

# A hatékonyság nem csak üzleti kategória!

Attribúciós modellezés Markov láncokkal

Vilisics Magdolna  
Fastbridge Hungary

# MALÁRIA



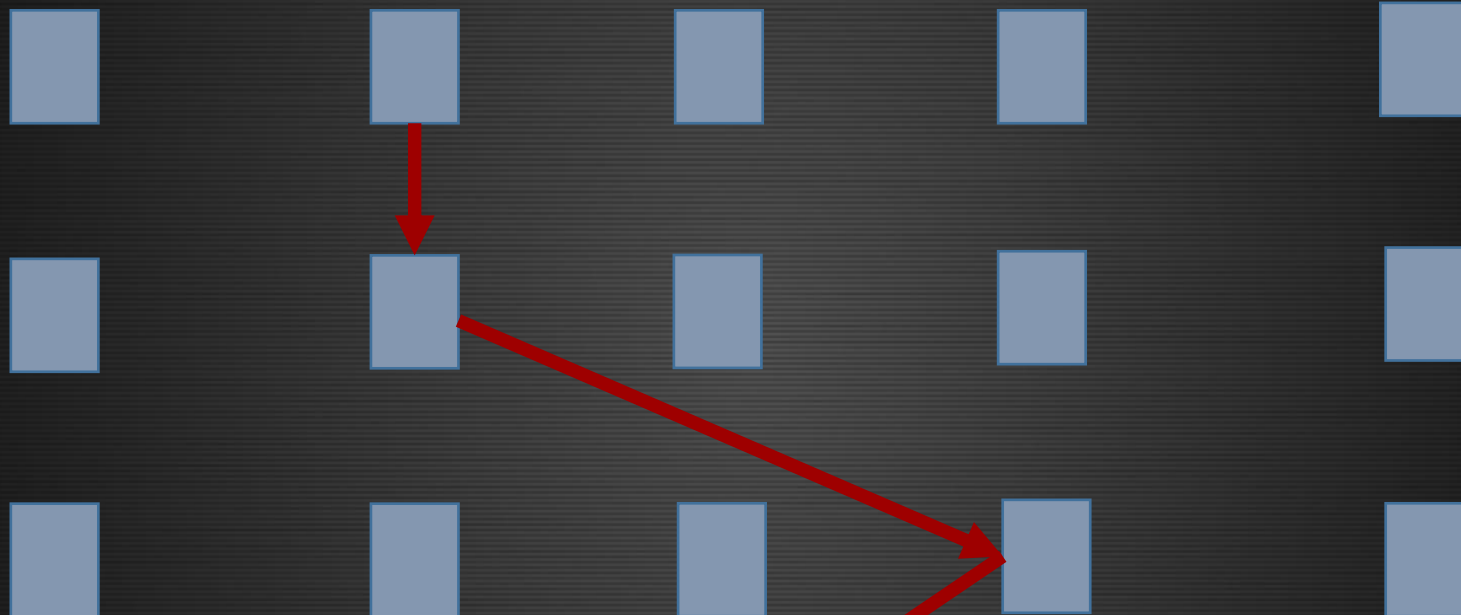
# MAL AIRE?



