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Competing on Web Analytics

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ABSTRACT

A few years ago, companies created a competitive advantage simply by being online and having a presence in the digital realm. Unfortunately, the first-mover advantage has largely evaporated in most sectors, forcing companies to look elsewhere for strategies to make better decisions and maximize the value of the online channel. What's more, as "digital" becomes ubiquitous in our lives and the lines between the "online customer" and "offline customer" become blurred, the need to incorporate online data into traditional business and customer intelligence efforts becomes increasingly important. In "Competing on Web Analytics," Eric T. Peterson will outline how people, process, and technology should be leveraged to create a competitive advantage in the increasingly fragmented online world. If you've ever struggled with your digital measurement and online customer intelligence efforts, either because you didn't trust the data, didn't understand the data, couldn't get the data you actually needed, or couldn't use the data you had been given, come see "Competing on Web Analytics."

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