 'Solicitudes de eliminación de datos', and a section titled 'VINCULACIÓN CON OTROS PRODUCTOS' which includes 'Vinculación con Google Ads', 'Vinculación con Ad Manager', 'Vinculación con BigQuery', and 'Vinculación con Search Console'. Below this is a section titled 'MÁS OPCIONES' with 'Historial de búsqueda de Analytics Intelligence'. A gear icon is visible in the bottom left corner of the sidebar, and a search icon is in the top right corner. Two black arrows are overlaid on the image: one points from the gear icon to the 'Vinculación con Search Console' option, and another points from the gear icon to the left side of the page.



SDE - Formació

16 de maig
CURS DE GOOGLE ANALYTICS 4
(presencial)



Bibliografia relacionada

Revisió de la configuració de GA4:

<https://searchengineland.com/google-analytics-4-settings-holiday-season-389330>

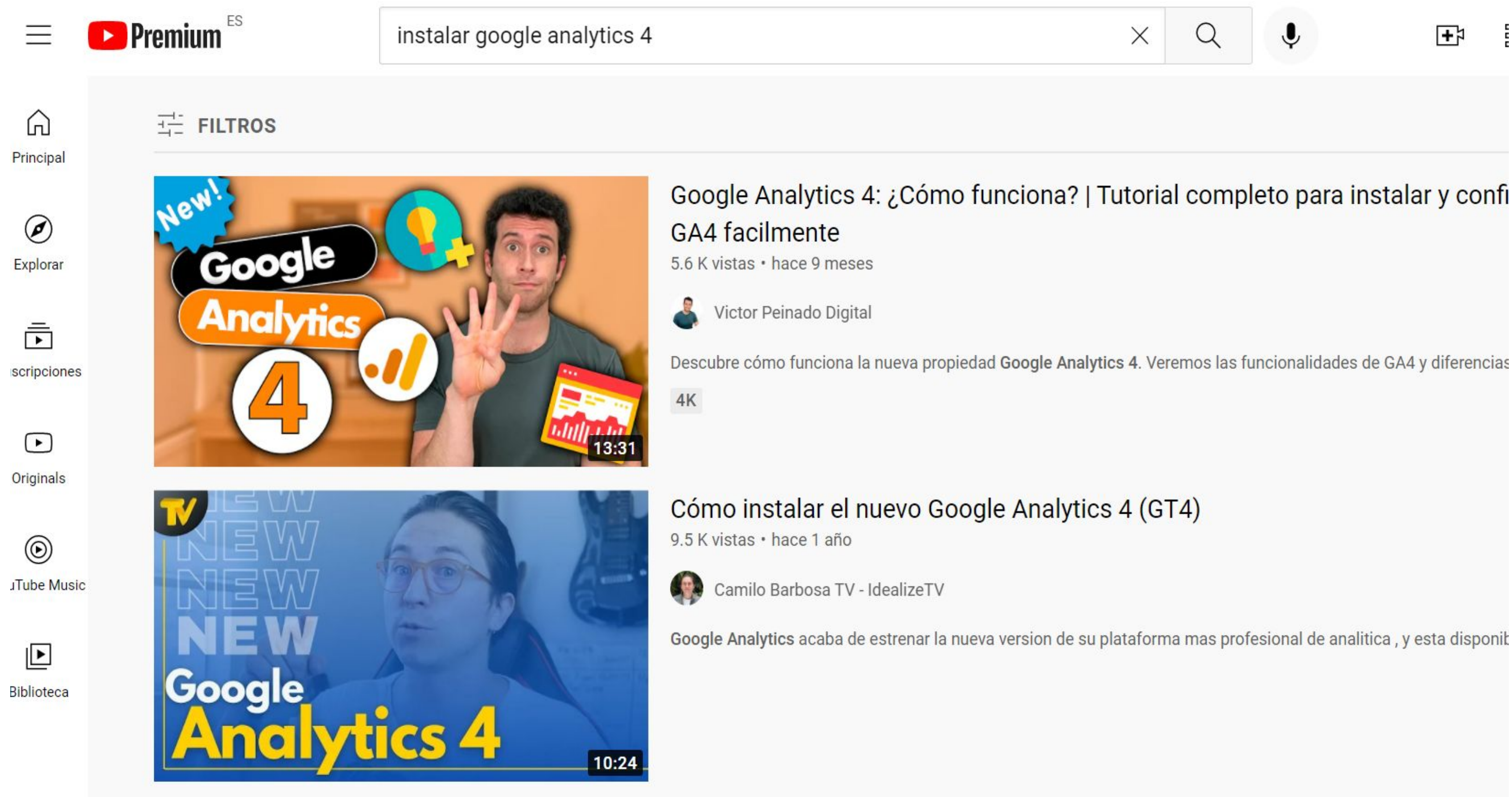
Informes que es poden crear:

<https://searchengineland.com/google-analytics-4-make-custom-report-388925>

Informes que necessitem per SEO:

<https://searchengineland.com/3-valuable-google-analytics-4-reports-for-seos-387368> → FEU AQUEST EXERCICI

Mirar vídeos per fer la instal·lació



The image shows a YouTube search results page for the query "instalar google analytics 4". The interface includes a search bar at the top with the text "instalar google analytics 4", a search icon, and a microphone icon. On the left side, there is a navigation menu with icons for "Principal", "Explorar", "scripciones", "Originals", "Tube Music", and "Biblioteca". The search results are displayed in a list format, with two videos visible. The first video is titled "Google Analytics 4: ¿Cómo funciona? | Tutorial completo para instalar y confi GA4 facilmente" by Victor Peinado Digital, with 5.6 K views and a duration of 13:31. The second video is titled "Cómo instalar el nuevo Google Analytics 4 (GT4)" by Camilo Barbosa TV - IdealizeTV, with 9.5 K views and a duration of 10:24. The video thumbnails show a man and a woman respectively, both with "Google Analytics 4" branding.

Principal

Explorar

scripciones

Originals

Tube Music

Biblioteca

FILTROS

instalar google analytics 4

New! Google Analytics 4

Google Analytics 4: ¿Cómo funciona? | Tutorial completo para instalar y confi GA4 facilmente

5.6 K vistas • hace 9 meses

Victor Peinado Digital

Descubre cómo funciona la nueva propiedad Google Analytics 4. Veremos las funcionalidades de GA4 y diferencias

4K

13:31

TV NEW NEW NEW Google Analytics 4

Cómo instalar el nuevo Google Analytics 4 (GT4)

9.5 K vistas • hace 1 año

Camilo Barbosa TV - IdealizeTV

Google Analytics acaba de estrenar la nueva version de su plataforma mas profesional de analitica , y esta disponit

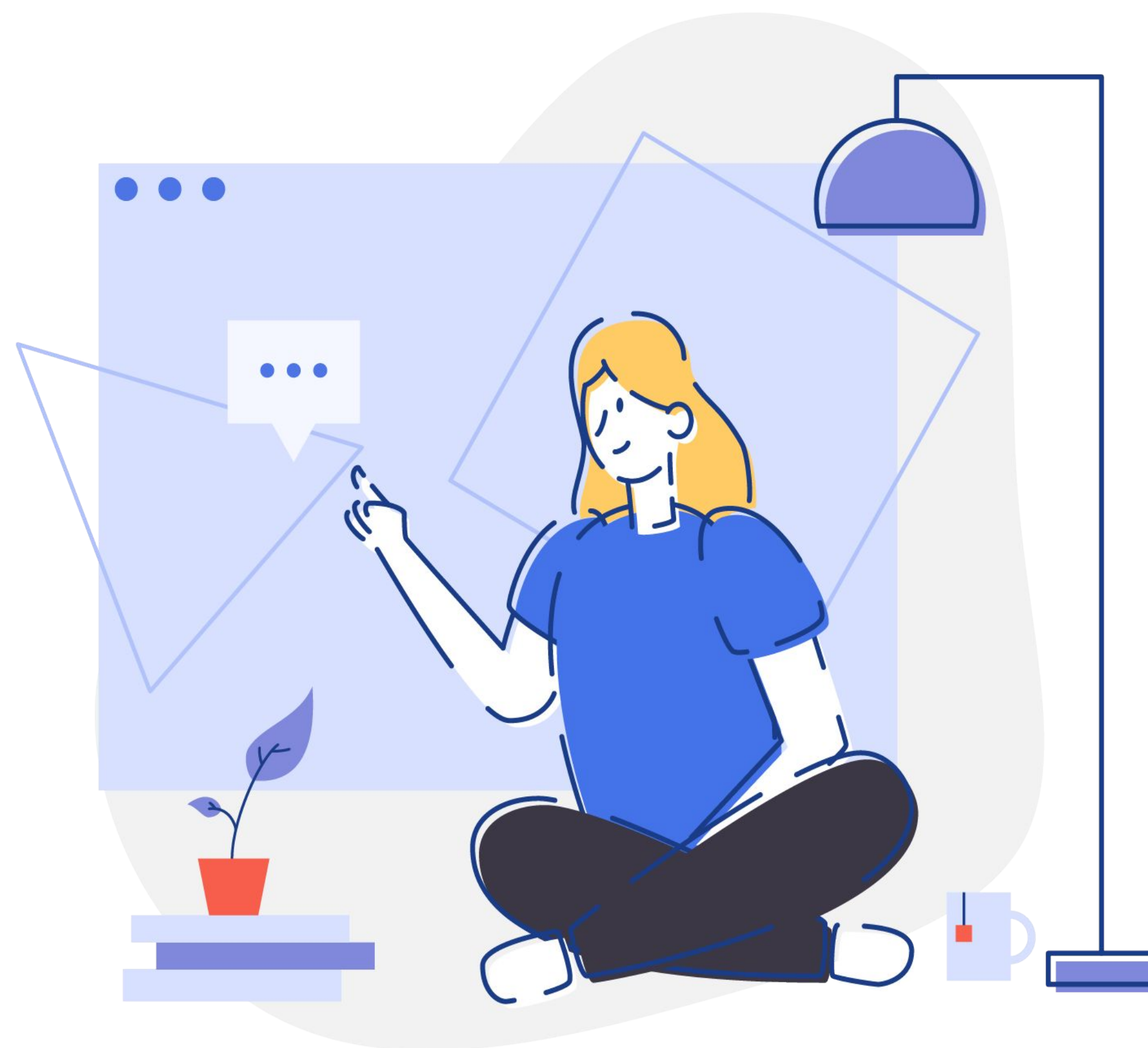
10:24



Canvis a les xarxes socials



Canvis a Facebook



Millora el filtre de les publicacions



El contingut original es posiciona millor

Segueix primant la interacció per sobre dels likes



A screenshot of a Facebook post by Montserrat Peñarroya, posted 6 days ago. The post text describes her experience in Arusha, Tanzania, helping travel agencies and local tour operators. She mentions being grateful to @UNWTOacademy and @TATO for the opportunity. She includes a link to her Instagram Reels. The post shows 23 likes (represented by thumbs up and heart icons), 2 comments, and 1 share. At the bottom, there are three interaction buttons: 'Me gusta', 'Comentar', and 'Compartir'.

Montserrat Peñarroya
6 d · 🌐

He estat passant un dies a Arusha (Tanzania), ajudant a les agències de viatges i als tour operadors locals a tenir més clients directament a través dels seus llocs web. Tanzania és un país precios i estic molt agraïda a la @UNWTOacademy i a @TATO (l'associació de tour operadors) el que m'hagin donat la oportunitat de conèixer aquest meravellós país.

Us deixo aquí alguns Reels que he publicat a Instagram...
https://www.instagram.com/p/ClmQohBoH_2/

👍❤️ 23 2 comentarios 1 vez compartido




👍 Me gusta 💬 Comentar ➦ Compartir









Nous formats d'anunci

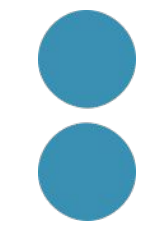
Anuncios
Crea, administra y haz un seguimiento del rendimiento de los anuncios de Facebook e Instagram en un solo lugar.

Crear anuncio

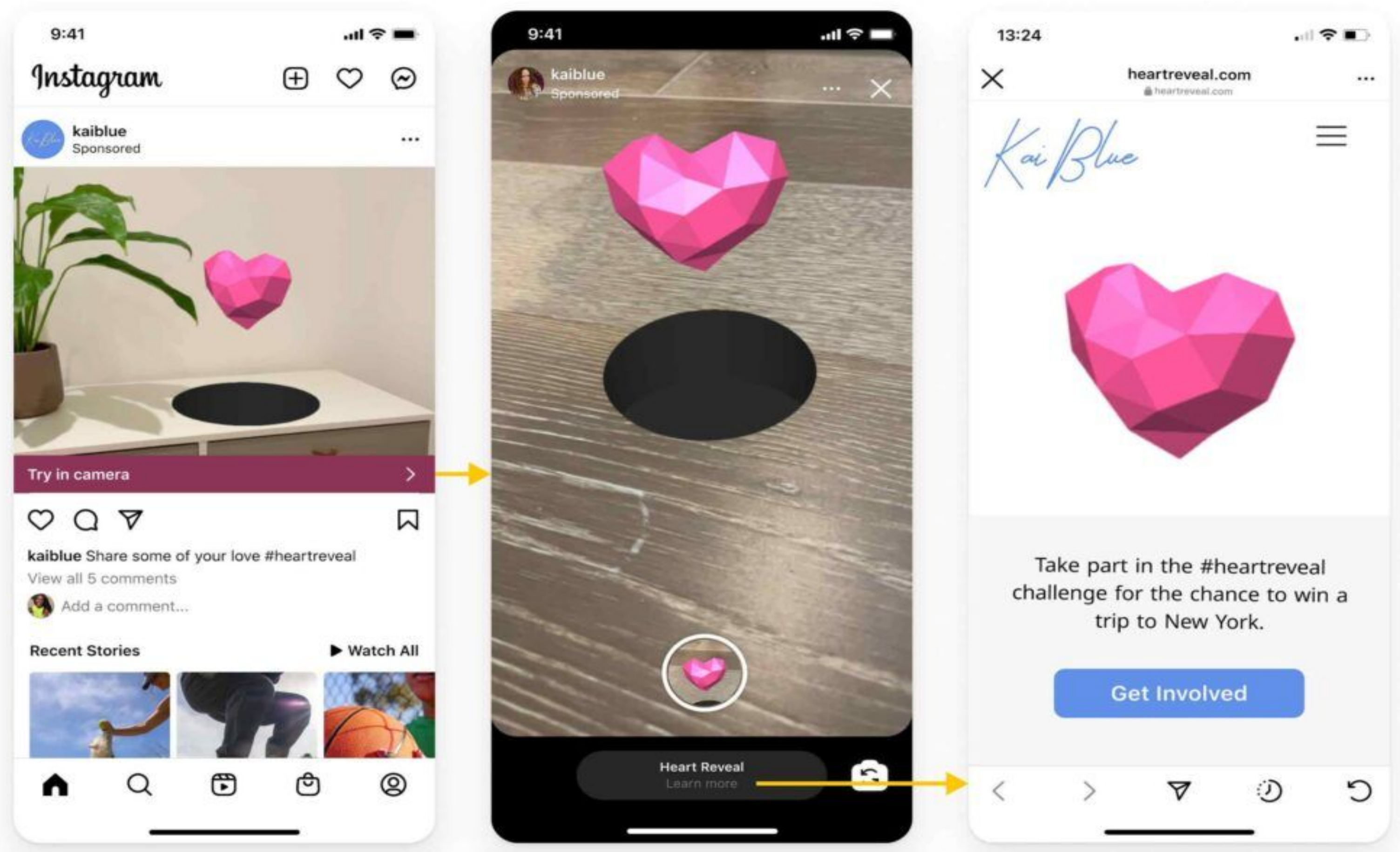
-  **Anuncios automatizados**
Obtén anuncios personalizados que se ajusten con el transcurso del tiempo para conseguir mejores resultados.
-  **Elige un objetivo**
Crea un anuncio nuevo desde cero
-  **Promocionar contenido existente**
Crea un anuncio a partir del contenido de tu página

