2022

2021 8

1

1

5 6

2

10

3

4

2

10

1

2

3 20

3

4

1

2

3

10

FAB

4

2020

2021

1+X

1

4 15

4

SEO

SEM

SEO SEM

2

3

0.5

4 SEO

7

SEO = *SEO

*0.4+ *0.06

SEO

SEO 1

SEO

0.5

SEO 0.2

100 = + +

+ + +

/

/

/

5 SEM

6 SEM

SEM

7

= ×

= ×50%

=

8

5% 15% 10%

9

1

1 1 2 2

N N

1

2

3

C B B

4 60

4

5

6

7

8 SEO

9 SEM

10

11

12

13

14

15