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DIGITAL MARKETING ANALYTICS

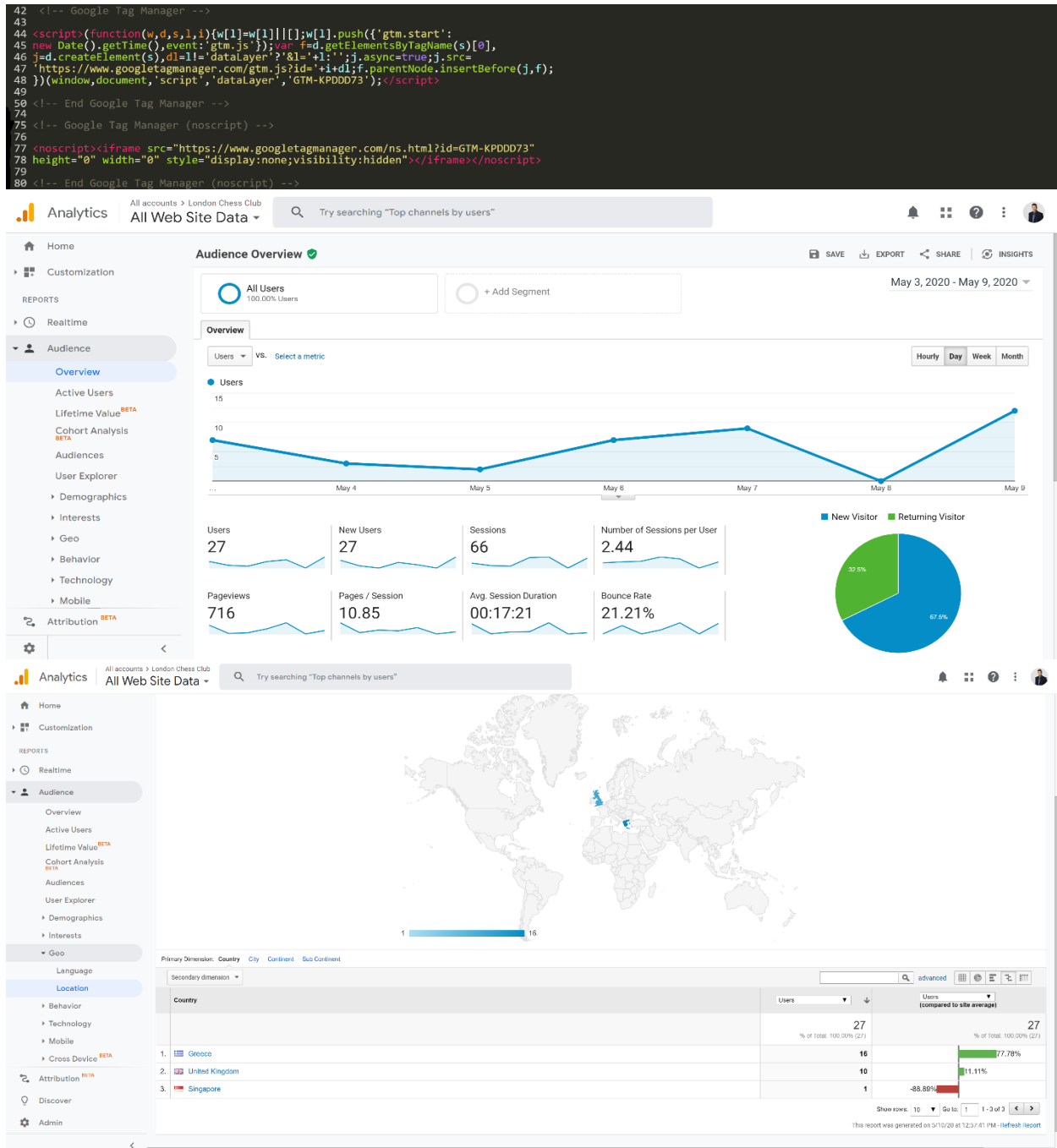
ASSIGNMENT 2

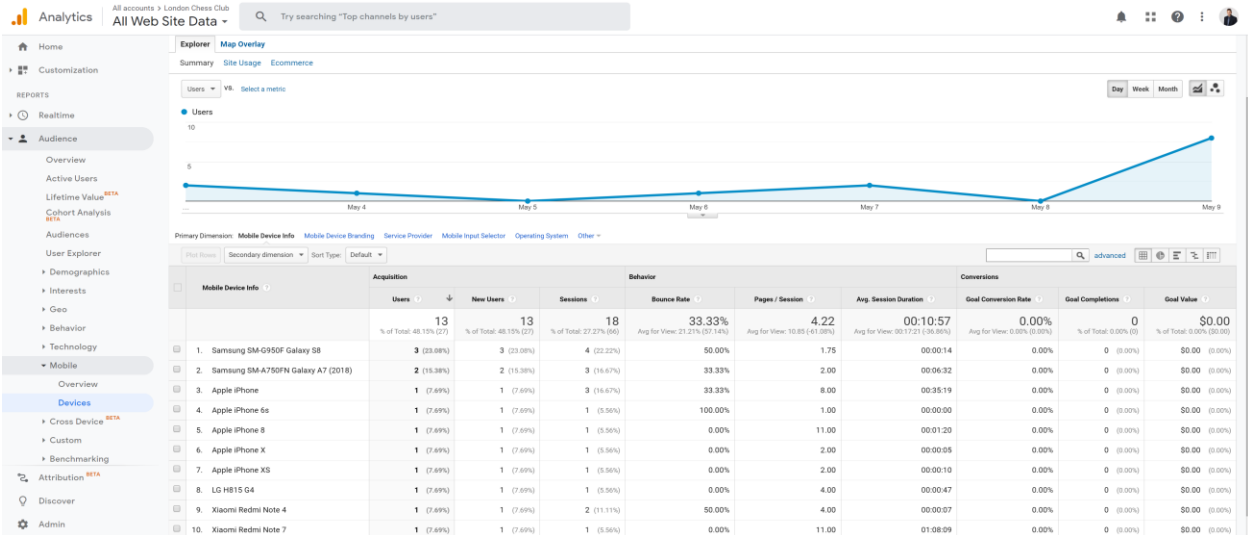
