

Analítica web: medir para triunfar

WEB ANALYTICS: MEASURE OF SUCCESS



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Web Analytics have become an unavoidable element at the heart of every business relying on a strategic Internet presence. In 'WEB ANALYTICS: MEASURE OF SUCCESS' Sergio Maldonado passes on the fruit of many years' labour in the field of online marketing optimization, e-commerce and digital communication based on web information. This book is also an essential how-to guide when it comes to adapting your business's activities towards measuring and profiling audiences within national and international guidelines.

In 'WEB ANALYTICS...' the reader will find useful solutions in terms of rationalizing investment in online marketing, knowing the client better (Customer Intelligence), search engine optimization, all related in an agreeable and accessible way.

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