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# Understanding the Online Customer Funnel

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## ABSTRACT

All the news used to rage about the Web, then the dot bomb hit and an end of an era. But wait, there is a new king. The Web finally realized its full potential: Google Adwords, one-to-one marketing, and now social media. The new SAS® Web Analytics takes Web analytics to the next level making Web analytics an integral part of every business and marketing strategy. This paper discusses how to use SAS Web Analytics to get the most out of pay-per-click, banner ads, and e-mail campaigns—improving your business strategy while at the same time improving overall customer satisfaction.

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