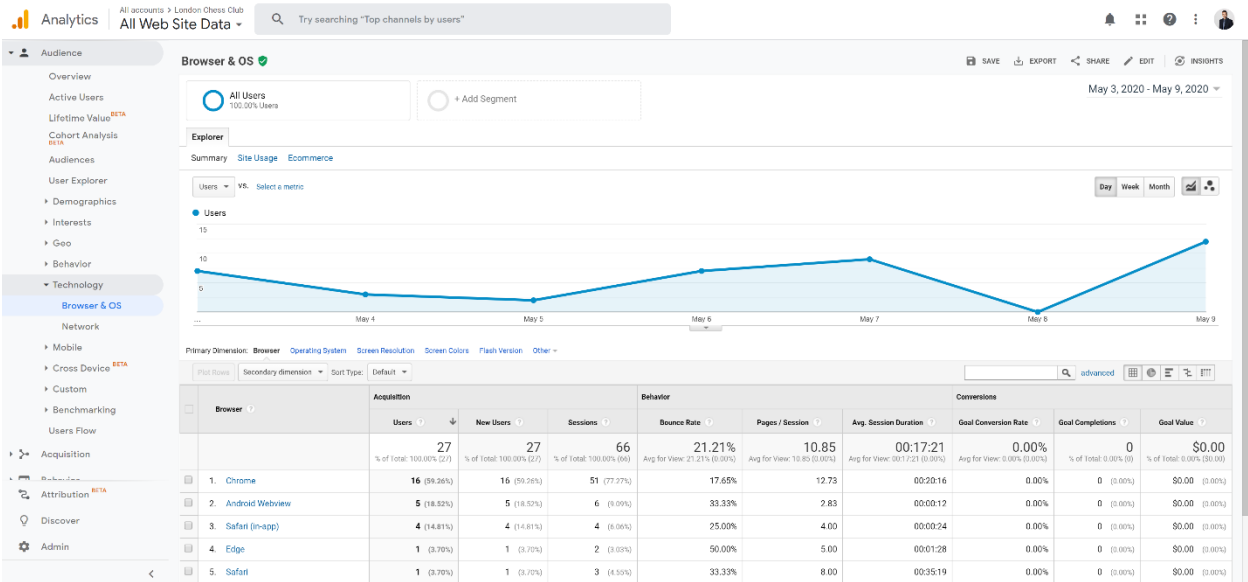
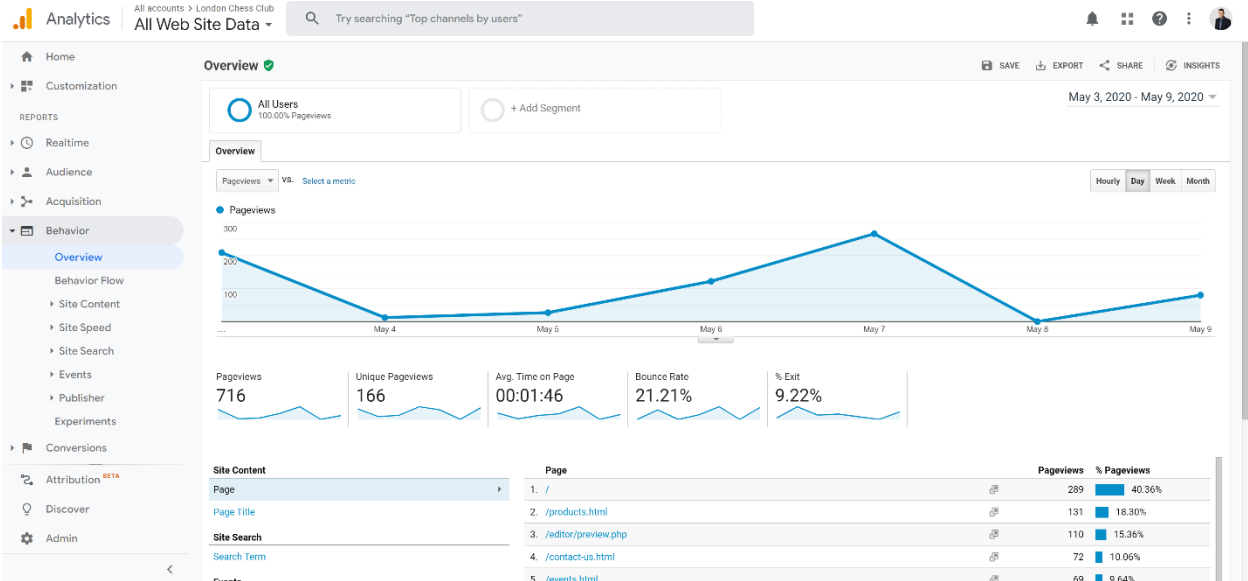
12/05/2020