Elige un objetivo

 Empezar a usar los anuncios automatizados <i>Obtén anuncios personalizados que se ajusten con el transcurso del tiempo para conseguir mejores resultados.</i>	 Crear prueba A/B ⓘ <i>Recomendado</i>	 Promociona una publicación o un reel de Instagram <i>Recomendado</i>
 Conseguir más visitas	 Conseguir más	 Conseguir más



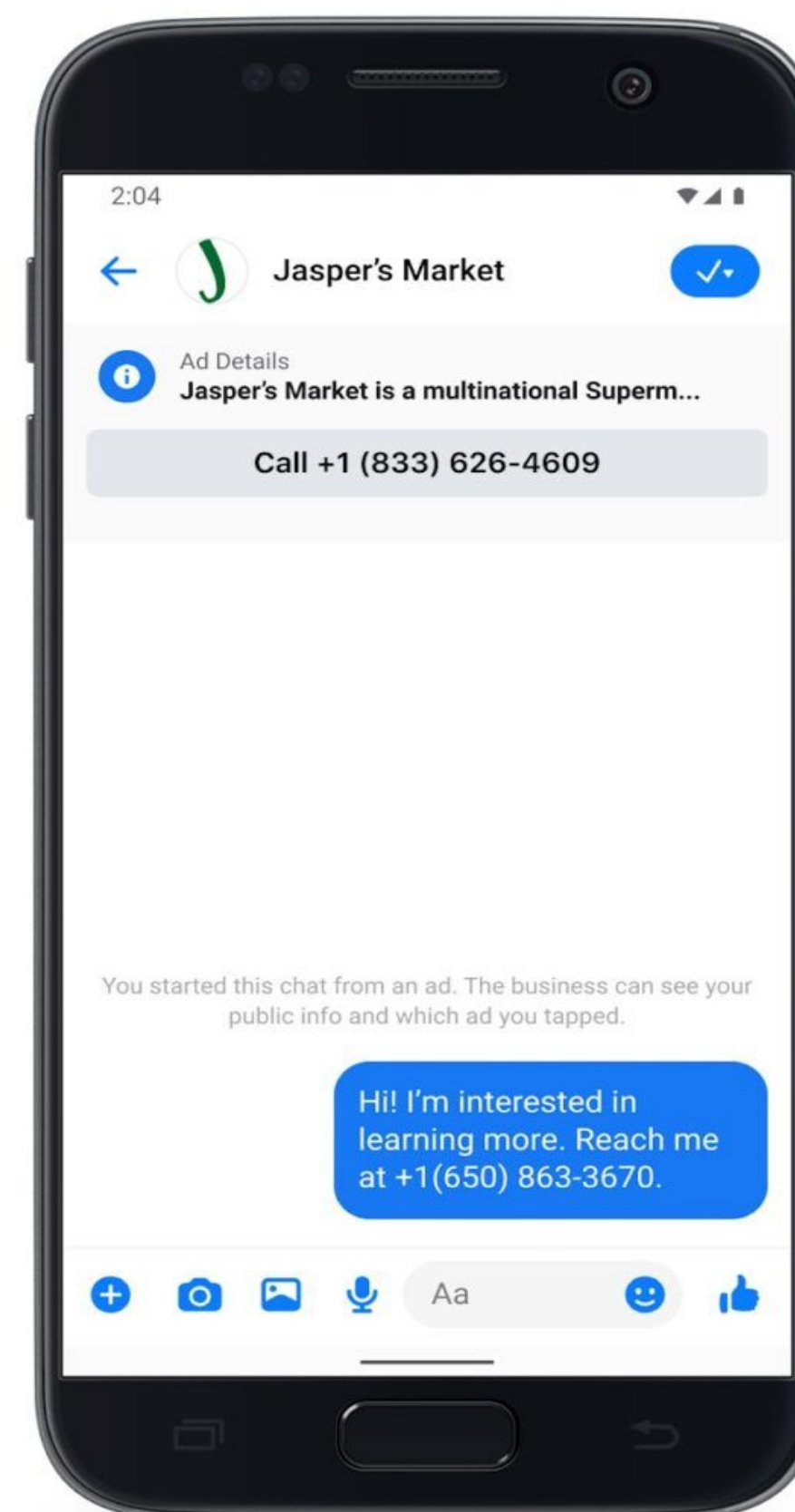
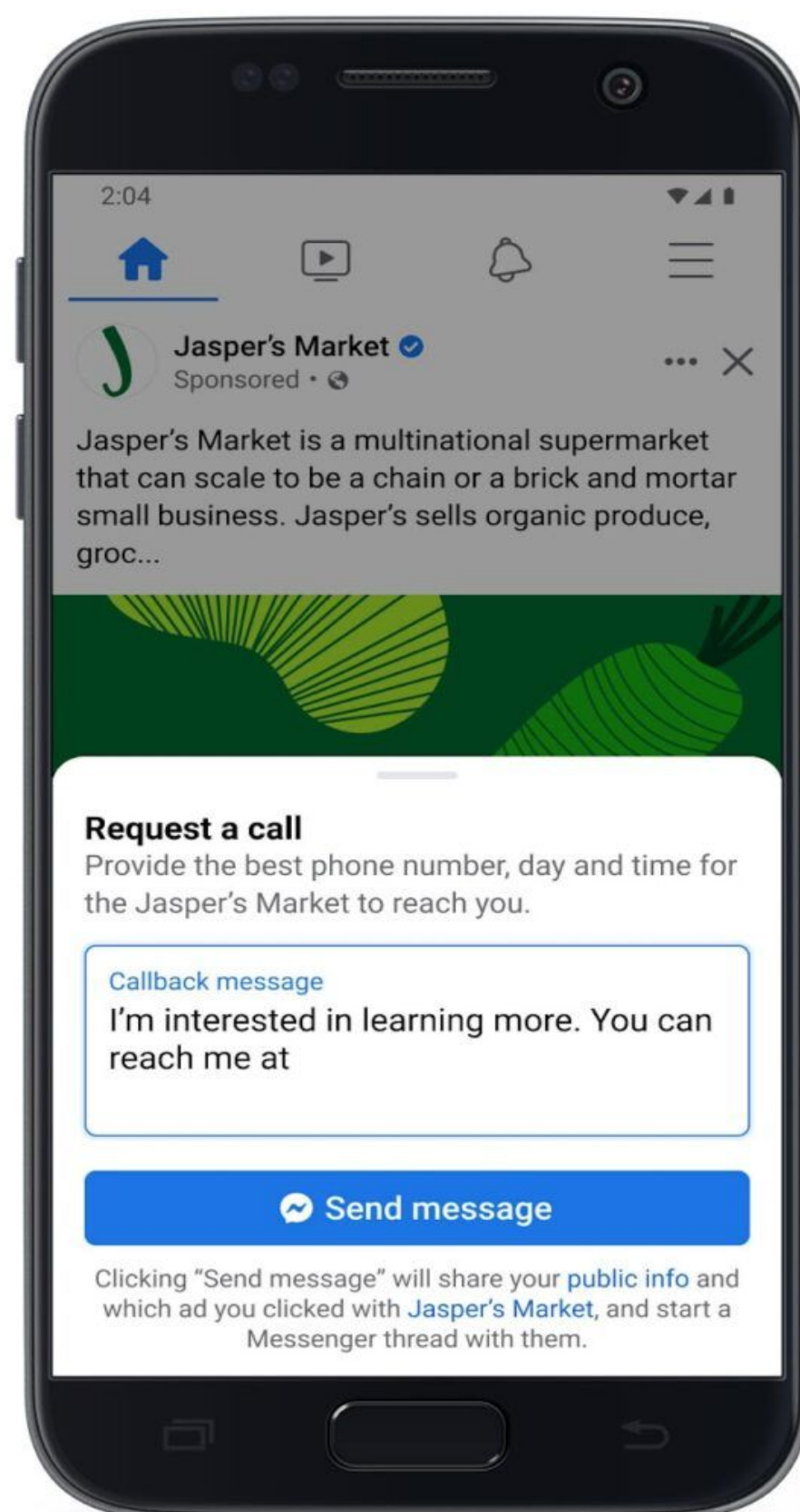
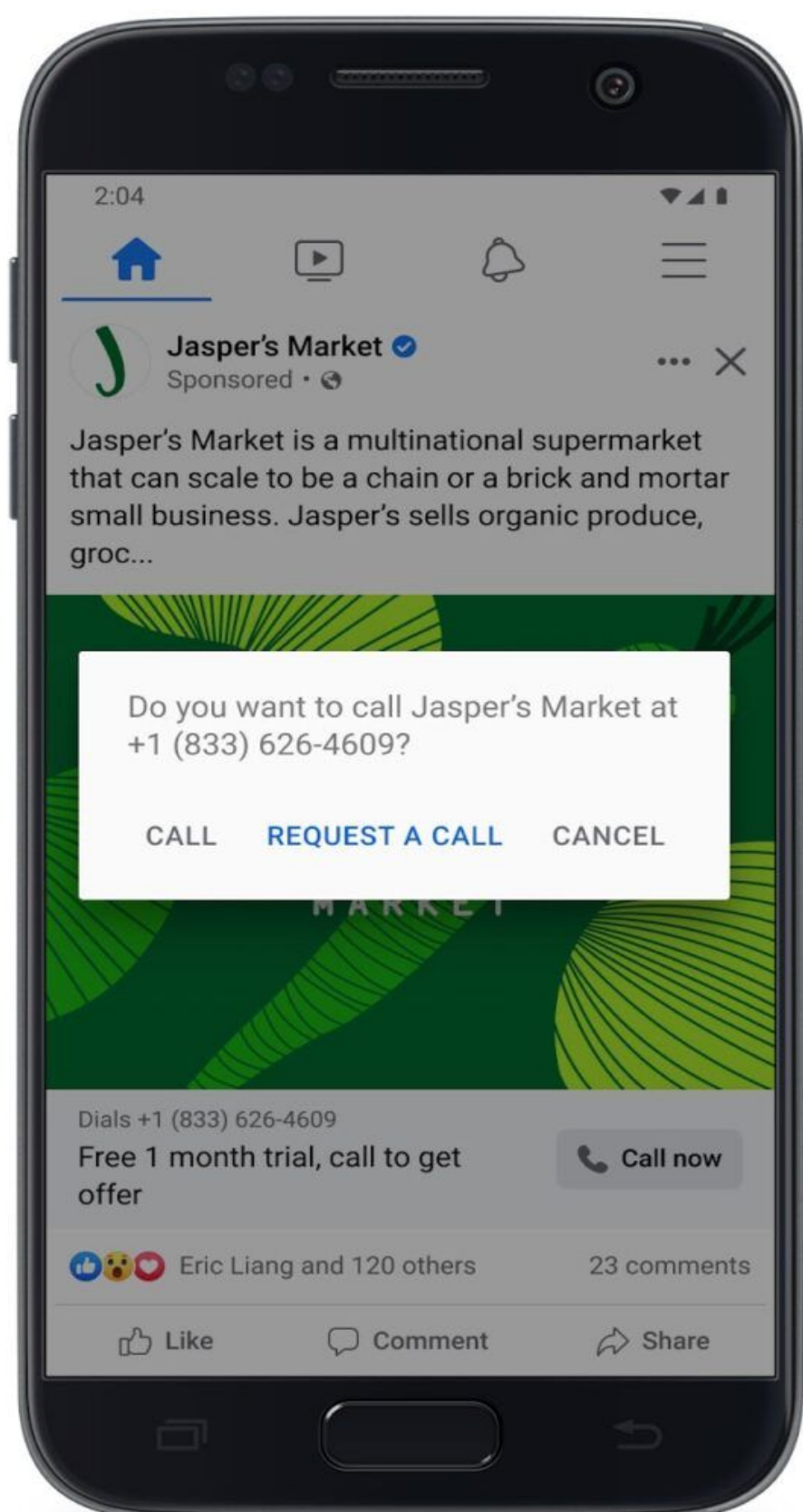
Proven anuncis amb AR





Nous anuncis demanant trucada

A Spain jo no ho he vist encara....



Els missatges de whatsapp van a la Meta inbox

The screenshot displays the Meta Business Inbox interface. On the left is a navigation sidebar with icons for home, notifications, messages, and settings. The main area is titled "Inbox" and shows a list of messages from various contacts. The selected message is from Elena, dated 11:54 AM, with the text "Something giftable under \$100." The conversation view shows a sequence of messages: Elena's initial message, Anil's response "Hello Elena! This is Anil from Jasper's Market. I'd like to let you know that we now also provide customer support on WhatsApp, feel free to contact me.", Elena's reply "Hi Anil, thank you for letting me know. I'm interested in seeing what you have on sale.", and Anil's follow-up "I'm interested in seeing what you have on sale. Any price range you'd prefer?". The interface includes a search bar, filters for "All Messages" (12), "Messenger", "Instagram Direct" (5), "WhatsApp" (7), and "Comments". The right sidebar shows the profile of Elena, including an "About" section with contact details, "Labels" (New Customer, Important, Today's Date), and "Activity" tracking.

Inbox Available Automated Responses

All Messages 12 Messenger Instagram Direct 5 WhatsApp 7 Comments

Search your inbox

Elena
Assigned to Anil Remove

Assign conversation

Elena
11:54 AM
Something giftable under \$100.

