

Tracking Plan — Protocolo Corpo de Praia

Squad: Medina | Agent: Estrategista (Especialista) Data: 2026-03-21 Checkout: Ticto | Ads: Meta Ads |
Dominio: A definir

1. ARQUITETURA DE TRACKING

Stack de Ferramentas

Ferramenta	Funcao	Prioridade
Meta Pixel	Tracking de conversoes, retargeting, otimizacao	P0 — OBRIGATORIO
Meta Conversions API (CAPI)	Server-side tracking via Ticto	P0 — OBRIGATORIO
Google Analytics 4	Comportamento na TSL, scroll depth, tempo	P1 — RECOMENDADO
Microsoft Clarity	Heatmaps, gravacoes de sessao (gratis)	P1 — RECOMENDADO
UTM Builder	Padronizacao de UTMs em todos os links	P0 — OBRIGATORIO

2. PIXEL META — CONFIGURACAO

2.1 Evento Standard Events

Evento	Pagina/Trigger	Parametros	Metodo
PageView	Todas as paginas (automatico)	—	Pixel
ViewContent	TSL (ao carregar)	content_name: "Protocolo Corpo de Praia", content_type: "product", value: 37, currency: "BRL"	Pixel
InitiateCheckout	Clique no CTA da TSL → redirect Ticto	content_name: "CDP", value: 37, currency: "BRL"	Pixel
Purchase	Thank You page (pos-compra)	value: {valor_dinamico}, currency: "BRL", content_name: "CDP", content_ids: [product_ids]	CAPI + Pixel

2.2 Custom Events

Evento Custom	Trigger	Objetivo	Metodo
ScrollDepth25	TSL — 25% scroll	Medir engajamento inicial	GTM/JS
ScrollDepth50	TSL — 50% scroll	Medir engajamento medio	GTM/JS

ScrollDepthCTA	TSL — chegou ao CTA principal	Qualidade do trafego	GTM/JS
ScrollDepth100	TSL — 100% scroll	Leitores completos	GTM/JS
TimeOnPage30s	TSL — 30 segundos na pagina	Engajamento temporal	GTM/JS
TimeOnPage60s	TSL — 60 segundos na pagina	Leitura profunda	GTM/JS
TimeOnPage120s	TSL — 2 minutos na pagina	Interesse alto	GTM/JS
OT0View	Pagina OTO carregou	Track funil pos-compra	Pixel
OT0Accept	Clique "SIM" na OTO	Conversao upsell	CAPI + Pixel
OT0Decline	Clique "Nao obrigada" na OTO	Rejeicao upsell	Pixel
DownsellView	Pagina Downsell carregou	Track funil pos-compra	Pixel
DownsellAccept	Clique "SIM" no Downsell	Conversao downsell	CAPI + Pixel
DownsellDecline	Clique "Nao" no Downsell	Rejeicao final	Pixel

2.3 Codigo Base do Pixel

```

<!-- Meta Pixel Code – Instalar em TODAS as paginas -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '{PIXEL_ID}');
fbq('track', 'PageView');
</script>

```

2.4 Eventos por Pagina

TSL (Pagina de Vendas):

```

// ViewContent ao carregar
fbq('track', 'ViewContent', {
  content_name: 'Protocolo Corpo de Praia',
  content_type: 'product',
  value: 37.00,
  currency: 'BRL'
});

// InitiateCheckout no clique do CTA
document.querySelectorAll('.cta-button').forEach(btn => {
  btn.addEventListener('click', () => {

```

```

    fbq('track', 'InitiateCheckout', {
      content_name: 'CDP',
      value: 37.00,
      currency: 'BRL'
    });
  });
});

// Scroll Depth Tracking
const scrollThresholds = { 25: false, 50: false, 75: false, 100: false };
window.addEventListener('scroll', () => {
  const scrollPct = Math.round((window.scrollY / (document.body.scrollHeight -
window.innerHeight)) * 100);
  Object.keys(scrollThresholds).forEach(threshold => {
    if (scrollPct >= threshold && !scrollThresholds[threshold]) {
      scrollThresholds[threshold] = true;
      fbq('trackCustom', `ScrollDepth${threshold}`);
      if (typeof gtag !== 'undefined') {
        gtag('event', `scroll_depth_${threshold}`, { event_category: 'engagement'
});
      }
    }
  });
});

// Time on Page
[30, 60, 120].forEach(seconds => {
  setTimeout(() => {
    fbq('trackCustom', `TimeOnPage${seconds}s`);
  }, seconds * 1000);
});

