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Nota di contenuto	Cover; Title Page; Copyright; Contents; Chapter 1 Implementation Best Practices; Planning Your Implementation; 1. Define Business Goals; 2. Build Key Performance Indicators; 3. Collect Data; 4. Analyze Data; 5. Test Alternatives; 6. Implement Insights; Implementing and Customizing Your Code; Cross Domain Tracking; Enhanced Ecommerce; Custom Dimensions; Download Clicks; Advanced Content Tracking; Troubleshooting Code Implementation; Setting Up the Google Analytics Interface; Setting Up Goals; Focusing on Potential Customers; Removing Parameters That Do Not Point to Unique Content Eliminating Duplicate Pages Setting Up Site Search; Enabling Display Advertising and Demographics Reports; Excluding Referrals; Tagging Your Inbound Traffic; Tagging Custom Campaigns; Tagging FeedBurner Traffic; Managing Your Implementations Effectively; Creating Raw Data and Staging Views; Creating an Analytics Staging Property; Keeping Track of Implementation and Configuration Changes; Keeping Track of External and Overall Changes with Annotations; Summary; Part I Official Integrations; Chapter 2 AdWords Integration; Integrating Ad Words and Google Analytics; Linking Ad Words and Analytics Deleting and Editing the Google Analytics and Ad Words Link Top 10 Causes of Google Analytics and Ad Words Data Discrepancies; Integration Data, Structure, and Standard Reports; Ad Words Dimensions and Metrics in Google Analytics; Ad Words Account Structure Overview; Ad Words Standard Reports Overview; Optimizing Ad Words Performance Using Google Analytics; Identifying Winners and

Losers-The ABC Framework; Finding Negative Keywords with Custom Reports; Creating Remarketing Lists Using Google Analytics Data; Optimizing Shopping Campaigns; Summary; Chapter 3 Ad Sense Integration

Integrating Ad Sense and Google Analytics Linking Analytics to Ad Sense; Linking Multiple Ad Sense Accounts and/or Google Analytics Properties; Unlinking and Managing Access to Data; Data Discrepancies Between Google Analytics and Ad Sense; Analyzing Ad Sense Effectiveness Using Google Analytics; Ad Sense Overview; Ad Sense Pages; Ad Sense Referrers; Google Analytics Dashboard to Monitor Ad Sense Performance; Summary; Chapter 4 Mobile Apps Integrations; Viewing Google Play and iTunes Data on Google Analytics; Android SDK v4: Setting Up Install Tracking and Campaign Measurement iOS SDK v3: Setting Up Install Tracking and Campaign Measurement Analyzing Mobile Apps-The Full Customer Journey; Sources Reports; Google Play Referral Flow Report; Summary; Chapter 5 Webmaster Tools Integration; Linking Webmaster Tools to Google Analytics; Analyzing Webmaster Tools Data on Google Analytics; Queries Report; Landing Pages; Geographical Summary; Summary; Chapter 6 YouTube Integration; Integrating YouTube Into Google Analytics; YouTube Video Tracking in Google Analytics Using Google Tag Manager; Implementation Details; Custom Report to Monitor Video Performance; Summary

Part II Custom Integrations

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## Sommario/riassunto

A roadmap for turning Google Analytics into a centralized marketing analysis platform With Google Analytics Integrations, expert author Daniel Waisberg shows you how to gain a more meaningful, complete view of customers that can drive growth opportunities. This in-depth guide shows not only how to use Google Analytics, but also how to turn this powerful data collection and analysis tool into a central marketing analysis platform for your company. Taking a hands-on approach, this resource explores the integration and analysis of a host of common data sources, including Google AdWords, AdSens

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