

Web Tracker



Introduction

The details of the case solution of the Web Tracker relates the experiences of organizations in tracking their presence on the Internet. Since digital marketing keeps on gaining popularity among different organizations, it became crucial to understand the work of websites and users.



Key Issues

A major problem discussed in the case is the fact that companies are unable to effectively analyze and find patterns within the huge amounts of data available in social media. With many resources available for measuring and tracking everything from page visits, visitors' characteristics, conversion statistics, traffic origins and so on, businesses require efficient tools to work with it.



Solutions Proposed

The case solution underlines that all the features of Web Tracker should be aimed at increasing the efficiency of decision-making processes. Splitting the information regarding the users into categories is beneficial because it allows targeting particular segments.



Conclusion

The Web Tracker case solution describes the use of analytics in current business processes. It brings into the light that firms need to now use sophisticated means to monitor site performance and compete effectively in the current environment.



Resource

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.

