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Alan Boydell, Serge Descombes
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Google Analytics Alan Boydell, 2012 Google Analytics est l'outil de référence pour l'analyse d'audience web. Il permet d'évaluer les comportements utilisateur et d'affiner sa stratégie marketing. Gratuit, il est autant utilisé par les particuliers et les petites entreprises que par les plus grands services marketing. Trois auteurs comptant parmi les meilleurs experts français en Web Analytics vous font partager l'expérience acquise au sein de Google France et dans les sociétés qu'ils ont créées par la suite. Ils dévoilent la dernière version de Google Analytics dans cette édition entièrement mise à jour. Tous les exemples et le code sont basés sur le nouveau code de suivi asynchrone qui opère en arrière-plan sans ralentir le chargement de la page. Description intégrale de la nouvelle interface v5 avec notamment les toutes dernières fonctionnalités telles que les flux de visites, les suivis sociaux et les conversions multicanales. Un chapitre d'études de cas entièrement dédié au mobile présentant le suivi des sites et des applis mobiles. Introduction à l'édition payante de l'outil, la version Premium.

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