Conversions

2,094

past 28 days

▲ 356

by platform

Web	1,198
App	896

28 day trend

■ Web ■ App

(14 Nov — 21 Nov — 28 Nov — 5 Dec)
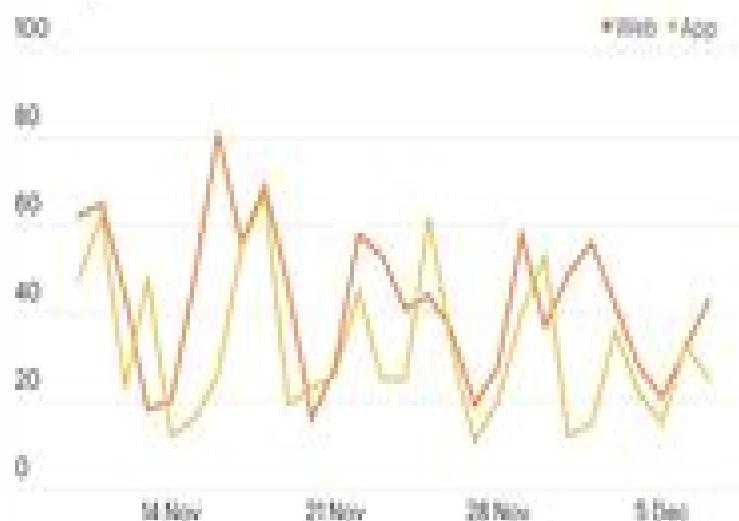
Conversion by event type

■ web ■ app

purchase   upgrade   addon

Users

199.9ᴋ

past 28 days

▲ 33.6k

by platform

Web	122.2k
App	77.7k

28 day trend

■ Web ■ App

(14 Nov — 21 Nov — 28 Nov — 5 Dec)
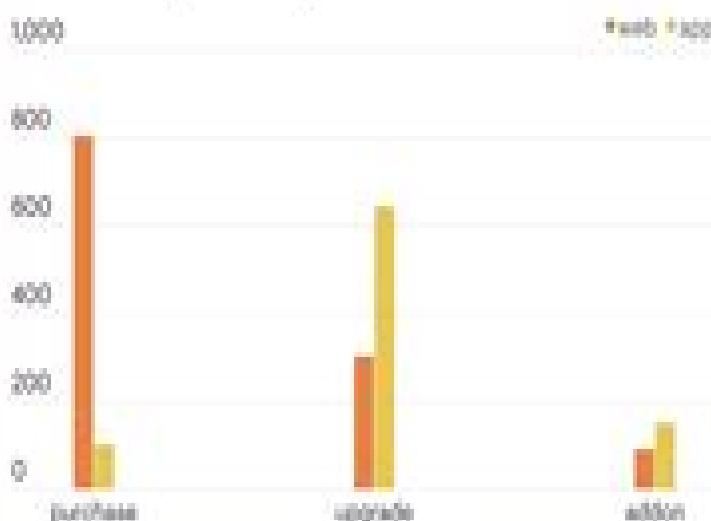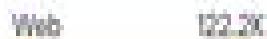
Conversion rate

0.98%

Web

▲ 0.01%

1.15%

App

▲ 0.10%

Engagement rate

50.74%

Web

▲ 0.03%

55.1%

App

▲ 1%

Web analytics: past 28 days GA4

18:11

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studies and helpful examples drawn from the author s own experience Website Optimization An Hour a Day is the complete solution for anyone who wants to get the best possible results from their web page   Handbook on E-marketing for Tourism Destinations Peter Varlow,2008 The internet and other new technologies have changed the tourism industry in an unprecedented way and keeping pace has become challenging Online information is now one of the primary influences on consumer decisions in nearly all major markets For example 41 per cent of tourists arriving in Spain in 2007 had booked through the internet and in the United States the number of trips bought online exceeded those purchased offline Such changes are impacting and influencing the way destinations and companies manage and market themselves   Web Analytics Market Motive,2013 Google Search Trends is one of the most valuable yet underutilized databases in the world This workshop takes you through some of the critical features and teaches you how to use Google Search Trend information to better understand your market and potential opportunities Web Analytics expert Avinash Kaushik will cover new ways to segment Google Analytics data critical analysis techniques using analytics data to teach you things about your business and how search trend data will help you with your overall marketing and business strategy Avinash Kaushik is the author of Web Analytics 2 0 Sybex 2009 and Web Analytics An Hour A Day Wiley 2007 He also writes the highly rated blog on Web Analytics called Occam s Razor Kaushik is Analytics Evangelist at Google and co founder of Market Motive Market Motive is the leading curriculum development company focused exclusively on the Internet marketing and sales industries From individuals to Google to Rutgers University we are the preferred supplier of industry content to a rapidly growing number of professional marketers educational institutions and businesses of all sizes including Fortune Global 500 corporations

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the Global Economy In Lee,2010 As globalization and competition pose new opportunities and challenges firms strive to discover effective and efficient e business models and applications to contribute to their sustainability growth and innovation The Encyclopedia of E Business Development and Management in the Global Economy creates a repository for educators researchers and industry professionals to collaborate and discuss their research ideas theories practical experiences challenges and opportunities while presenting tools and techniques in all aspects of e business development and management in the digital economy As the first and most comprehensive book to present aspects from the research industry managerial and technical sides of e business this collection appeals to policy makers e business application developers market researchers managers researchers professors and undergraduate graduate students in various academic disciplines

Launching a Business Bruce Barringer,2013-02-15 This book focuses on the steps a new business owner must take in the first 100 days of starting a business to establish a lasting and successful enterprise If you re thinking of opening up your own business you ll need this book This is a hands on book that focuses on the tasks that you or any new business owner must complete in the first 100 days of launching a business Think of it this way Imagine you ve conceived a business idea written a business plan raised seed capital and are set to launch your business on October 1 Now what would you actually do on October 1 October 2 October 3 and so forth How would you set your priorities How would you know which tasks are the most urgent Although the answers to these questions vary depending on the business there are a set of key activities that all businesses must accomplish to get their businesses off to a good and legally proper start This book provides examples that include securing proper business licenses and permits setting up a bookkeeping system negotiating a lease buying insurance entering into contracts with vendors recruiting and hiring employees and making the first sale Broader issues such as developing a business model and building a brand will also be touched upon but the primary focus of this book is getting you focused on the practical issues that you ll need as a new business owner to accomplish and accomplish correctly and to get your business off to a good start To help you prioritize and track the activities that must be completed at the onset of a business this book will teach you how to set up a First 100 Days Plan with the template titled First 100 Days Plan included in this book   SharePoint Server 2010 Administration 24 Hour Trainer Bill Crider,Martin Reid,Clint Richardson,2012-03-13 Conquer SharePoint configuration and administration Aimed at anyone who needs to learn SharePoint yet doesn t require the deep knowledge of an architect this book and video combination explores all aspects of the SharePoint technology and provides expert guidance so you can confidently configure and administer a site or site collection Each lesson covered in the book is supported by a video demonstration introducing you to a variety of SharePoint Server 2010 topics from organization concerns to training plans to programmer best practices You ll find this book and video package to be invaluable as you develop a set of policies that will help you avoid challenges that arise from poorly planned or managed portal or intranet products SharePoint Server 2010 Administration 24 Hour Trainer Escorts you through the use of the links under the Site

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