Virginia
1h
You: I'd love to help. Please send me s...
VIP

Justin
2h
Please send the full list! I'm trying to p...
Paid VIP +4 more

Helen
2h
You: I'd love to help. Please send me s...
Paid

Joyce
2h
How much do you charge for shipping?

Jasmine
6h
You: I'd love to help. Please send me s...
Important

Ruki
1d
You: I'd love to help. Please send me s...

Hi Anil, thank you for letting me know.
I'm interested in seeing what you have on sale.

I'm interested in seeing what you have on sale.
Any price range you'd prefer?
Sent by Anil · Seen

Thursday 11:54 AM

Any price range you'd prefer?
Something giftable under \$100.

Reply in WhatsApp

Elena
View Profile

About
Edit

Added Details

- + Phone Number
- + Email
- + Birthday
- + Address

Facebook
No public information available.

Labels Manage Labels

- + Add label

Suggested labels

- New Customer
- Important
- Today's Date (1/25)

Activity
Keep track of important customer interactions. Only people who manage your Page can see activity.

Notes Add Notes



Canvis en l'algoritme

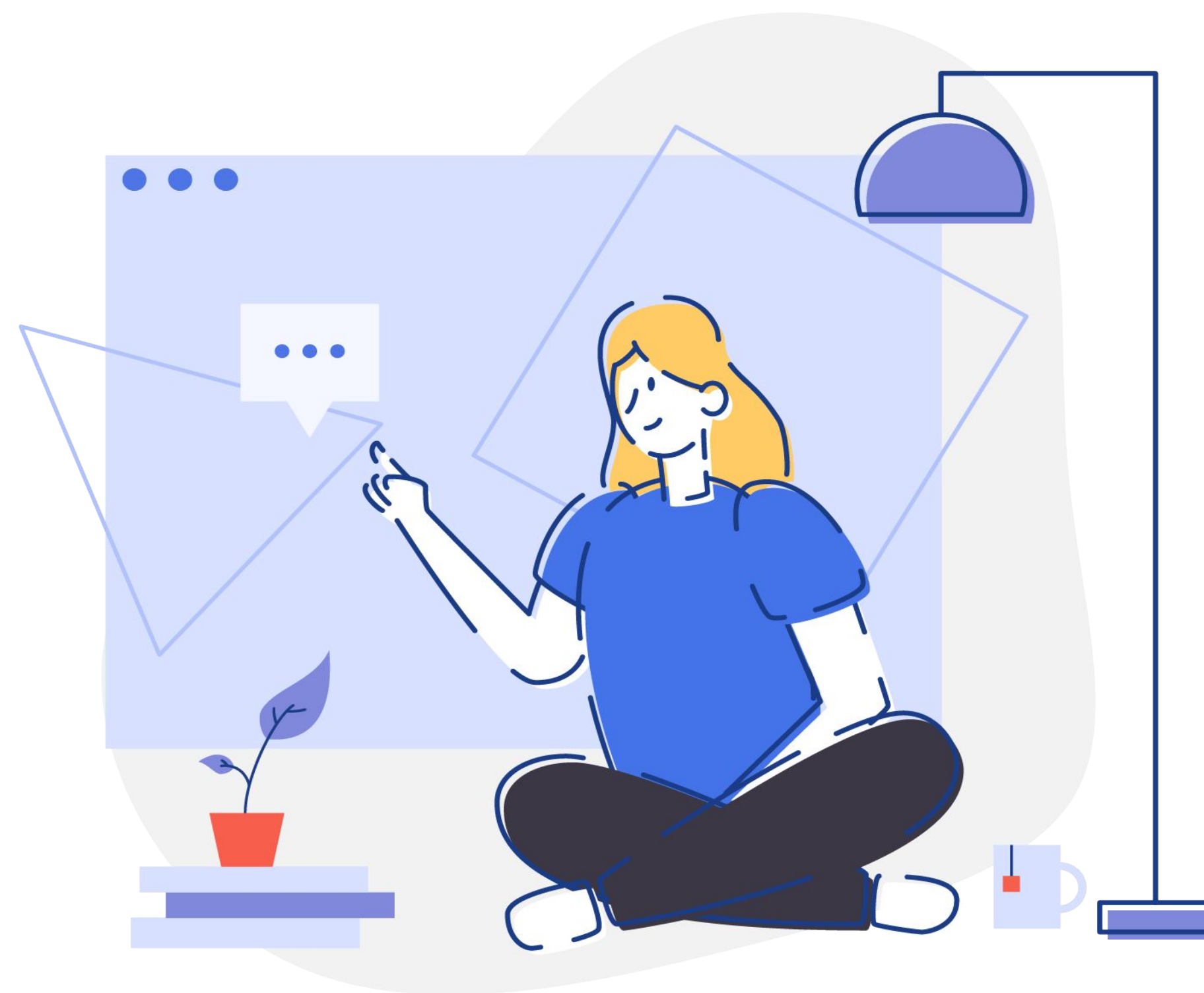
Llegir:

<https://www.iconosquare.com/blog/the-2022-facebook-news-feed-algorithm-everything-you-need-to-know#:~:text=In%202022%20Facebook%20improved%20its,not%20appeal%20to%20them%20anymore.>

→ Súuuper article molt ben explicat.



Canvis a Instagram

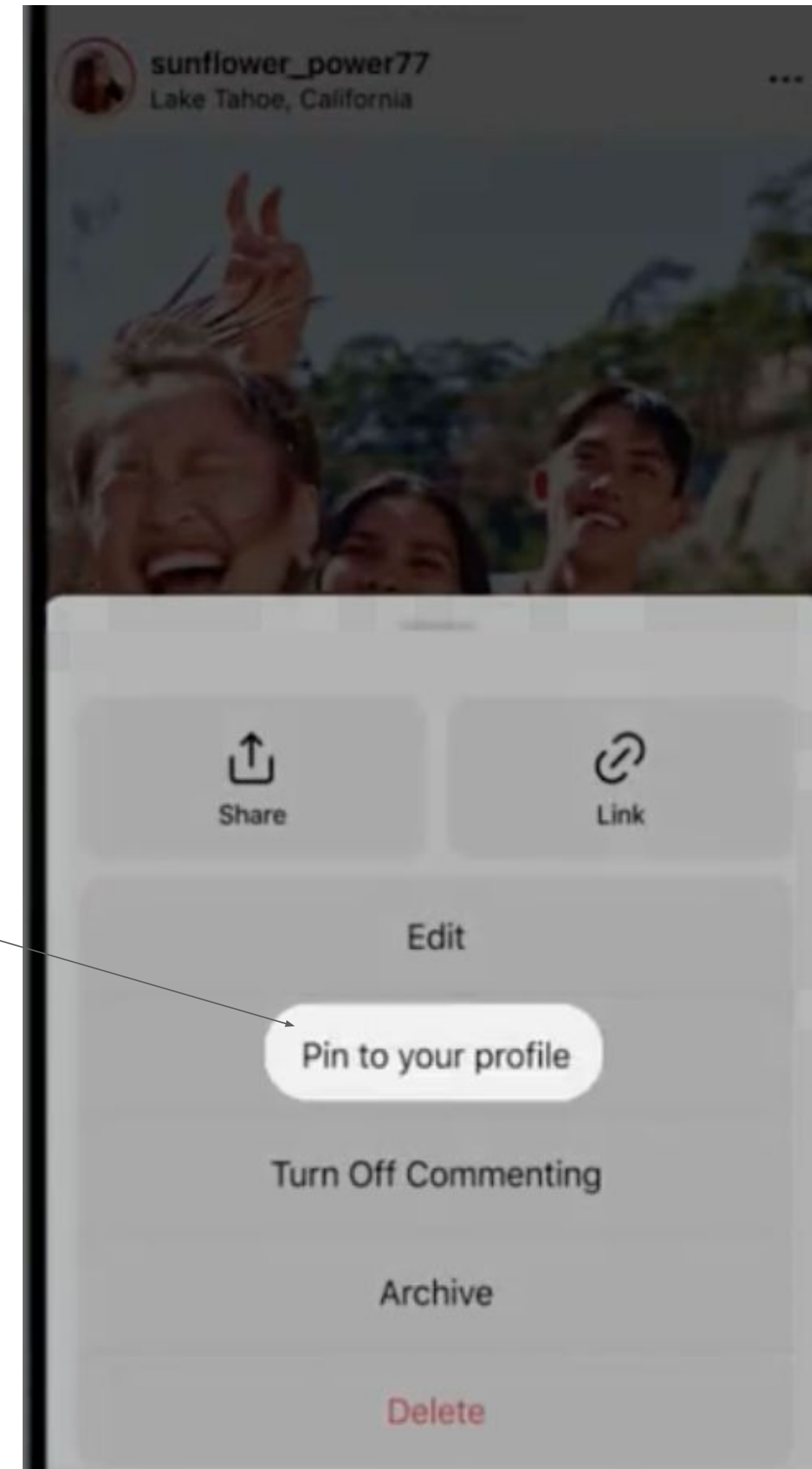




Permet posar música als posts

- Quan publiques un post, et proposa que hi posis música i te n'ofereix 2...
- 90 segons de música
- Com si fos un Reel.

Es poden destacar entrades a Instagram





Els Reels ofereixen plantilles

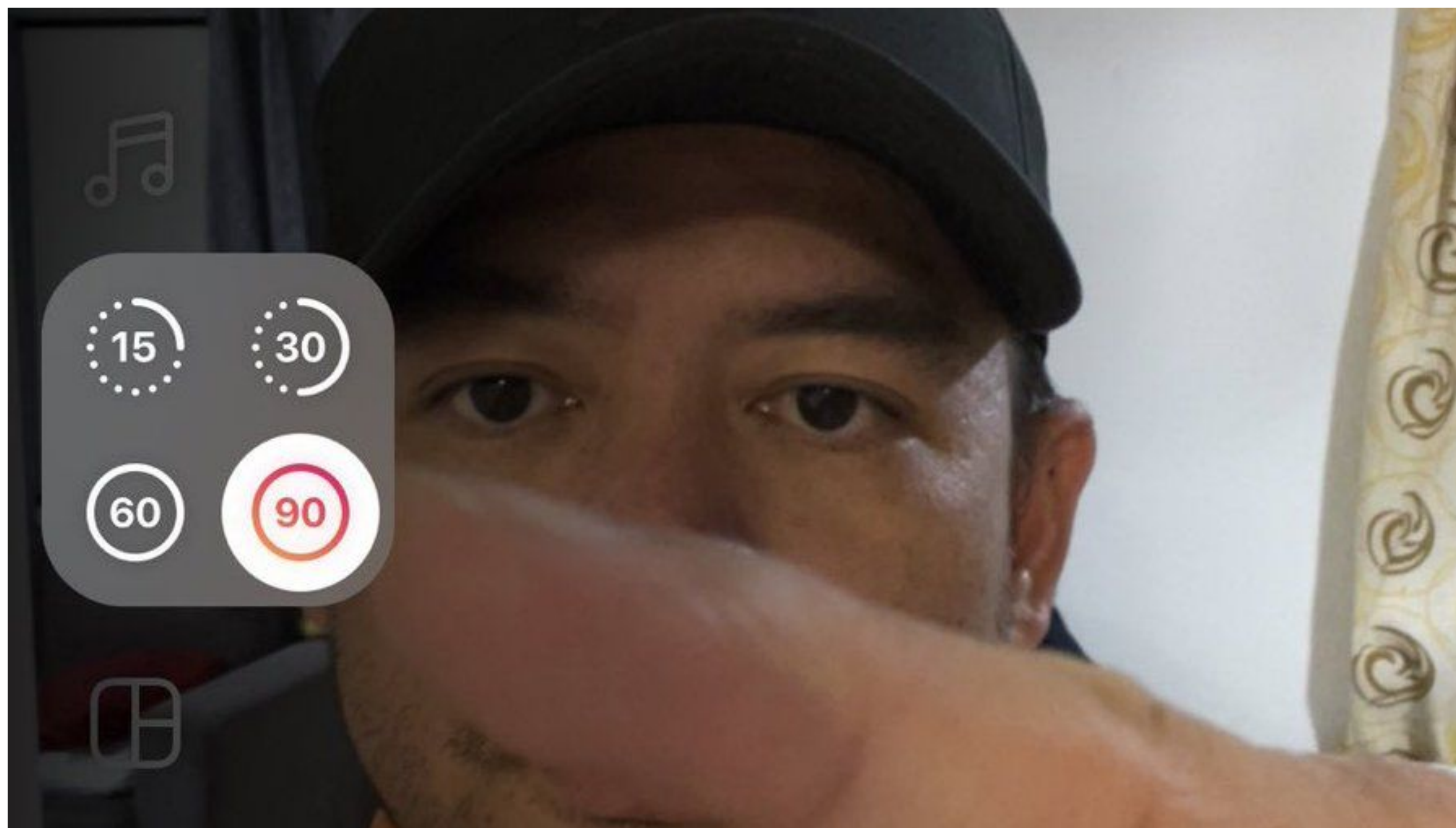
Pots fer servir la plantilla del Reel d'una altra persona.

Va bé veure uns quants Reels abans de publicar el teu i

llavors triar una plantilla i una música que t'agradi a partir d'un Reel que hakis vist, i publicar el teu.