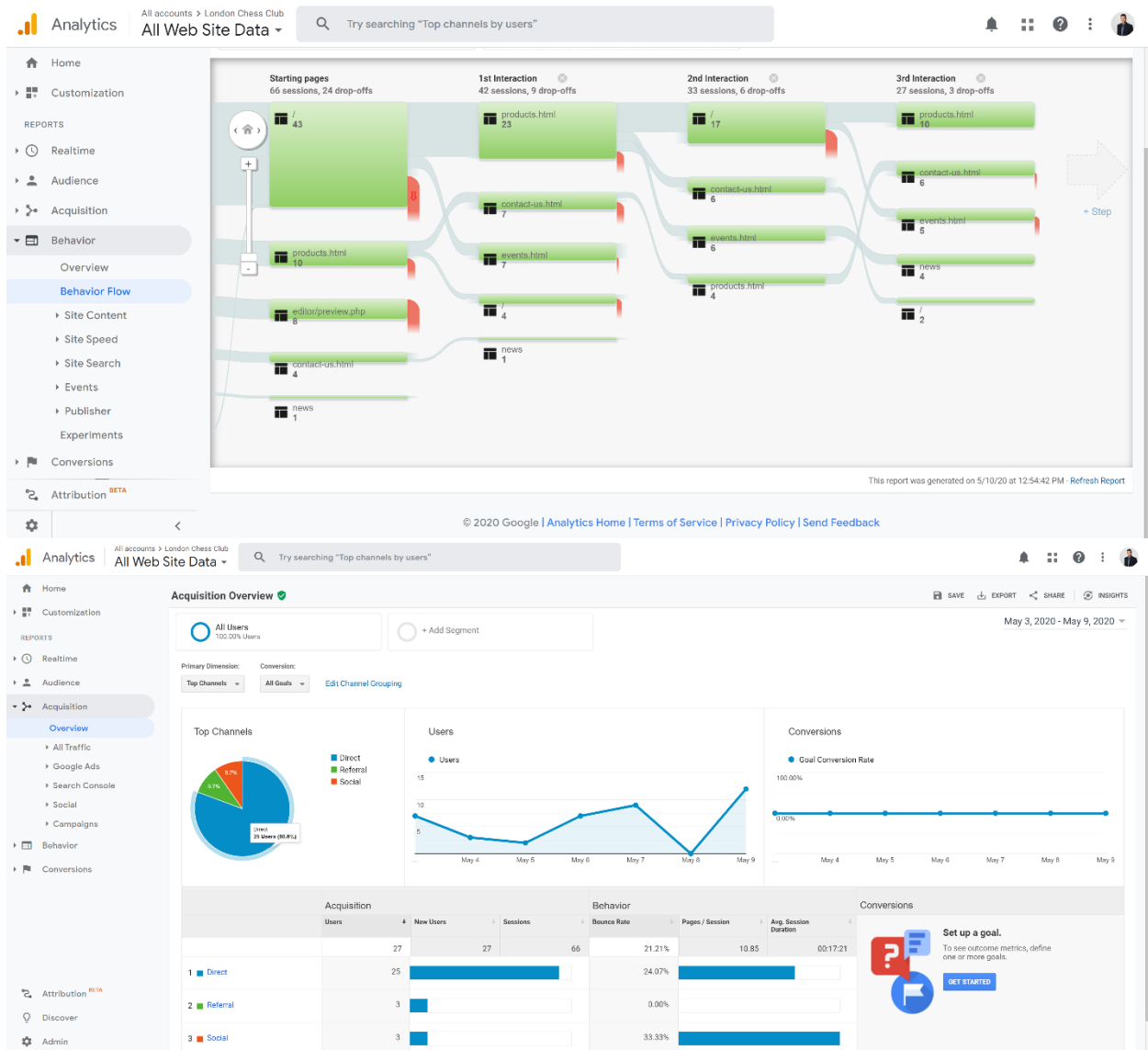
INTRODUCTION

In this assignment solutions for homework 2 of “Digital Marketing Analytics MSc Business Analytics 2019/20” part 1 are provided. A tag manager was added to our [webpage](#) (html code provided) and its statistics are presented in the following screenshots (zoom in for more details).

SCREENSHOTS







CONCLUSION

In this assignment solutions for homework 2 of “Digital Marketing Analytics MSc Business Analytics 2019/20” part 1 were provided. The Google Analytics report included the key statistics of our [webpage](#).