```

Thank You Page:

```

// Purchase – valor dinamico via Ticto postback
fbq('track', 'Purchase', {
  value: {{PURCHASE_VALUE}},
  currency: 'BRL',
  content_name: 'CDP',
  content_type: 'product',
  content_ids: [{{PRODUCT_IDS}}]
});

```

3. CONVERSIONS API (CAPI) — TICTO

3.1 Configuracao Ticto → Meta CAPI

Campo	Configuracao
Webhook URL	https://graph.facebook.com/v18.0/{PIXEL_ID}/events?access_token={TOKEN}

Evento	Purchase
Dedup Key	event_id (Ticto transaction ID)
User Data	email (hashed), phone (hashed), fbp, fbc

3.2 Deduplicacao

O Ticto deve enviar o mesmo `event_id` tanto no Pixel client-side quanto no CAPI server-side. O Meta deduplica automaticamente baseado nesse ID.

```
{
  "event_name": "Purchase",
  "event_id": "ticto_txn_{transaction_id}",
  "event_time": 1711036800,
  "action_source": "website",
  "user_data": {
    "em": "{sha256_email}",
    "ph": "{sha256_phone}",
    "fbc": "{fbc_cookie}",
    "fbp": "{fbp_cookie}"
  },
  "custom_data": {
    "value": 37.00,
    "currency": "BRL",
    "content_name": "CDP",
    "content_type": "product"
  }
}
```

4. UTM STANDARD

4.1 Formato Padrao

```
?utm_source=meta&utm_medium=cpc&utm_campaign={{campaign.name}}&utm_content={{ad.name}}&utm_term={{adset.name}}
```

4.2 UTMs por Canal

Canal	utm_source	utm_medium	utm_campaign
Meta Ads - Cold	meta	cpc	cdp_cold_conv_v1
Meta Ads - Warm	meta	cpc	cdp_warm_conv_v1
Meta Ads - Hot	meta	cpc	cdp_hot_conv_v1
Email - Welcome	email	welcome	cdp_welcome_seq
Email - SOS	email	sos	cdp_soap_opera

Email - Cart	email	cart_abandon	cdp_cart_recovery
Email - Post	email	post_purchase	cdp_post_purch
Organico IG	instagram	organic	cdp_bio_link

5. GOOGLE ANALYTICS 4 (RECOMENDADO)

5.1 Eventos GA4

Evento	Trigger	Parametros
page_view	Todas as paginas	Automatico
scroll	90% scroll depth	Automatico (enhanced measurement)
view_item	TSL carregou	item_name: "CDP", price: 37
begin_checkout	Clique CTA	value: 37, currency: "BRL"
purchase	Thank You	transaction_id, value, items[]
scroll_depth_*	Custom por threshold	percentage: 25/50/75/100

5.2 Configuracao GA4

```
<!-- GA4 - Instalar em TODAS as paginas -->
<script async src="https://www.googletagmanager.com/gtag/js?id={GA4_ID}"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', '{GA4_ID}');
</script>
```

6. MICROSOFT CLARITY (GRATIS)

6.1 Por Que Usar

- **Heatmaps:** Ver onde as pessoas clicam na TSL (funciona em mobile)
- **Gravacoes de sessao:** Assistir usuarios reais navegando a TSL
- **Scroll maps:** Identificar onde o abandono acontece
- **Gratis e ilimitado** — sem custo para o projeto

6.2 Setup

```
<!-- Microsoft Clarity -->
<script type="text/javascript">
  (function(c,l,a,r,i,t,y){
    c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
    t=l.createElement(r);t.async=1;t.src="https://www.clarity.ms/tag/"+i;
```

```

y=l.getElementsByTagName(r)[0];y.parentNode.insertBefore(t,y);
})(window, document, "clarity", "script", "{CLARITY_ID}");
</script>

```

7. DASHBOARD DE METRICAS

7.1 Dashboard Diario (Google Sheets)

Coluna	Fonte	Formula
A: Data	Manual	—
B: Gasto Ads (R\$)	Meta Ads Manager	—
C: Impressoes	Meta Ads Manager	—
D: Cliques (link)	Meta Ads Manager	—
E: CTR (%)	Calculado	=D/C*100
F: CPC (R\$)	Calculado	=B/D
G: Visitas TSL	GA4 / Pixel	—
H: Scroll 50%	Custom Event	—
I: Cliques CTA	Custom Event	—
J: Vendas FE	Ticto	—
K: Receita FE (R\$)	Ticto	=J*37
L: Vendas OB1	Ticto	—
M: Vendas OB2	Ticto	—
N: Vendas Upsell	Ticto	—
O: Vendas Downsell	Ticto	—
P: Receita Total (R\$)	Calculado	=K+(L*17)+(M*10)+(N*147)+(O*57)
Q: AOV (R\$)	Calculado	=P/J
R: CPA (R\$)	Calculado	=B/J
S: ROAS FE	Calculado	=K/B
T: ROAS Total	Calculado	=P/B
U: CVR TSL (%)	Calculado	=J/G*100