Reels de 90 segons



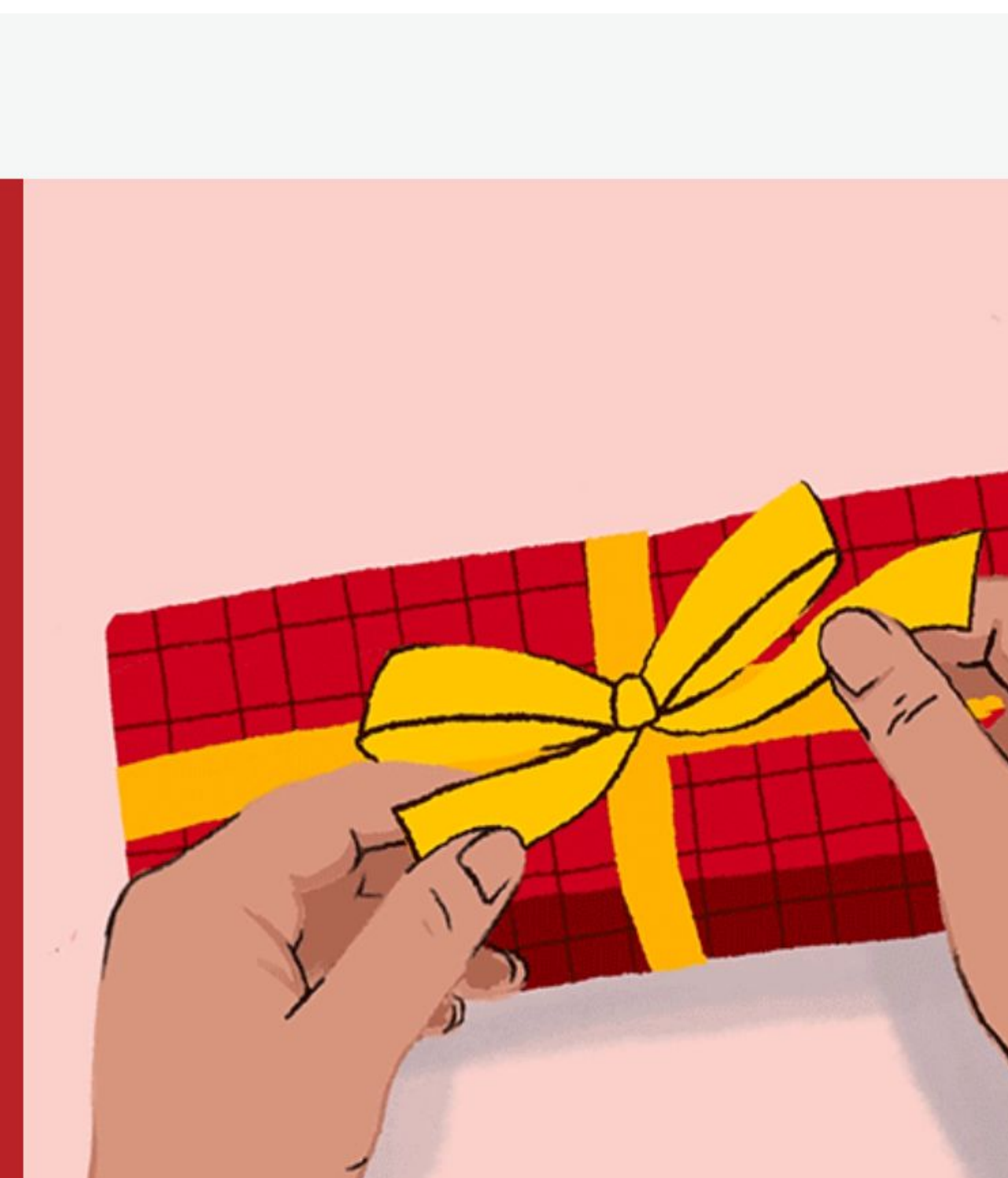
Han creat una base de dades amb recursos per PIMES

Veure: <https://www.facebook.com/business/m/holiday-marketing-guide>

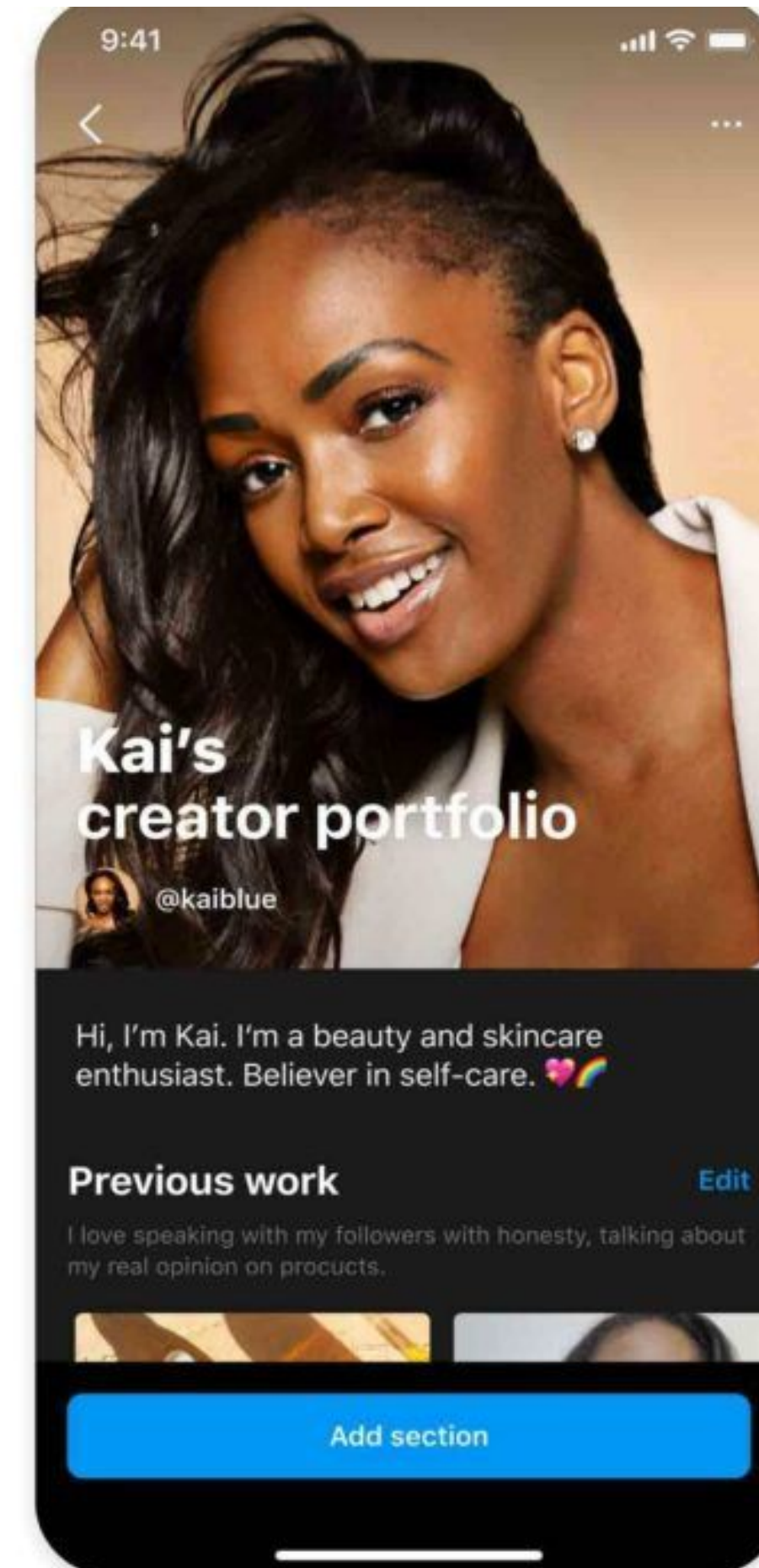
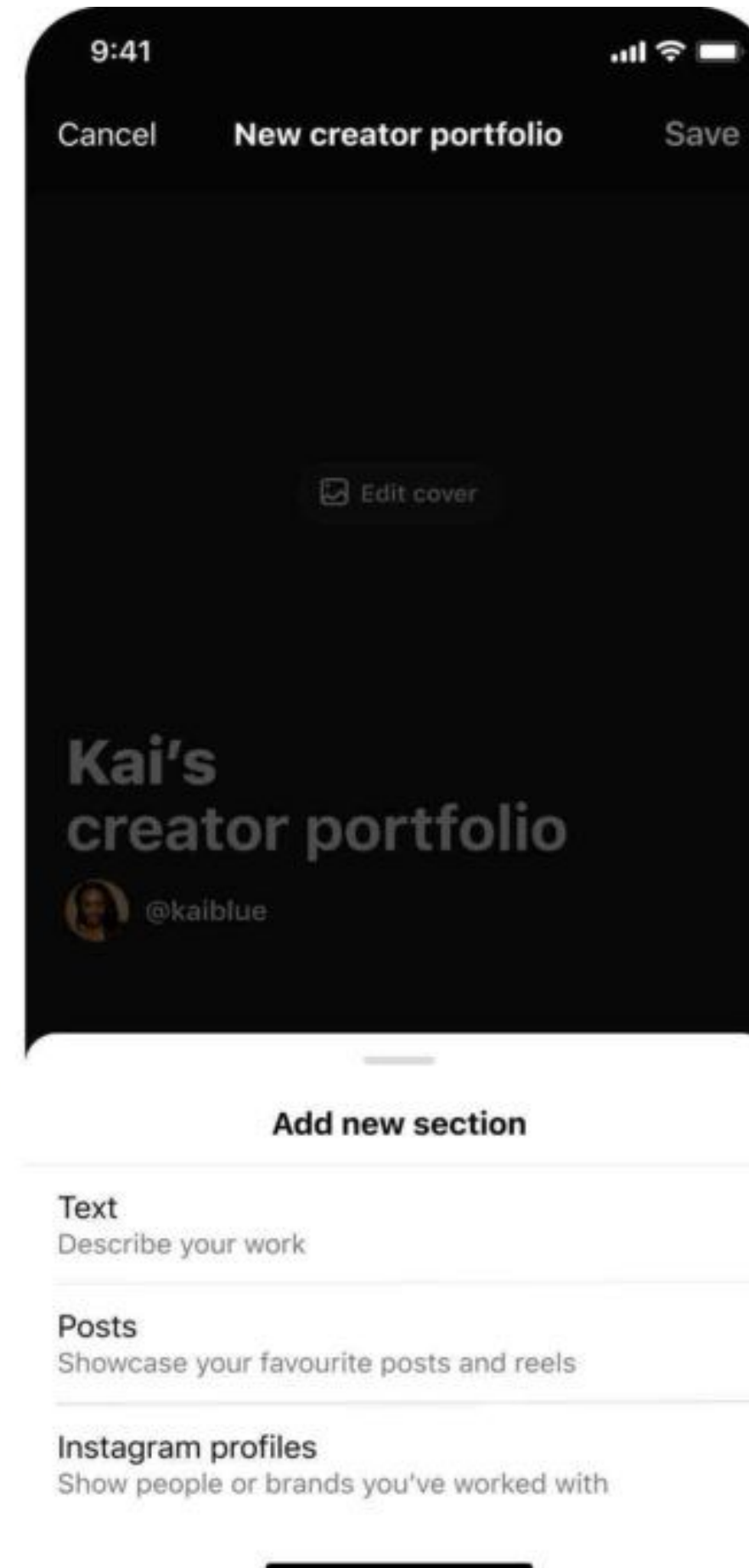
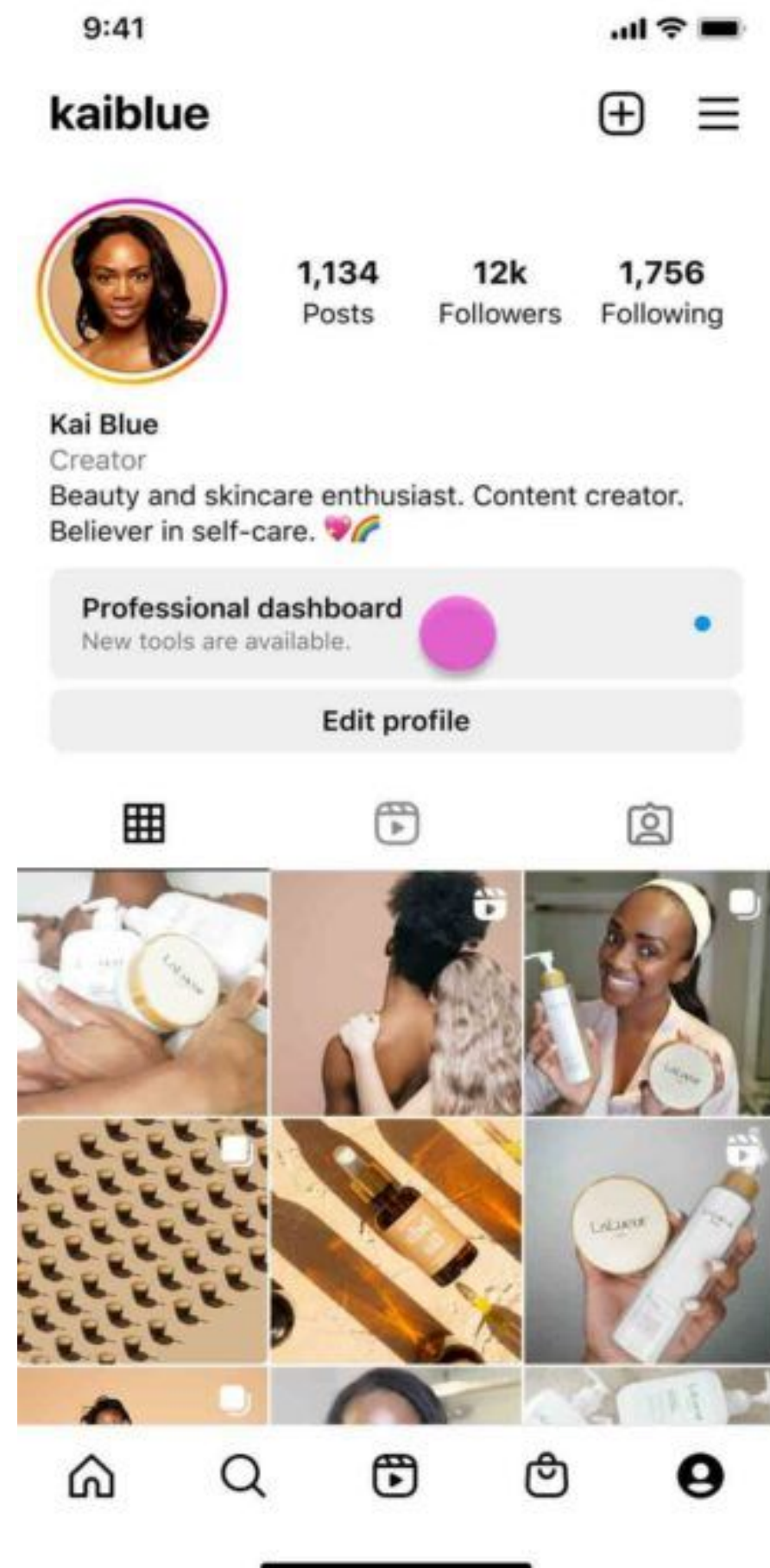
Meta for Business

Meta para pequeñas empresas: Guía de marketing para las fiestas

El marketing para las fiestas de Meta te proporciona herramientas, estadísticas y soluciones publicitarias recomendadas a fin de ayudar a tu empresa a prepararse para cumplir las expectativas de los compradores y aumentar las ventas en estas fiestas.