# KONVERZIÓ



Display1   Display2   Social   Search   Programmatic



**KONVERZIÓ**

Display1

Display2

Social

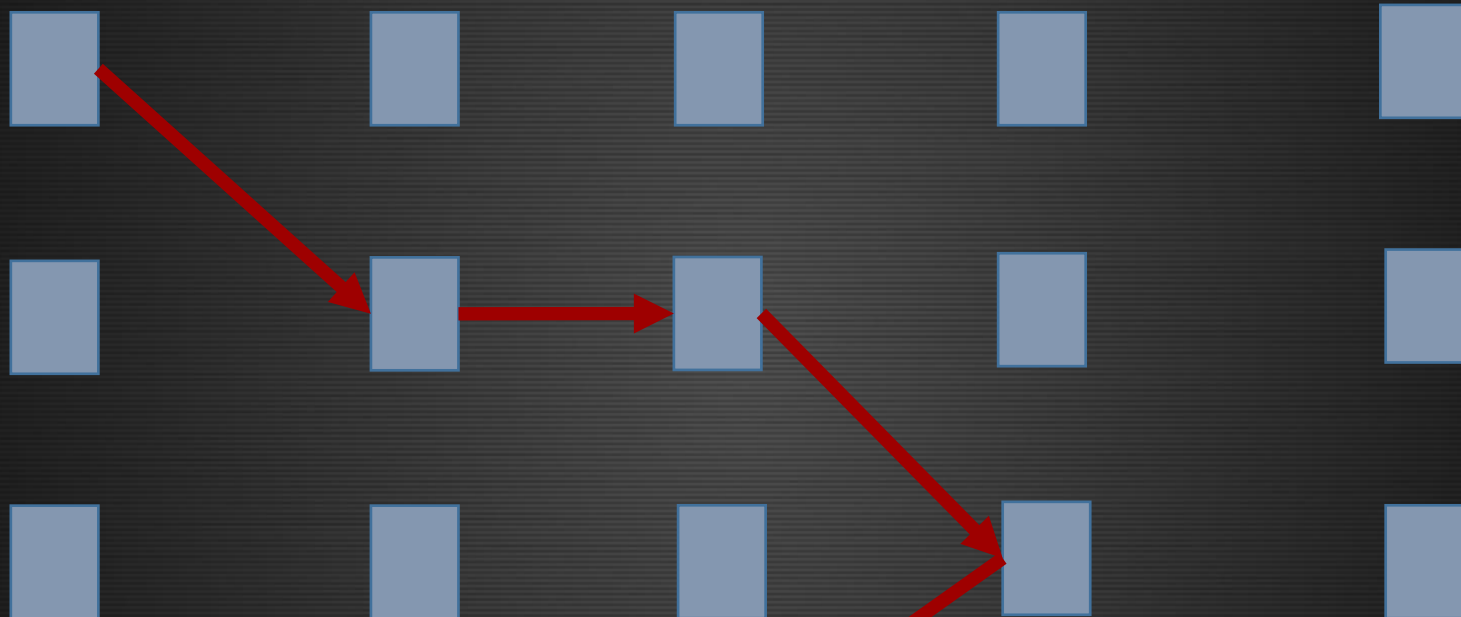
Search

Programmatic



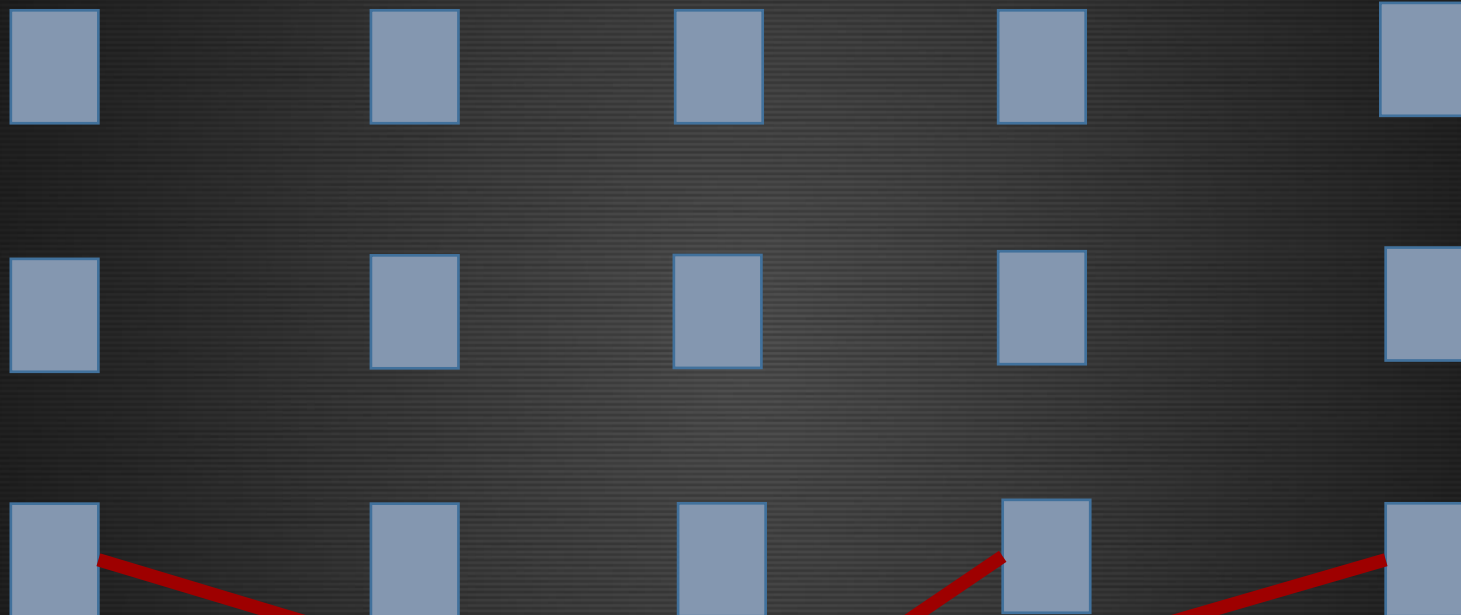
