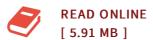




## **Google Analytics Integrations**

By Daniel Waisberg, Wiley

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...



## Reviews

The publication is easy in read safer to comprehend. It is actually rally intriguing through studying time. I am easily will get a delight of looking at a created publication.

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This is basically the greatest book i have got read through until now. It normally will not expense an excessive amount of. I am just delighted to let you know that here is the greatest book i have got go through within my individual existence and might be he finest book for at any time.

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