

Einflussfaktoren und Optimierungsmöglichkeiten von Google-AdSense am Beispiel eines Onlineportals



Filesize: 5.48 MB

Reviews

An extremely wonderful pdf with perfect and lucid information. Better then never, though i am quite late in start reading this one. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Elenor Koch PhD)

EINFLUSSFAKTOREN UND OPTIMIERUNGSMÖGLICHKEITEN VON GOOGLE-ADSENSE AM BEISPIEL EINES ONLINEPORTALS



GRIN Verlag Gmbh Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 210x146x15 mm. This item is printed on demand - Print on Demand Neuware - Wissenschaftlicher Aufsatz aus dem Jahr 2011 im Fachbereich Informatik - Internet, neue Technologien, Note: 1,3, Fachhochschule Brandenburg, Veranstaltung: Web Analytics, Sprache: Deutsch, Abstract: Im Gegensatz zu E-Commerce-Websites wie Onlineshops, stehen Betreibern von Informationsportalen oft nur indirekte Erlösquellen, wie dem Verkauf von Werbeplätzen, zur Verfügung. Neben der direkten Vermarktung von Werbeflächen werden zunehmend Marktplätze wie Google AdWords¹ und Google AdSense² genutzt. Vorteil für den Anbieter von Werbeplätzen (Publisher) ist der Zugriff auf ein breites Netzwerk an Werbetreibenden. Gleichzeitig tritt der Publisher die Vermarktung und somit auch die Preisgestaltung seiner Werbeflächen an den Marktplatzbetreiber (z.B. Google) ab. Am Beispiel eines Onlineportals und dem Werbenetzwerk Google AdWords soll ermittelt werden, in wie weit ein Portalbetreiber Einfluss auf die Werbeeinnahmen beim Einsatz von Google AdSense nehmen kann. 12 pp. Deutsch.



Read Einflussfaktoren und Optimierungsmöglichkeiten von Google-AdSense am Beispiel eines Onlineportals Online



Download PDF Einflussfaktoren und Optimierungsmöglichkeiten von Google-AdSense am Beispiel eines Onlineportals

Other Books



Suite in E Major, Op. 63: Study Score

Petrucci Library Press, United States, 2013. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.Composed originally in four movements during 1907-08, Foote dropped the Theme...

[Save Book »](#)



Penguin Kids 5 WALL-E Reader

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Penguin Kids 5 WALL-E Reader, Helen Parker, A little robot called WALL-E moves through the mountains of trash on planet Earth. The people escaped a long...

[Save Book »](#)



Nandino e Martuccia

Giunti Kids, Firenze, 2007. Hardcover. Book Condition: New. Ragni, Tilde (illustrator). 32mo - over 4" - 5" tall. Reissue in small format padded hardback, of classic Italian story first published in 1946.

[Save Book »](#)



Crich e Croch ossia I due ladri piu furbi del mondo

Giunti Kids, Firenze, 2007. Hardcover. Book Condition: New. Novelli, Donatella (illustrator). 32mo - over 4" - 5" tall. Reissue in small format padded hardback, of classic Italian stories first published in 1939.

[Save Book »](#)



Major Differences Between Traditional Education and Education in the High Tech E

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The book Major Differences Between Traditional Education and Education in the High Tech...

[Save Book »](#)



This Floats, That Sinks: Set 09: Non-Fiction

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, This Floats, That Sinks: Set 09: Non-Fiction, Emma Lynch, This title is part of Phonics Bug - the first Phonics programme to bring together research-based teaching

[Read Document »](#)



Portrait of a Marriage: V. Sackville-West and Harold Nicolson

Atheneum. PAPERBACK. Book Condition: New. 0689705972 12+ Year Old paperback book- Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with

[Read Document »](#)



Read Write Inc. Phonics: Orange Set 4 Storybook 11 Look Out!

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 211 x 147 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read

[Read Document »](#)



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you

[Read Document »](#)



Sport is Fun (Red B) NF

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Sport is Fun (Red B) NF, Dianne Irving, This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and

[Read Document »](#)