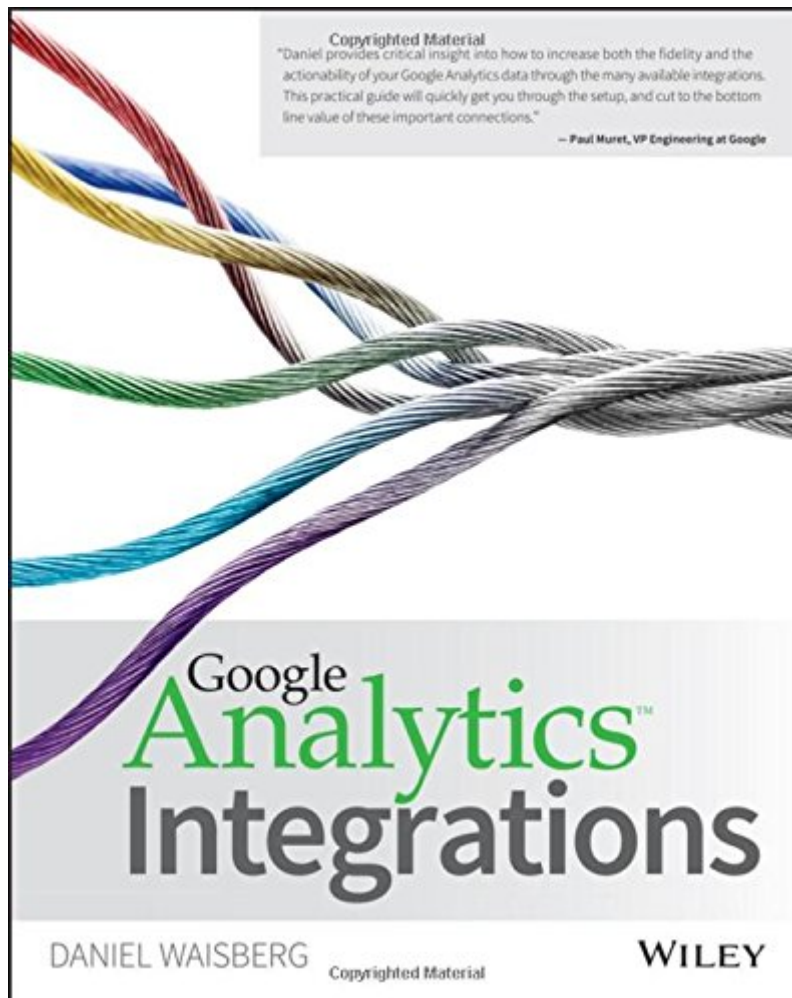


Google Analytics Integrations PDF



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Get a complete view of your customers and make your marketing analysis more meaningful

How well do you really know your customers? Find out with the help of expert author Daniel Waisberg and *Google Analytics Integrations*. This unique guide takes you well beyond the basics of using Google Analytics to track metrics, showing you how to transform this simple data collection tool into a powerful, central marketing analysis platform for your organization. You'll learn how Google AdWords, AdSense, CRMs, and other data sources can be used together to deliver actionable insights about your customers and their behavior.

- Explains proven techniques and best practices for collecting clean and accurate information from the start
- Shows you how to import your organization's marketing and customer data into Google Analytics

- Illustrates the importance of taking a holistic view of your customers and how this knowledge can transform your business
- Provides step-by-step guidance on using the latest analytical tools and services to gain a complete understanding of your customers, their needs, and what motivates them to take action

Google Analytics Integration is your in-depth guide to improving your data integration, behavioral analysis, and ultimately, your bottom line.

Google Analytics Integrations Review

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