7.2 KPIs Semaforo

Metrica	 Verde	 Amarelo	 Vermelho
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CPA	< R\$20	R\$20-35	> R\$35
AOV	> R\$77	R\$55-77	< R\$55
ROAS FE	> 2x	1x-2x	< 1x
ROAS Total	> 3x	1.5x-3x	< 1.5x
CVR TSL	> 2.5%	1%-2.5%	< 1%
CTR	> 2%	1%-2%	< 1%
CPC	< R\$1.50	R\$1.50-2.50	> R\$2.50
OB1 Take Rate	> 35%	25%-35%	< 25%
OB2 Take Rate	> 25%	15%-25%	< 15%
Upsell Take Rate	> 15%	8%-15%	< 8%

7.3 Alertas Automaticos (Google Sheets + Email)

Configurar regras de formatacao condicional:

- Celula fica vermelha quando metrica atinge zona de alerta
- Email automatico se CPA > R\$35 por 2 dias consecutivos
- Email automatico se ROAS Total < 1.5x por 3 dias consecutivos

8. METRICAS DE EMAIL

8.1 KPIs por Sequencia

Sequencia	Open Rate Target	CTR Target	Unsub Max
Welcome (3 emails)	> 45%	> 5%	< 0.5%
Soap Opera (5 emails)	> 35%	> 3% (E4/E5)	< 1%
Cart Abandonment (3 emails)	> 40%	> 8%	< 0.5%
Post-Purchase (5 emails)	> 50%	> 4%	< 0.3%

8.2 Tracking de Email → Compra

UTMs nos links de email permitem atribuir vendas por:

- Sequencia (welcome, sos, cart, post)
- Email especifico (E1, E2, etc.)
- Dia de envio

9. FLUXO DE DADOS COMPLETO

[Meta Ads] → (UTMs) → [TSL]

↓

```
[Pixel: ViewContent]
[Clarity: Sessao]
[GA4: page_view]
↓
[Scroll Events: 25/50/CTA/100]
[Time Events: 30s/60s/120s]
↓
[CTA Click → Pixel: InitiateCheckout]
↓
[Ticto Checkout]
↓ (compra)
[Thank You → Pixel: Purchase]
[Ticto → CAPI: Purchase (server)]
[GA4: purchase]
↓
[OTO Page → Pixel: OTOTView]
↓ (aceita/recusa)
[OTOTAccept ou OTOTDecline]
↓ (se recusa)
[Downsell Page → Pixel: DownsellView]
↓
[DownsellAccept ou DownsellDecline]
↓
[Thank You Final]
```

10. CHECKLIST DE IMPLEMENTACAO

- Criar Pixel Meta no Business Manager
- Gerar Access Token para Conversions API
- Instalar Pixel base em todas as paginas (TSL, OTO, Downsell, TY)
- Configurar ViewContent na TSL
- Configurar InitiateCheckout nos CTAs
- Configurar Purchase na Thank You (client-side)
- Configurar Ticto webhook → CAPI (server-side)
- Testar deduplicacao Pixel + CAPI com Events Manager
- Configurar custom events de Scroll Depth
- Configurar custom events de Time on Page
- Criar conta GA4 e instalar tag
- Configurar enhanced measurement no GA4
- Criar conta Microsoft Clarity e instalar tag
- Criar Google Sheet do Dashboard Diario
- Configurar formatacao condicional (semaforo)
- Padronizar UTMs em todos os anuncios (6 ads)
- Padronizar UTMs em todos os emails (16 emails)
- Validar com Meta Pixel Helper (extensao Chrome)
- Validar com GA4 DebugView
- Fazer compra teste completa e verificar eventos end-to-end

- Verificar postback Ticto chegando no Events Manager

Documento gerado por Estrategista (Especialista) — Projeto Corpo de Praia Frameworks: Tracking Architecture, CAPI Deduplication, KPI Semaphore Data: 2026-03-21