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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 Werbeflächen, zur Verfügung. Neben der direkten Vermarktung von Werbeflächen werden zunehmend Marktplätze wie Google AdWordsl...

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