

Methoden Und Ansätze Des Webtracking - Sabine Thiele

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New Economy, E-Business oder E-Commerce sind Schlagworte, die in den vergangenen Jahren geprägt wurden. Doch der anfänglichen Interneteuphorie der letzten Jahre folgten Mißbotschaften für Unternehmen deren Unternehmensstrategie ausschließlich auf dem Internet beruhte. Wer auch im neuen Medium Internet eine führende Position erreichen oder halten möchte, muss umfassend über die Konkurrenz und die Wünsche der Kunden informiert sein. Ob Informationsportal oder Online-Shop: Nur durch die gezielte Analyse des Surfverhaltens der Website-Besucher kann der Online-Auftritt optimiert und somit der Umsatz gesteigert werden.¹ Erfolgskontrolle im speziellen Webtracking ist hier das entscheidende Stichwort. Die ersten Kapitel dieser Arbeit sollen allgemeine Grundlagen zum Bereich Marketing und Internet näher bringen und das Thema Webtracking verständlicher machen. Die Darstellung der Methoden und Ansätze des Webtracking wird den Schwerpunkt dieser Arbeit ausmachen, wobei in diesem Zusammenhang auch das Erstellen von Nutzungs- und Nutzerprofilen eine Rolle spielen wird.¹ Vgl. informationweek.de; 03.04.02 Author: Thiele, Sabine Publisher: GRIN Verlag Illustration: N Language: GER Title: Methoden und Ansätze des Webtracking Pages: 00037 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638283205 Category: Business & Economics : Marketing - General

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