How to create a "Creators marketplace"



Testegen multiples links a la bio (a Spain encara no)

The image shows an Instagram profile for 'allegrashaw'. The profile picture is a circular portrait of Allegra Shaw with long dark hair, highlighted with a multi-colored border. The bio text reads: 'Allegra Shaw', 'i make videos and clothes and put them on the internet.', 'co founder @unclexstudios', 'YT: Allegra Shaw', 'fashion, daily outfit inspo, lifestyle & beauty', and 'www.unclexstudios.com + 3'. A yellow arrow points to the '+ 3' in the bio link. Below the bio are six circular icons for 'links', 'more outfits', 'beauty', 'youtube', 'uncle stud...', and 'press'. The bottom navigation bar shows 'POSTS', 'GUIDES', 'REELS', and 'TAGGED'.

allegrashaw  Message Follow ⌵ ⋮

2,097 posts 363K followers 1,379 following

Allegra Shaw
i make videos and clothes and put them on the internet.
co founder @unclexstudios
YT: Allegra Shaw
fashion, daily outfit inspo, lifestyle & beauty
www.unclexstudios.com + 3

links more outfits beauty youtube uncle stud... press

POSTS GUIDES REELS TAGGED

Tothom pot posar links als stories (octubre 2021)




Es fa amb un Sticker

També diuen que deixarà que les stories durin 60 segons en lloc de 15.








Pots supervisar comptes de nens

 Meta

Supervision on Instagram


Accounts you supervise

Resources

- Education Hub 
- Help Center 
- Instagram Safety 

Accounts you supervise

You're not supervising any accounts.

Your teen can send you an invite by going to Supervision in their Instagram settings. [Learn more](#) 

[Add account](#)



Permet comercialitzar NFT

The image shows a dark grey background with a white dialog box in the center. The dialog box has a close button (X) in the top right corner. Inside the dialog box, the Meta logo is at the top left. Below it, the title 'Share digital collectibles with followers and fans' is displayed in bold. Underneath the title, there is a subtitle 'Connect a digital wallet to share your NFTs.' followed by three bullet points, each with an icon: a padlock for 'Securely connect your digital wallets.', an upload arrow for 'Share your collection from multiple blockchains.', and a person icon for 'You'll be tagged in the digital collectibles you've created or own. Learn more'. At the bottom of the dialog box is a large blue button with the text 'Get started' and a small dropdown arrow.

∞ Meta

Di

Use

Co

No

∞ Meta

Share digital collectibles with followers and fans

Connect a digital wallet to share your NFTs.

- Securely connect your digital wallets.
- Share your collection from multiple blockchains.
- You'll be tagged in the digital collectibles you've created or own. [Learn more](#)

Get started ▾

Instagram permet avatars





Veure més info aquí:

<https://adespresso.com/blog/top-updates-facebook-monthly-need-know-now/>

Pàgina de formació de Facebook/Instagram

FACEBOOK for Business

Primeros
pasos

Resultados

Soluciones

Recursos

Asistencia

Recursos sobre el COVID-
19

Crear un
anuncio

APRENDER

¿Qué conocimientos quieres adquirir?



Montserrat ▾

Esta lección forma parte del curso:
Cómo conseguir que tu
contenido de Instagram
destaque

Guardar Compartir

Tu progreso en este curso

1 OF 3 COMPLETE

5 min

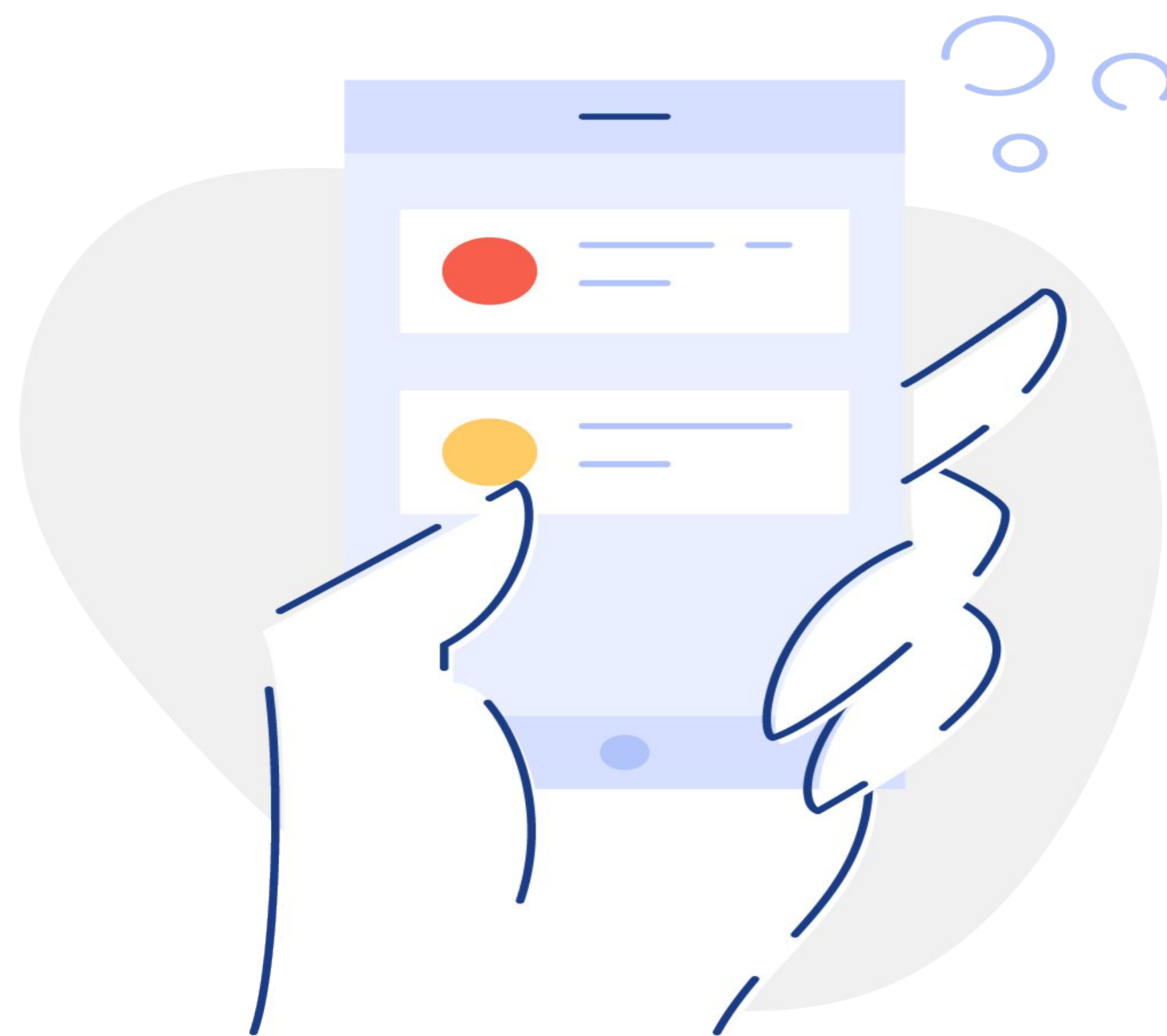
Desarrollar un plan de contenido para Instagram

En esta lección obtendrás los conocimientos necesarios para:

- Determinar lo que necesitas para conseguir que tu contenido de Instagram destaque.
- Crear contenido regularmente con un aspecto y una voz uniformes.
- Utilizar los objetivos de marketing para crear contenido.



Canvis al Whatsapp





No ha fet gran cosa

- Seguim sense poder connectar el xatbot de Facebook.
- Ara permet connectar el catàleg de productes al Whatsapp Business.
- Permet reproduir les notes de veu sense entrar a l'aplicació (des d'altres aplicacions com Google Auto)
- Ha creat un “mode fosc” per descansar la vista.
- Videotrucades fins a 8 persones.




Telegram està avançant amb els bots

<https://medium.com/invitemember/7-bots-every-telegram-channel-owner-should-know-about-20001668dfdb#:~:text=BotFather%20is%20the%20official%20Telegram,generate%20Telegram%20Bot%20API%20tokens.>

 InviteMember

7 Bots Every Telegram Channel Owner Should Know About

 Yury Smykalov Follow 

Oct 8, 2018 · 4 min read      

Telegram channels are a tool for broadcasting your messages to large audiences. Telegram channels appear just like a normal chat, but work one-way (you post, others read).

Telegram channels functionality is pretty limited. Posts in channels can't be commented, there are no likes/dislikes and scheduled posts. Luckily, there are some very useful Telegram bots that can extend basic channel



Canvis a Twitter



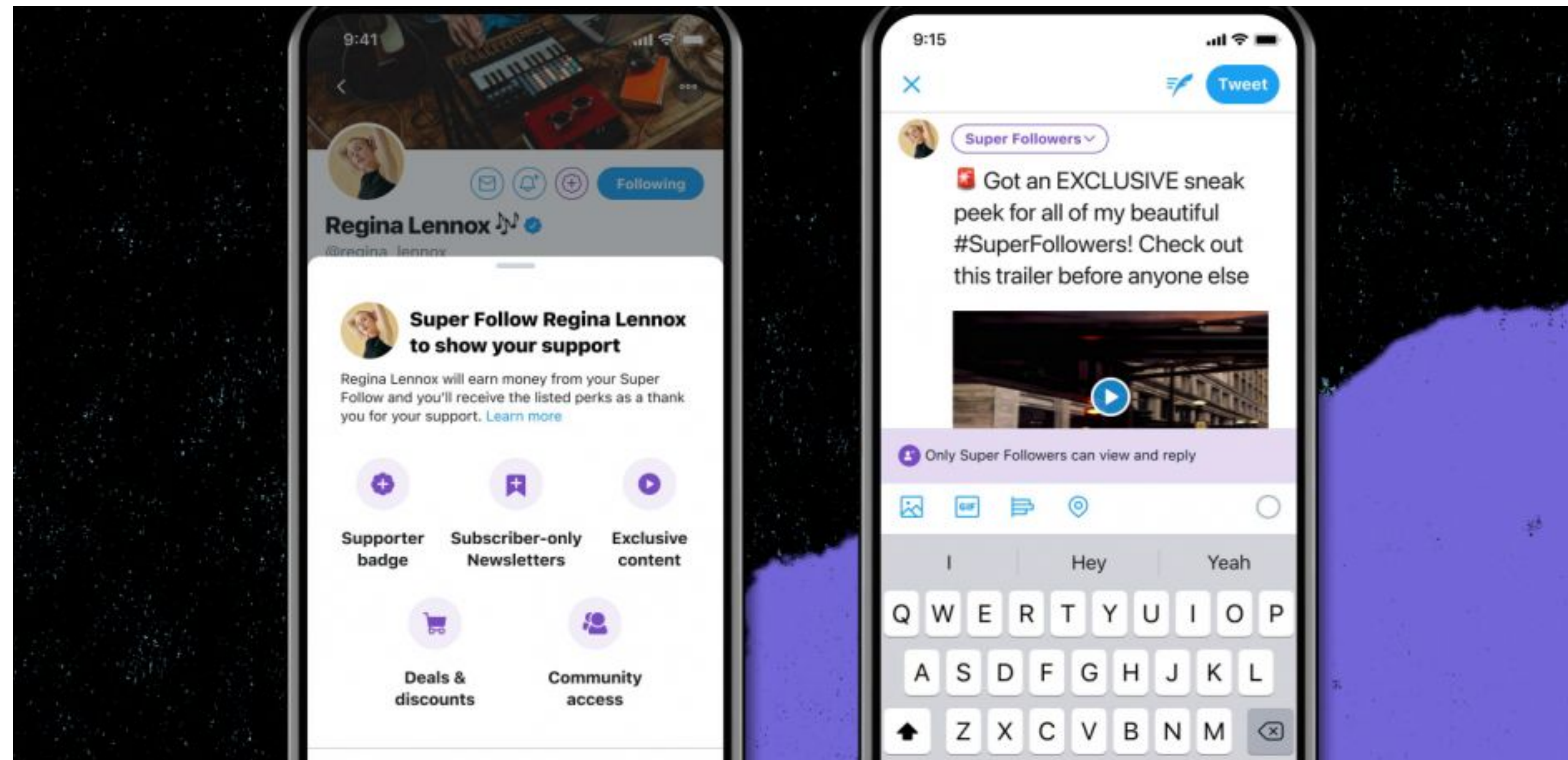
Twitter communities

Equivalent als grups de FB

Tothom els pot veure
però per interactuar els
has de seguir



Twitter superfollows



<https://www.lavanguardia.com/tecnologia/20210226/6260141/twitter-anuncia-superfollows-forma-cobrar-tuits.html>

Els tics blaus són de pagament

https://blog.twitter.com/en_us/topics/product/2022/twitter-blue-update

 **Blog** Blog Events Product Insights Company Other blogs



Patrick Traughber

[@ptroughber](#)

Staff Product Manager

Only on Twitter

[@Twitter](#)

[#OnlyOnTwitter](#)

Product

Twitter Blue is back. And gold checkmarks are here!

By [Patrick Traughber](#)

Monday, 12 December 2022    

Twitter Blue is back!

Starting today, we're re-enabling Twitter Blue sign ups on iOS and web. Twitter Blue subscribers will get access to subscriber-only features* such as Edit Tweet, 1080p video uploads and reader mode. Subscribers will also receive a blue checkmark after their accounts are reviewed to ensure they meet all of our requirements, including our [rules against impersonation](#). Accounts found to be breaking our rules may be suspended without a refund.

Twitter Blue is \$8/month on web, and \$11/month for those who sign up on iOS. Subscribers who sign up on one platform will have Twitter Blue access on all supported platforms (iOS, Android, and web). Existing Twitter Blue subscribers will be able to [upgrade, cancel, or auto-renew](#) their subscription at the new price. Prices may vary by region. We plan to offer

Els videos es poden monetitzar

https://create.twitter.com/?utm_source=studio.twitter.com

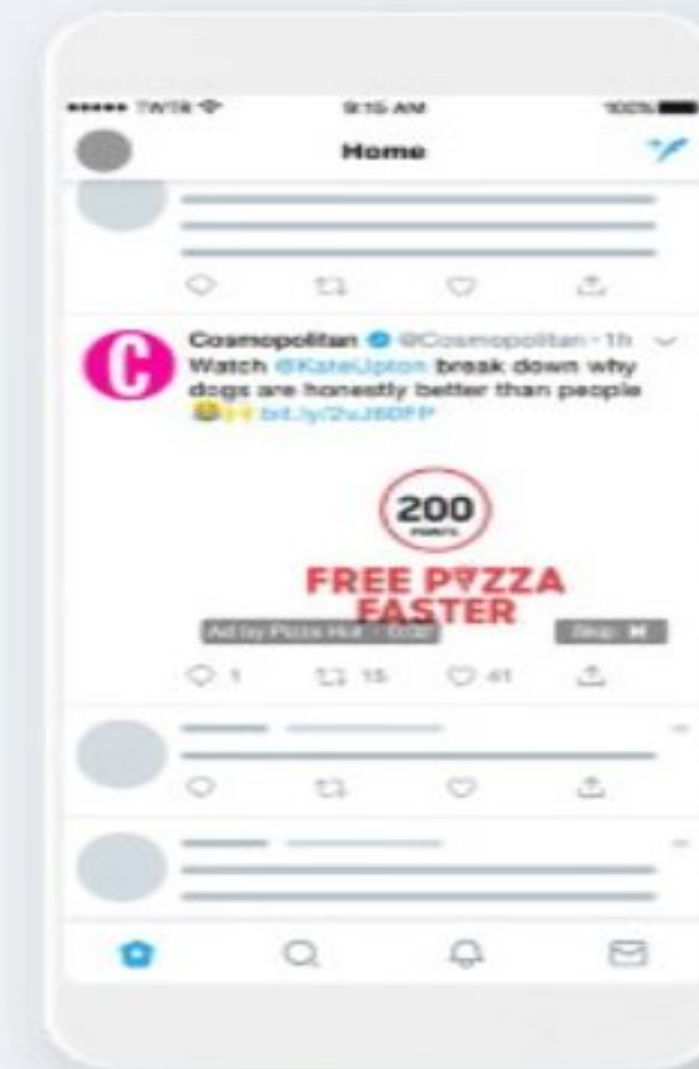
To do that, just open up the **Twitter Media Studio** and you can monetize your videos on Twitter.

