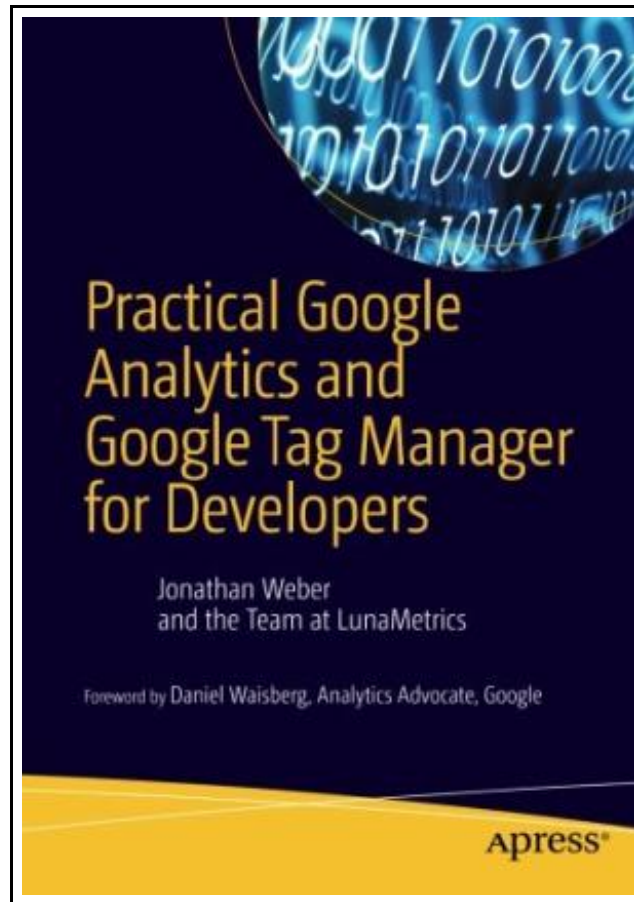# Practical Google Analytics and Google Tag Manager for Developers 2015 (Paperback)

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Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2015. Paperback. Book Condition: New. 2015 ed.. 254 x 178 mm. Language: English . Brand New Book. Whether you re a marketer with development skills or a full-on web developer/analyst, Practical Google Analytics and Google Tag Manager for Developers shows you how to implement Google Analytics using Google Tag Manager to jumpstart your web analytics measurement. There s a reason that so many organizations use Google Analytics. Effective collection of data with Google Analytics can reduce customer acquisition costs, provide priceless feedback on new product initiatives, and offer insights that will grow a customer or client base. So where does Google Tag Manager fit in? Google Tag Manager allows for unprecedented collaboration between marketing and technical teams, lightning fast updates to your site, and standardization of the most common tags for on-site tracking an d marketing efforts. To achieve the rich data you re really after to better serve your users needs, you ll need the tools Google Tag Manager provides for a best-in-class implementation of Google Analytics measurement on your site. Written by data evangelist and Google Analytics expert Jonathan Weber and the team at LunaMetrics, this book offers foundational knowledge, a collection of practical Google Tag Manager recipes, well-tested best practices, and troubleshooting tips to get your implementation in tip-top condition. It covers topics including: * Google Analytics implementation via Google Tag Manager * How to customize Google Analytics for your unique situation * Using Google Tag Manager to track and analyze interactions across multiple devices and touch points * How to extract data from Google Analytics and use Google BigQuery to analyze Big Data questions What You ll Learn * Implementation approaches for Google Analytics, including common pitfalls and troubleshooting strategies. * How to use tools like Google Tag...

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