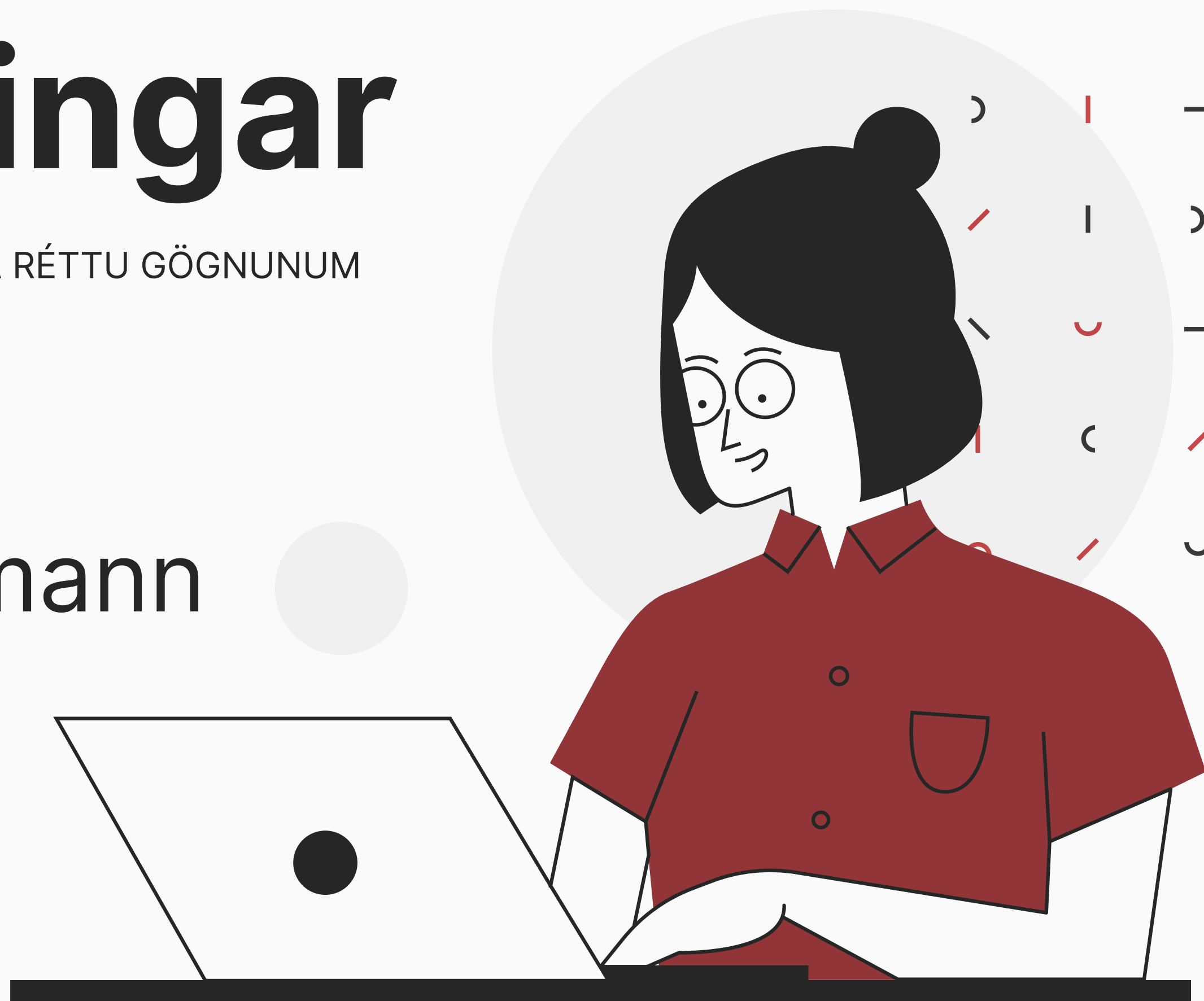


Vefmælingar

AUKINN ÁRANGUR MEÐ GREININGU Á RÉTTU GÖGNUNUM

Dagbjört Vestmann

VEFVERSLUNARSTJÓRI GER EHF



Viðfangsefni



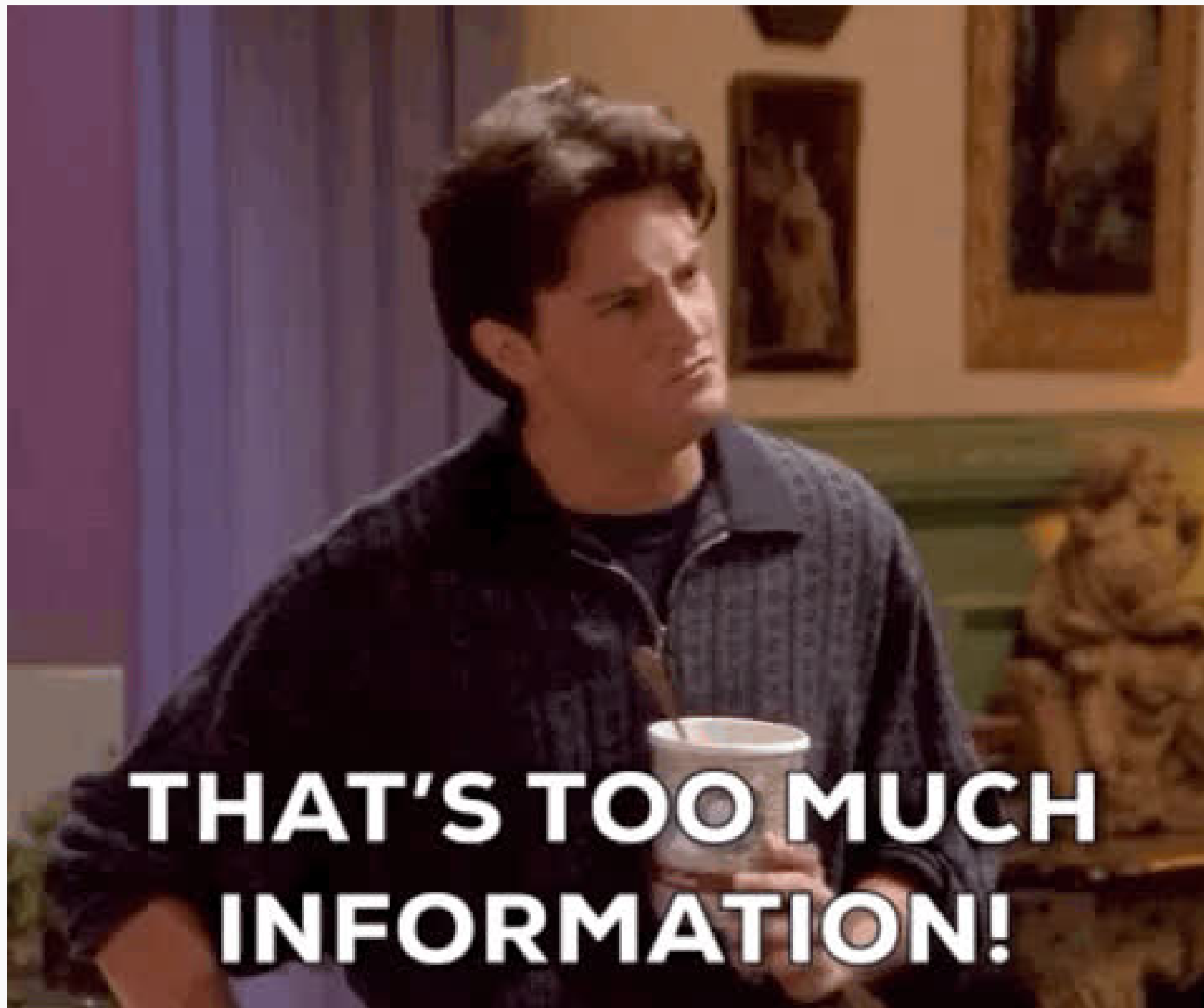
Gögn



Stafræn
markaðsmál



Notendahegðun
á vef





Gögn eru saga



Skoðaða þarf marga
gagnapunkta



Finna sannleikann



fullstory

bitly

Hvers vegna að mæla?