Monetization

Available exclusively to publishers in the [Amplify Publisher Program](#), Media Studio makes it easy to publish and measure the performance of content using two different monetization products:

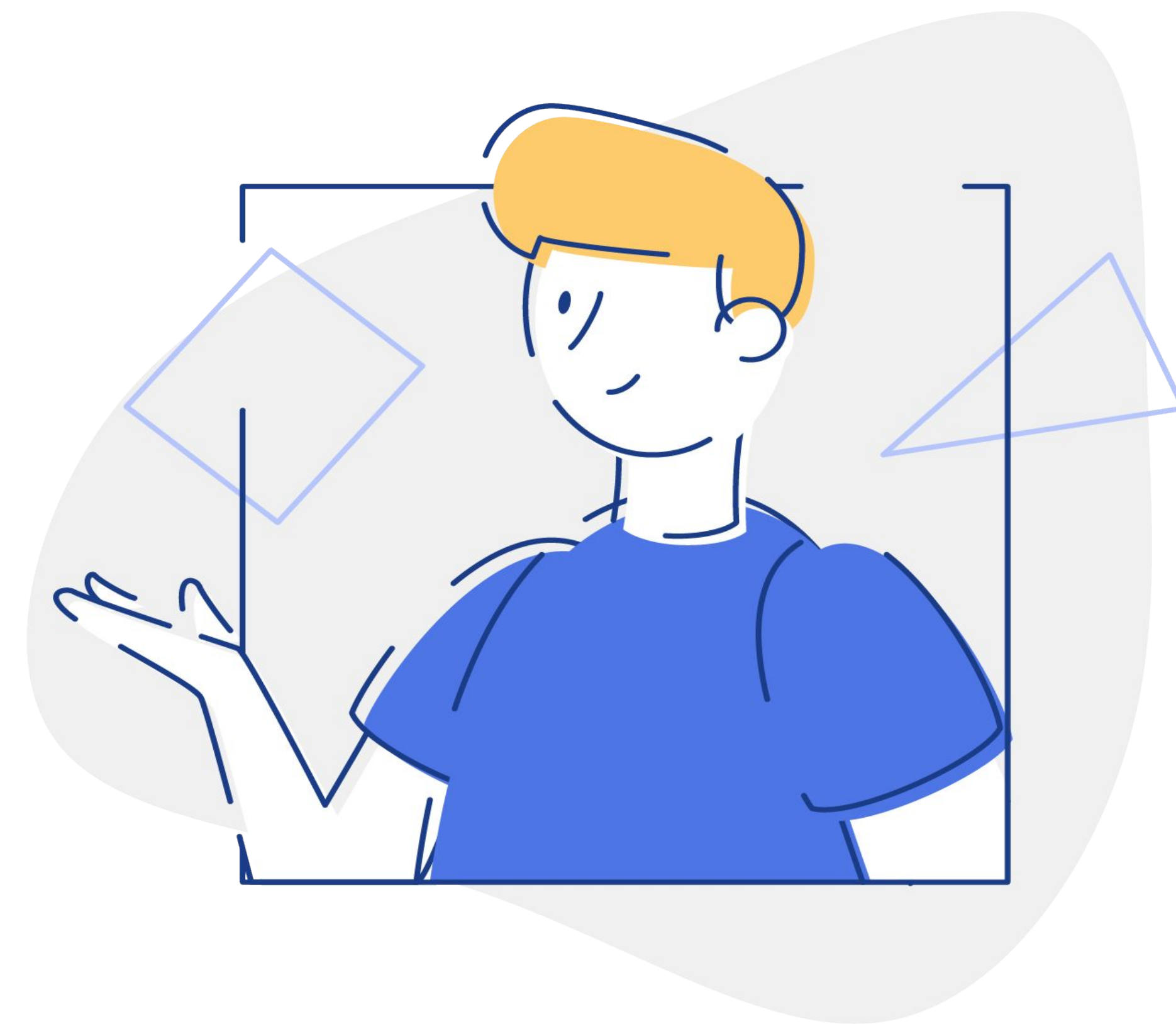
In-Stream Video Ads automatically pair pre-roll from advertisers with premium, brand-safe video content on Twitter. Learn more about [In-Stream Video Ads](#).

In-Stream Video Sponsorships offer one-to-one partnerships between publishers and advertisers for live video, video clips, and more. Learn more about [In-Stream Video Sponsorships](#).





Canvis a YOUTUBE



Youtube Chapters a Google

▶ Videos ⋮



5 New HELPFUL CANVA FEATURES you Need to Know in ...

YouTube · Design with Canva
Feb 25, 2021

6 key moments in this video



From 00:00
Intro



From 00:38
Tip 1: How to
record
download...



From 05:35
Tip 2: How to
add a
clickable em...



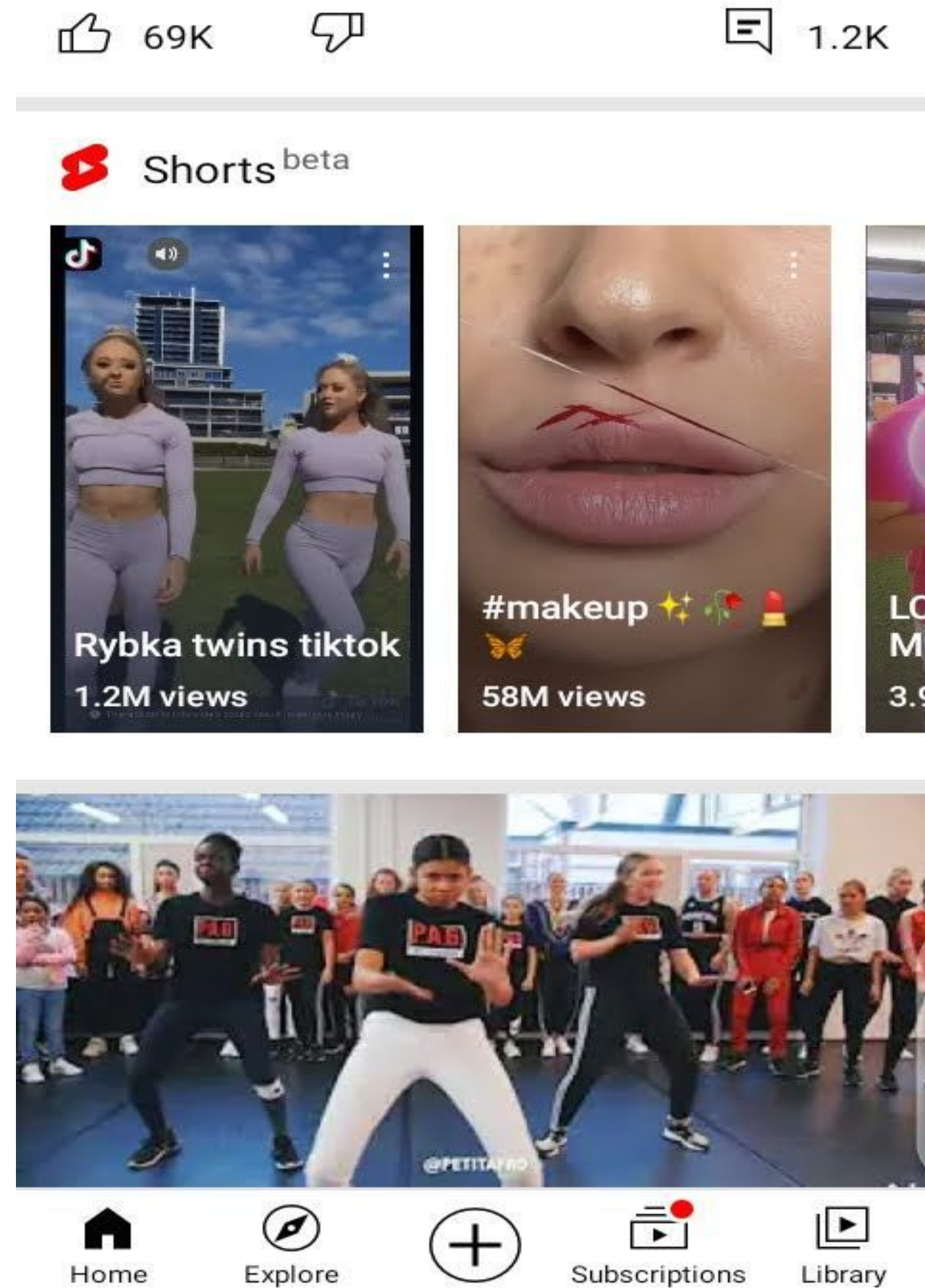
From 08:33
Tip 3: Save
time by
naming your...



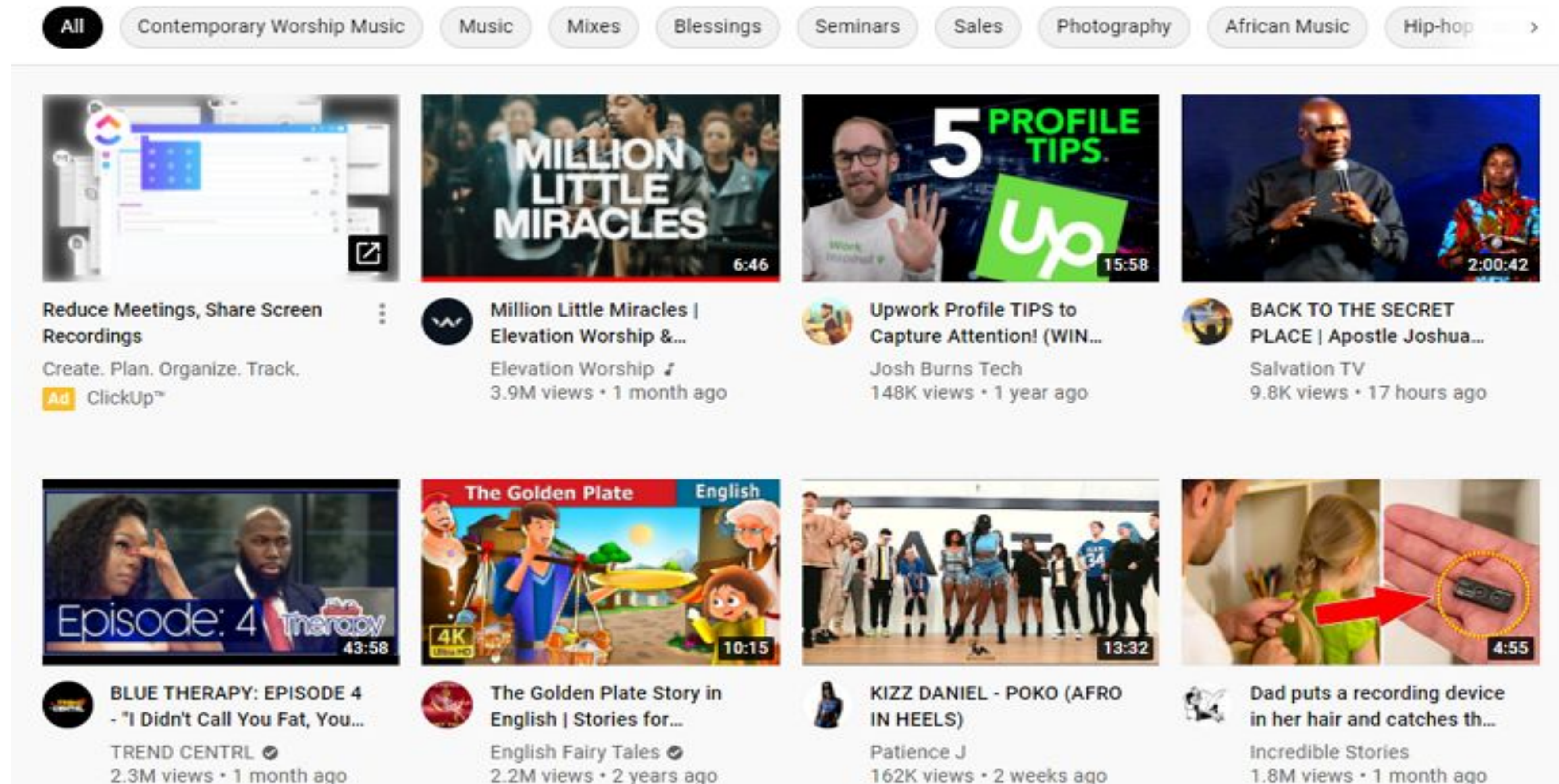
From 13:..
Tip 4: New
download
extensions:..

YouTube Shorts (la còpia de TikTok)

Videos verticals de 60 segons



Filtres a la pàgina d'inici



The image shows a screenshot of a YouTube homepage with various filters and video thumbnails. At the top, there is a navigation bar with filters: All, Contemporary Worship Music, Music, Mixes, Blessings, Seminars, Sales, Photography, African Music, and Hip-hop. Below the filters, there are eight video thumbnails arranged in a 2x4 grid. Each thumbnail includes a video preview, a title, a channel name, and view/engagement statistics.

