

Analítica web

Web Analytics: Tracking to triumph



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Web Analytics has become an intrinsic tool in every company with a strategic presence on the Internet. In this book, Sergio Maldonado offers the fruit of many years of experience in the optimisation of on-line marketing activities, e-commerce and digital communication from web data. This book also constitutes an essential guide to adapting tracking and profiling activities to Spanish and international standards. In these pages, the reader will find useful solutions for rationalising on-line marketing investment, the best Customer Intelligence and the optimisation of web channel, all in accessible, user-friendly language.

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