**M5 Aufgabe 14**

**Real-time Insights**:

* **Example**: Imagine a clothing retailer launching a new ad campaign on digital billboards across several cities. By using WebSockets, they can instantly track how many people are viewing their ads in real-time. If they notice a particular location isn't performing well, they can adjust the ad content or placement immediately to optimise their reach and engagement.

**Custom Alerts**:

* **Example**: A travel agency uses WebSockets to monitor weather conditions in various vacation destinations. If unexpected weather patterns arise, such as a sudden storm or heatwave, the agency can immediately send alerts to customers who have booked trips to those locations. This proactive approach helps customers prepare for any changes to their travel plans and builds trust in the agency's ability to provide timely information.

**Dynamic Content Updates**:

* **Example**: An electronics retailer wants to promote a flash sale on their website. By leveraging WebSockets, they can dynamically update the webpage for all users as soon as the sale begins. Customers browsing the site will see real-time changes, such as prices dropping and new items being added to the sale, creating a sense of urgency and encouraging immediate purchases.