Filters: All, Contemporary Worship Music, Music, Mixes, Blessings, Seminars, Sales, Photography, African Music, Hip-hop

Video 1: Reduce Meetings, Share Screen Recordings. Create. Plan. Organize. Track. Ad ClickUp™

Video 2: Million Little Miracles | Elevation Worship &... Elevation Worship 3.9M views • 1 month ago

Video 3: Upwork Profile TIPS to Capture Attention! (WIN... Josh Burns Tech 148K views • 1 year ago

Video 4: BACK TO THE SECRET PLACE | Apostle Joshua... Salvation TV 9.8K views • 17 hours ago

Video 5: BLUE THERAPY: EPISODE 4 - "I Didn't Call You Fat, You... TREND CENTRL 2.3M views • 1 month ago

Video 6: The Golden Plate Story in English | Stories for... English Fairy Tales 2.2M views • 2 years ago

Video 7: KIZZ DANIEL - POKO (AFRO IN HEELS) Patience J 162K views • 2 weeks ago

Video 8: Dad puts a recording device in her hair and catches th... Incredible Stories 1.8M views • 1 month ago

Nou model de negoci

Requisitos de elegibilidad, políticas y lineamientos de las membresías del canal

Las membresías del canal permiten a los usuarios unirse a tu canal mediante pagos mensuales recurrentes y obtener beneficios exclusivos para miembros, como insignias, emojis y otros artículos que ofreces. Averigua si cumples con los requisitos y, si es así, lee los siguientes lineamientos y políticas para evitar problemas.

Requisitos de elegibilidad mínimos

Debes cumplir con los **requisitos mínimos** a fin de que se te considere apto para las membresías del canal en YouTube.

Ten en cuenta que el cumplimiento de los siguientes requisitos no significa que obtendrás las membresías del canal de forma automática. Estamos implementando esta función gradualmente. Si tienes acceso a ella, verás las membresías como una opción en la página [Membresías](#) :

- Tu canal debe tener más de 30,000 suscriptores.
 - Los canales de videojuegos deben tener más de 1,000 suscriptores.
- Tu canal debe formar parte del Programa de socios de YouTube.
- Debes ser mayor de 18 años.
- Debes estar en una de estas [ubicaciones disponibles](#).
- Tú y tu MCN (si corresponde) deben aceptar nuestras condiciones y políticas (incluido el Anexo sobre Productos de Comercio) y cumplir con ellas.

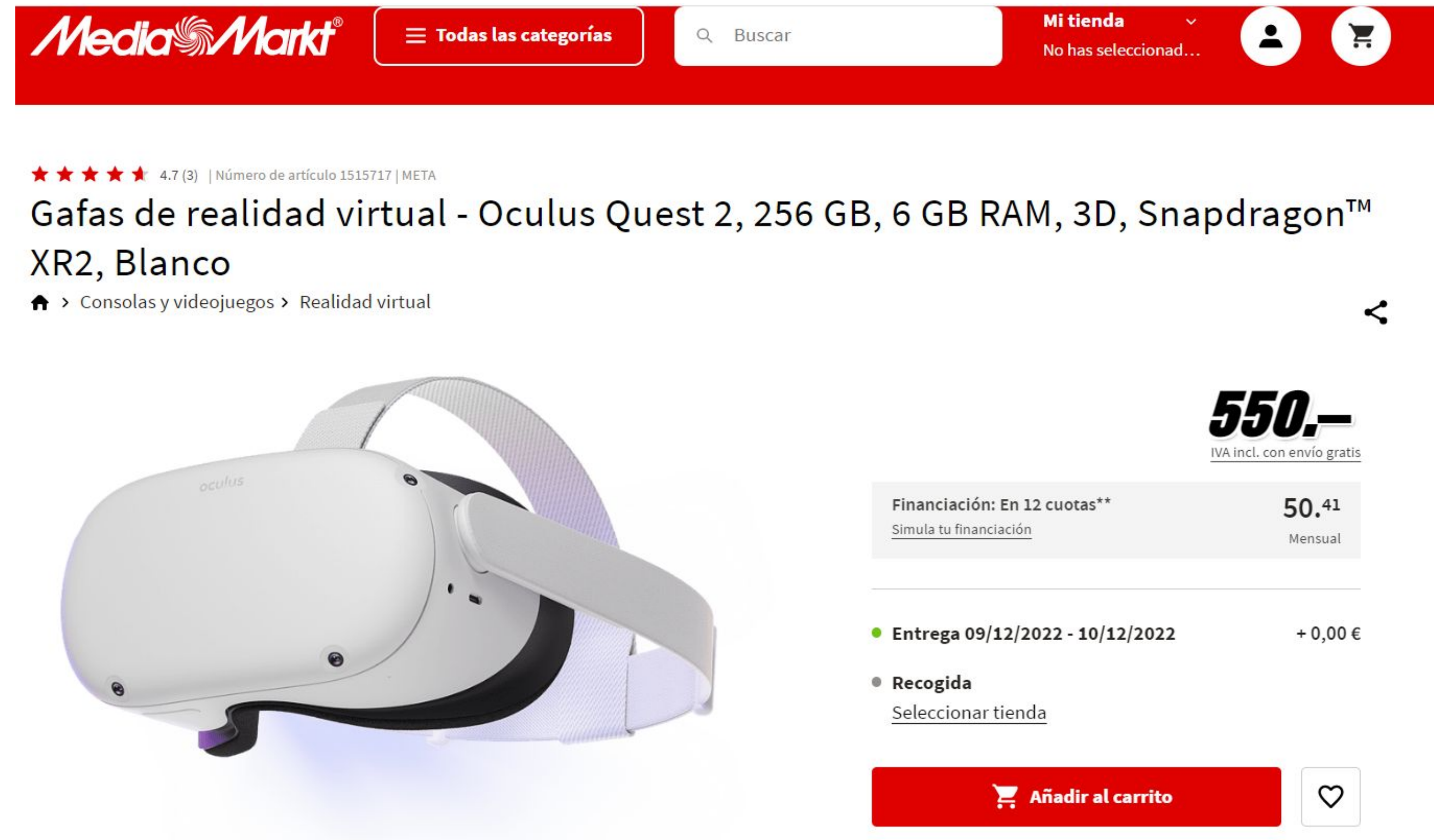


COM ESTÀ EL TEMA DEL METAVERS



El Metavers de Facebook: Horizont Worlds

Treballen en el H Worlds i en el H Workshop (per fer reunions de treball).

Funciona amb les ulleres Oculus Quest 2.




The screenshot displays the MediaMarkt website interface for the Oculus Quest 2. The top navigation bar is red and includes the MediaMarkt logo, a menu for 'Todas las categorías', a search bar, and a 'Mi tienda' section with a user profile icon and a shopping cart icon. The product title is 'Gafas de realidad virtual - Oculus Quest 2, 256 GB, 6 GB RAM, 3D, Snapdragon™ XR2, Blanco', accompanied by a 4.7-star rating and the article number 1515717. The price is prominently displayed as 550.- with 'IVA incl. con envío gratis'. A financing option is shown as 'Financiación: En 12 cuotas**' with a monthly payment of 50.41. The delivery date is 'Entrega 09/12/2022 - 10/12/2022' for +0,00 €. A red 'Añadir al carrito' button and a heart icon are at the bottom.

MediaMarkt® ☰ Todas las categorías Mi tienda No has seleccionad...  

★★★★★ 4.7 (3) | Número de artículo 1515717 | META

Gafas de realidad virtual - Oculus Quest 2, 256 GB, 6 GB RAM, 3D, Snapdragon™ XR2, Blanco



🏠 > Consolas y videojuegos > Realidad virtual 

550.-
IVA incl. con envío gratis

Financiación: En 12 cuotas** **50.41**
Simula tu financiación Mensual

● Entrega 09/12/2022 - 10/12/2022 + 0,00 €

● Recogida
Seleccionar tienda

 **Añadir al carrito** 

<https://www.youtube.com/watch?v=anqz9hVure>

W




#VR #Quest2 #Metaverse

Top 5 Places to Visit in HORIZON WORLDS!

 VRScout
44.7 K suscriptores

Suscribirse

 273 

 Compartir



El Metavers de Microsoft: Mesh

Funciona amb les HoloLens 2

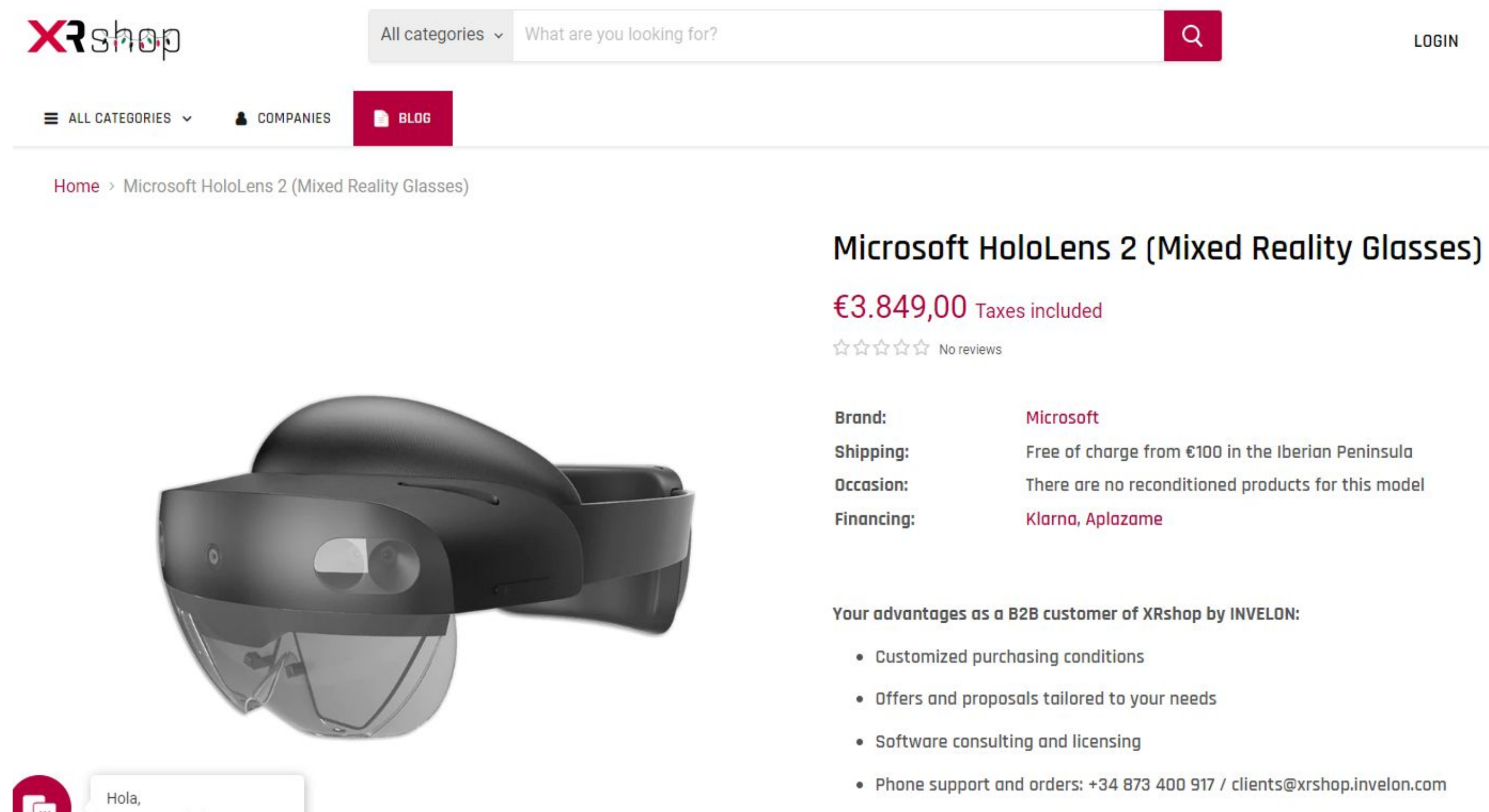
Está pensat per treballar online de forma remota

Niantic (Pokemon Go) treballa amb ells per digitalitzar mapes.

Més info aquí:

<https://learn.microsoft.com/en-us/mesh/mesh-app/>

<https://www.reworked.co/digital-workplace/microsoft-mesh-aims-to-make-mixed-reality-mainstream/>



XRshop All categories ▾ What are you looking for? LOGIN

☰ ALL CATEGORIES ▾ 👤 COMPANIES

Home > Microsoft HoloLens 2 (Mixed Reality Glasses)

Microsoft HoloLens 2 (Mixed Reality Glasses)

€3.849,00 Taxes included

☆☆☆☆☆ No reviews

Brand:	Microsoft
Shipping:	Free of charge from €100 in the Iberian Peninsula
Occasion:	There are no reconditioned products for this model
Financing:	Klarna, Aplazame

Your advantages as a B2B customer of XRshop by INVELON:

- Customized purchasing conditions
- Offers and proposals tailored to your needs
- Software consulting and licensing
- Phone support and orders: +34 873 400 917 / clients@xrshop.invelon.com

Hola,





<https://www.youtube.com/watch?v=bDJ-MA8vkj4> → veure aquest vídeo

The video player shows a title card with the Microsoft Mesh logo (three stylized faces) and the text "Microsoft Mesh App August 2021 Release". Below the title card is a play button and a progress bar. The progress bar shows the video is at 0:01 / 2:57. The video player controls include play, next, volume, progress, pause, full screen, and HD options.

Microsoft Mesh App - August 2021 updates

Microsoft Dev...
407 K suscriptores

Suscribirse

👍 356 | 🗨️

➦ Compartir



Decentraland - Metavers de codi obert

Veure: <https://decentraland.org/>

Tenen un marketplace on pots comprar ítems digital per crear els teus avatars o per millorar el teu entorn.

Veure vídeo:

<https://www.youtube.com/watch?v=yh74hfLrf78>



Shopify Party

Empreses com Shopify (eCommerce) també hi estan treballant.

Shopify Party està pensat per a jugar amb companys d'oficina i fer team building.