HÁMARKA
MARKAÐSHERFÐIR



LÁGMARKA
KOSTNAÐ



SKAPA
ÁHUGAVERT EFNI



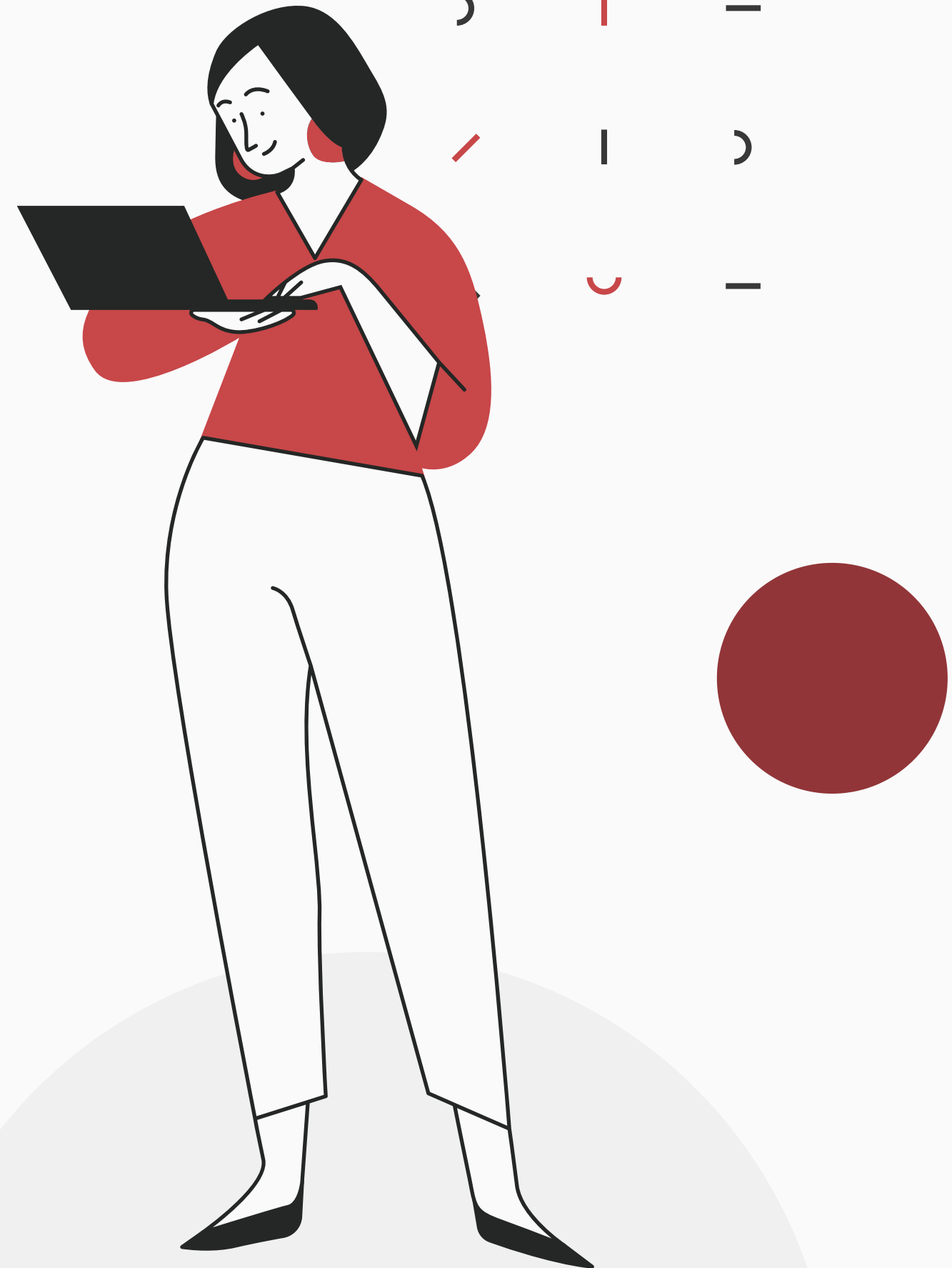
NOTENDAMÍÐAÐ



EIGIN GÖGN

Stafrænt markaðsefni

- 1** ÁRANGUR
MARKAÐSHERFERÐA
- 2** ÁRANGUR LENDINGARSÍÐNA
- 3** A/B PRÓFANIR



Netsala | HH (Goal 1 Completions) and Netsala | HH (Goal 1 Ab...

Source / Medium	Netsala HH (Goal 1 Completions)	Netsala HH (Goal 1 Abandonment Rate)
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Users and Sessions by Source / Medium

Source / Medium	Users	Sessions
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Sessions and Users by Page Title



Page Title	Sessions	Users
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Sessions and Avg. Session Duration by Default Chann...  

Default Channel Grouping	Sessions	Avg. Session Duration
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Bounce Rate by Destination URL  

Destination URL	Bounce Rate
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▼ Behavior
Overview
Behavior Flow
▸ Site Content
▸ Site Speed

▼ Behavior
Overview
Behavior Flow
▼ Site Content
All Pages
Content Drilldown
Landing Pages
Exit Pages

▼ Conversions
▸ Goals
▸ Ecommerce
▼ Multi-Channel Funnels
Overview
Assisted Conversions
Top Conversion Paths

TOP CONVERSION PATH

MCF Channel Grouping Path [?]
1. Direct x 2
2. Paid Search x 2
3. Direct x 3
4. Organic Search Direct
5. Direct x 4

ASSISTED CONVERSIONS

MCF Channel Grouping [?]
1. Direct
2. Paid Search
3. Organic Search
4. Social Network
5. Referral
6. Email

Mæling á notendahegðun

- 1 HANNA VEF ÚT FRÁ
VIÐSKIPTAVININUM**
- 2 KOMA AUGA Á BROTIÐ VIÐMÓT
SEM ÞARFNAST LAGFÆRINGAR**

fullstory



Takk
fyrir

