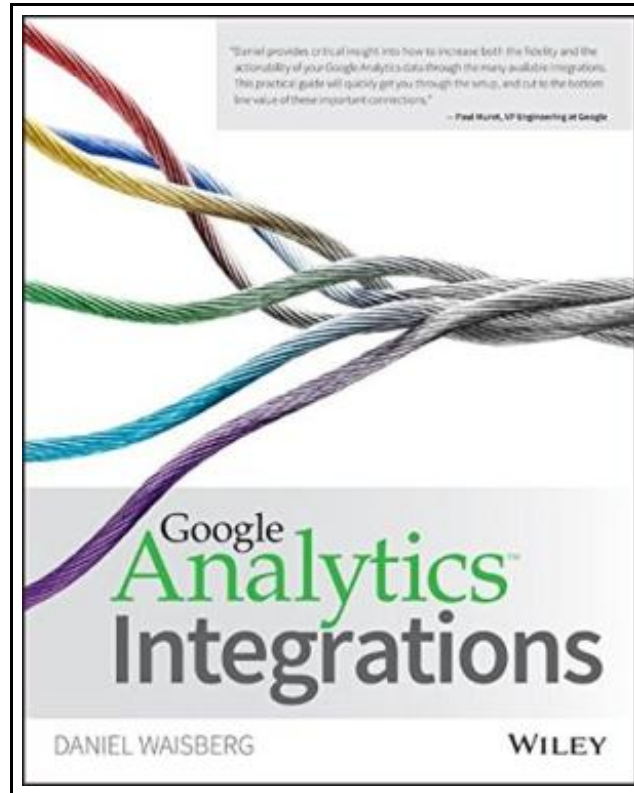


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John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Google Analytics Integrations, Daniel Waisberg, Wiley, In "Google Analytics Integrations, "expert Daniel Waisberg provides to web professionals a roadmap for turning Google Analytics into a centralized marketing-analysis platform to glean more insightful data about their customers' behavior. Many marketers are still seeing a single part of their visitors' interaction with their businesses: They can't see all the factors (and data) that affect their websites and apps. This happens mainly because data is scattered over multiple data silos, making it hard for professionals to integrate all sources of information into one place. In addition, some platforms and networks still protect their data, making it almost impossible to create a full picture of the customer. In this step-by-step guide, you will learn how to integrate and analyze AdWords, Webmaster Tools, AdSense, YouTube, DoubleClick and other tools using the Google Analytics interface. Website owners, marketers, and analysts will learn best practices to not only increase data accuracy, but also bring new analytical capabilities to gain further insight into their customers. But since Google Analytics data is only as good as its implementation, Daniel also provides best practices when it comes to implementing codes and setting up the tool interface. You will learn proven techniques to gather clean and accurate data from the outset, as well as a straightforward way to keep the implementation under control, which is especially important for large enterprises.



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