Veure vídeo:

<https://retailtechinnovationhub.com/home/2021/10/1/shopify-party-reimagines-the-future-of-remote-working>

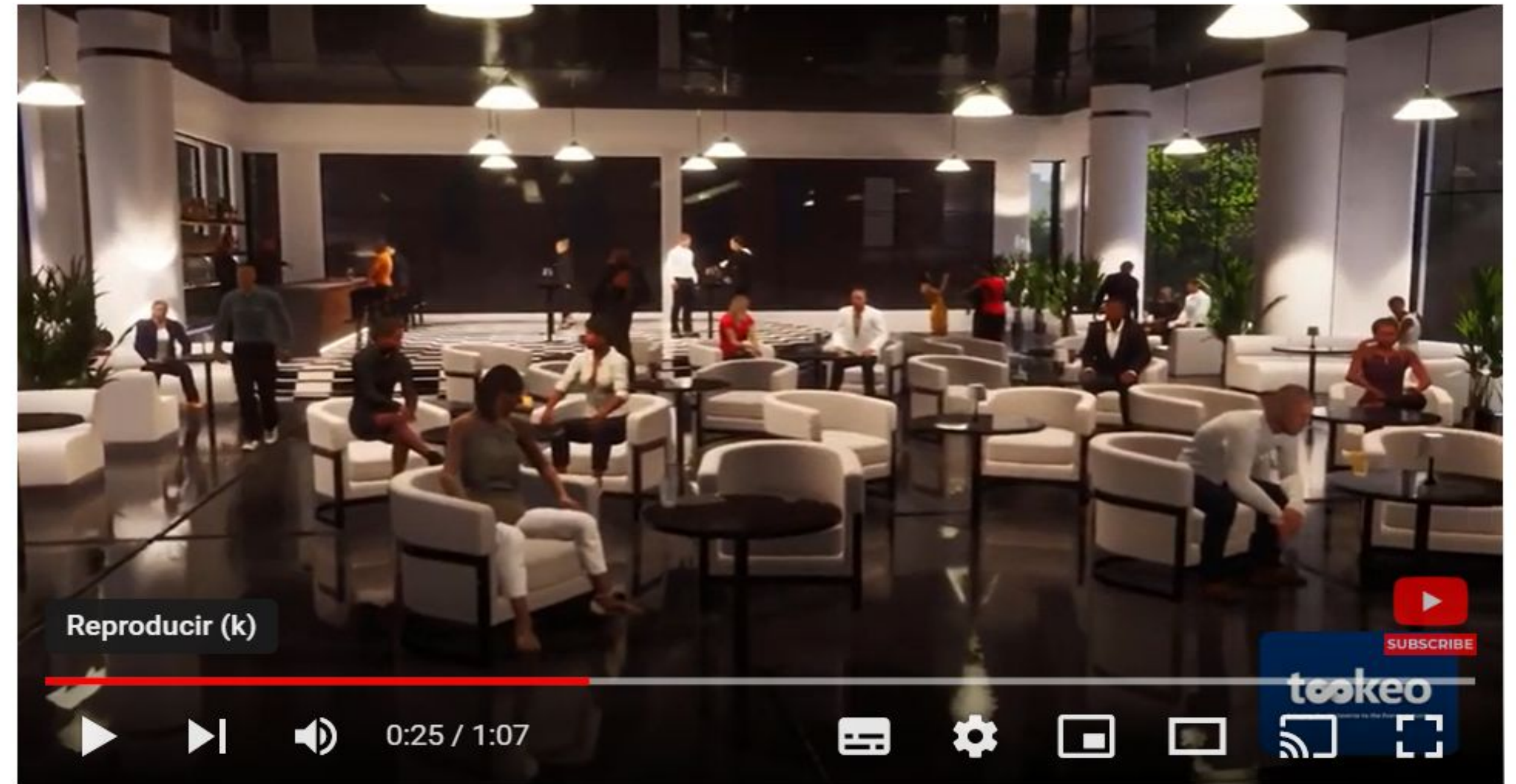


Metaversos privats per esdeveniments

Bizztech és una de les moltes empreses que disposa de Metavers per a realitzar esdeveniments.

Veure el vídeo:

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



tooceo - bringing the metaverse to the event industry

No listado



Bizz Tech
1.41 K suscriptores

Suscribirse

7



Compartir





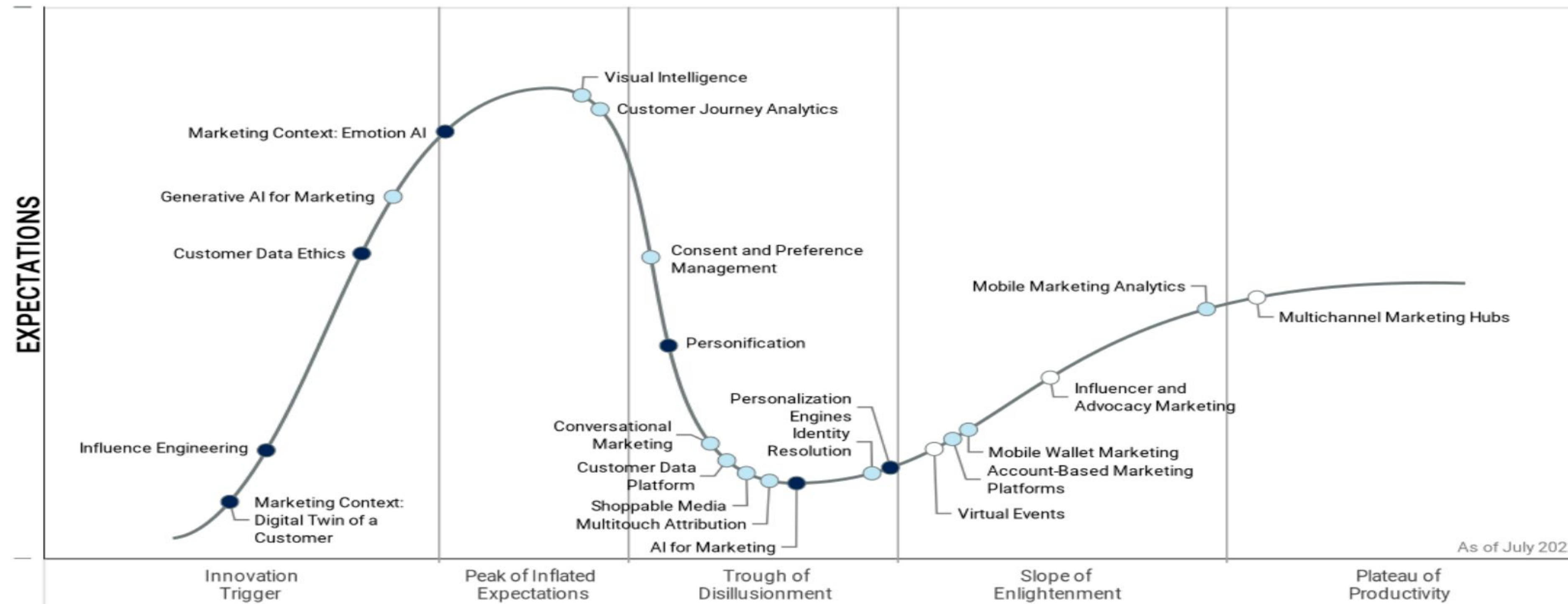
Altres...

Tendències segons Gartner



<https://www.smartinsights.com/managing-digital-marketing/marketing-innovation/technology-for-innovation-in-marketing/>

Hype Cycle for Digital Marketing, 2022



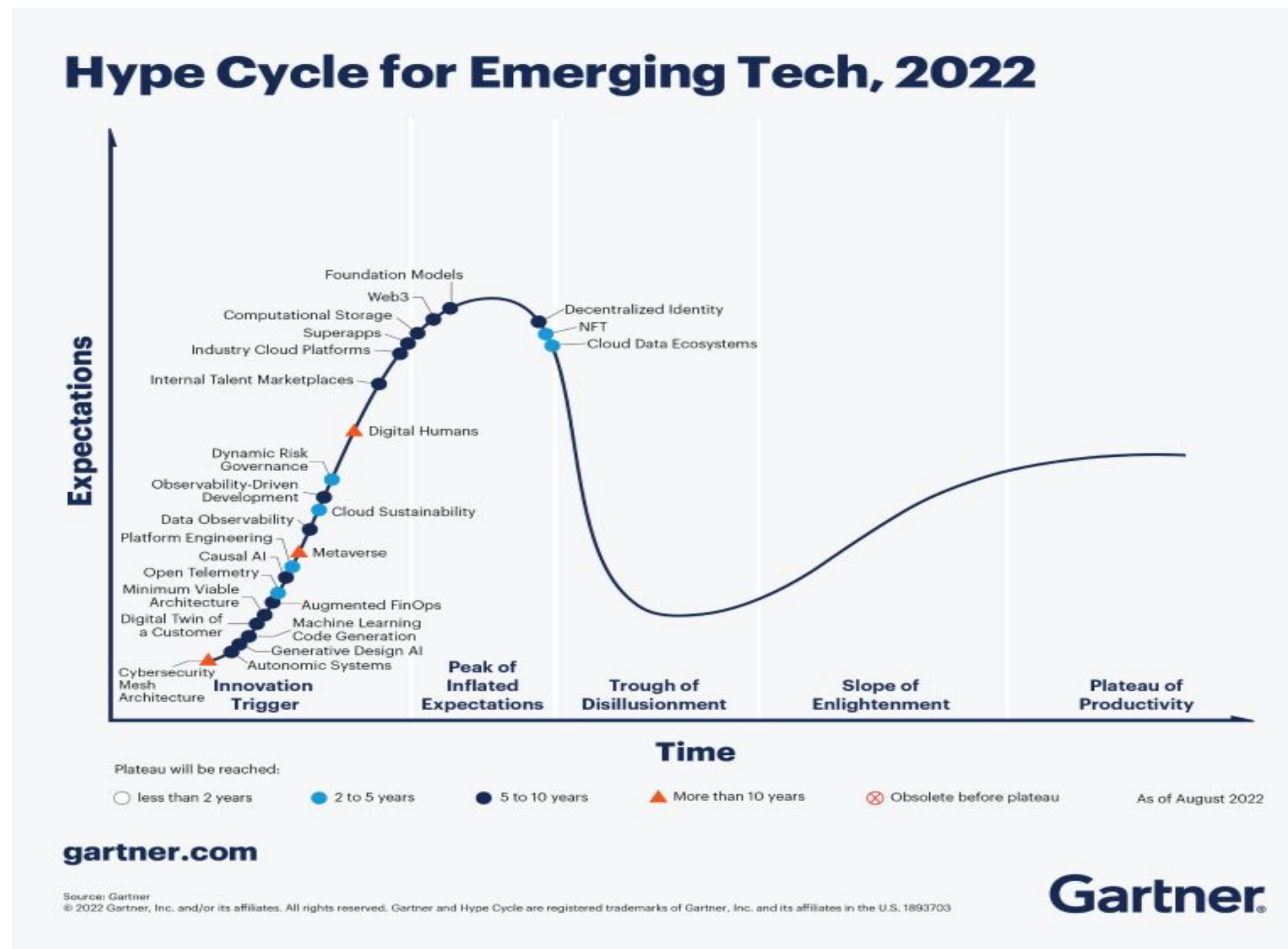
Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ⊗ Obsolete before plateau

As of July 2022



Tecnologies emergents

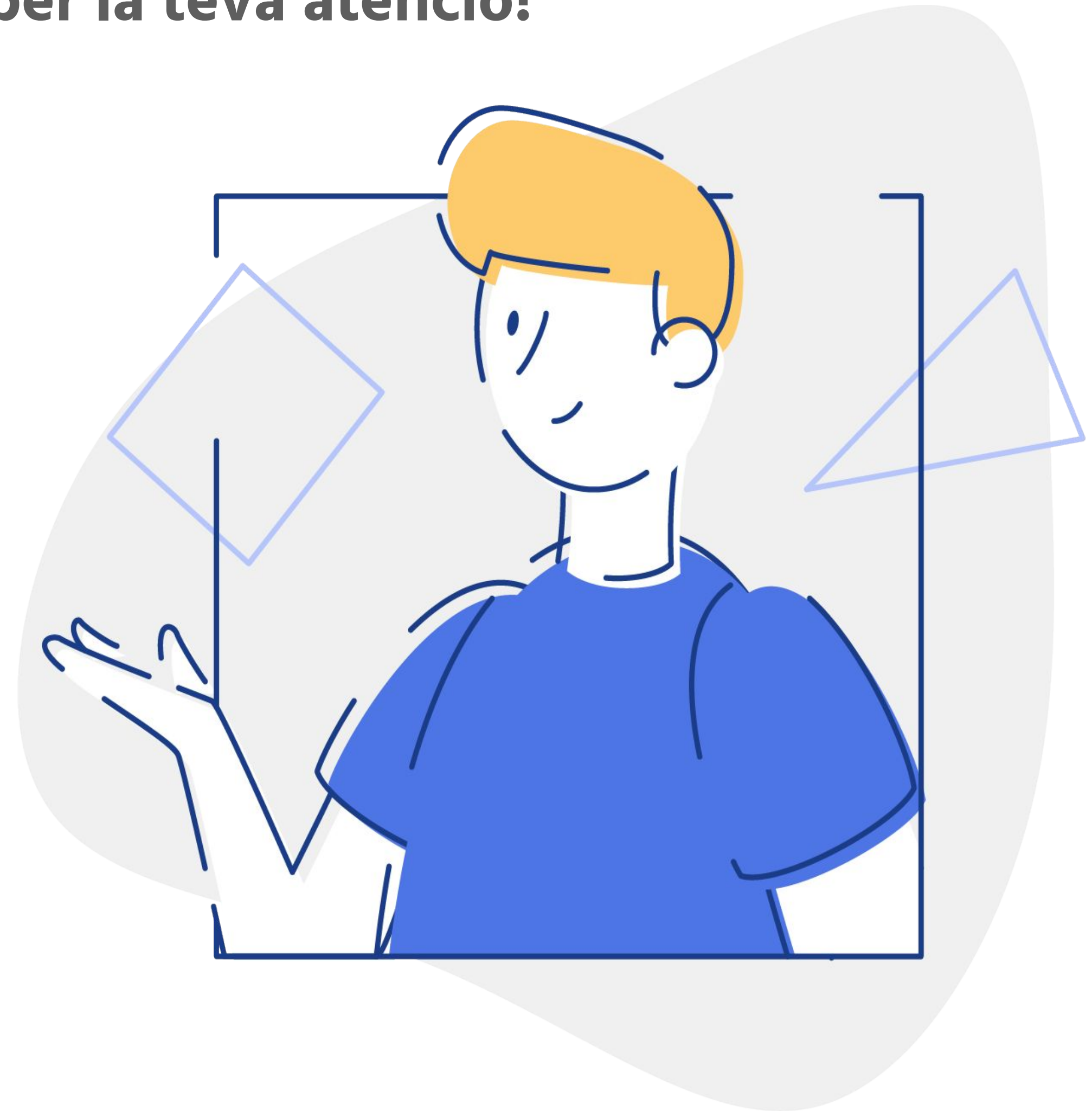
<https://www.gartner.com/en/articles/what-s-new-in-the-2022-gartner-hype-cycle-for-emerging-technologies>





Moltes gràcies per la teva atenció!

PERFECTE
Hem arribat al
final!





El que cal recordar de la sessió

- Internet és com ésser viu que canvia i evoluciona, és important mantenir-se al dia.
- El coneixement crea finestres d'oportunitat que cal aprofitar en cada moment.
- No tinguis por a fer proves. Descobreix noves eines i noves tècniques.



Moltes Gràcies!



Montserrat Peñarroya

Especialista en Marketing Digital Internacional

Ajudo a empreses i territoris a desenvolupar les seves economies gràcies a Internet.

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