**KONVERZIÓ**

Display1   Display2   Social   Search   Programmatic



**KONVERZIÓ**

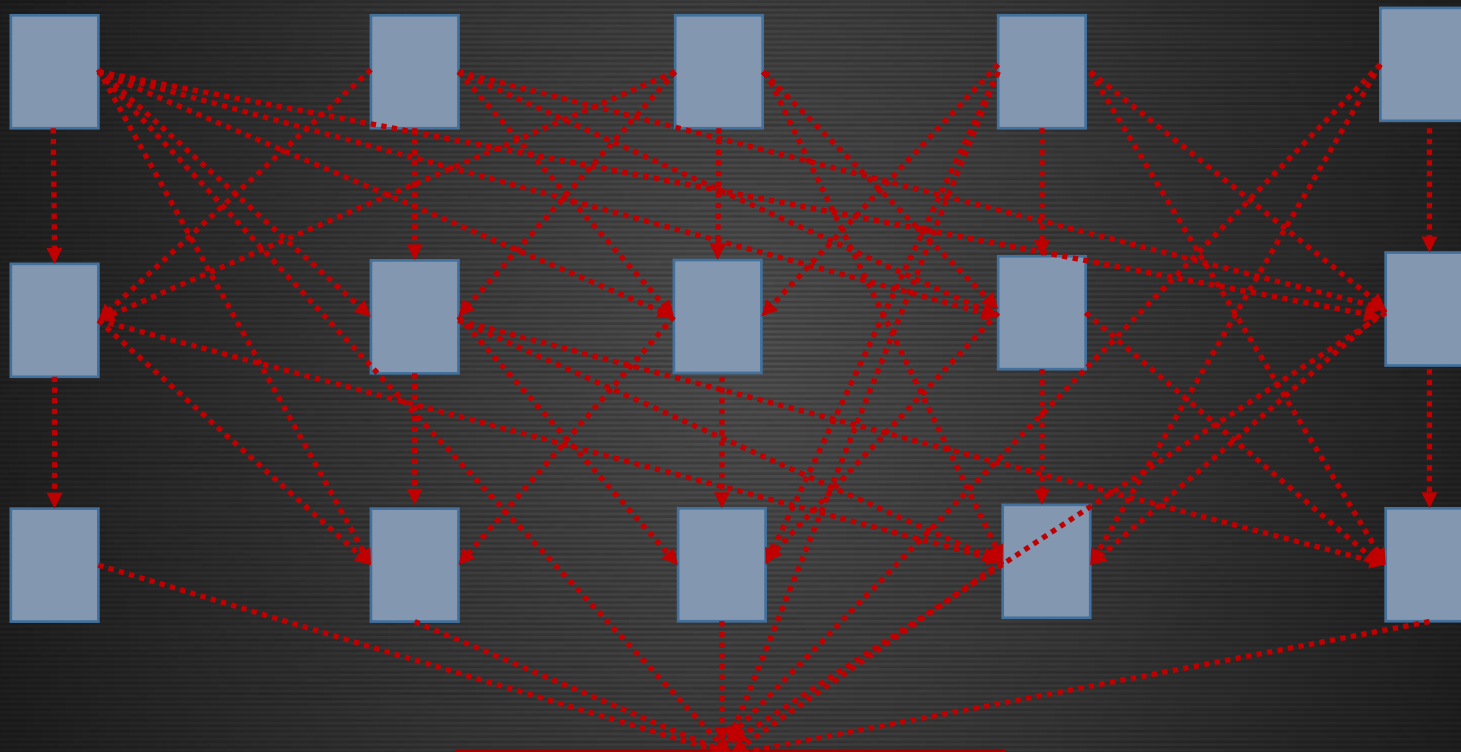
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KONVERZIÓ

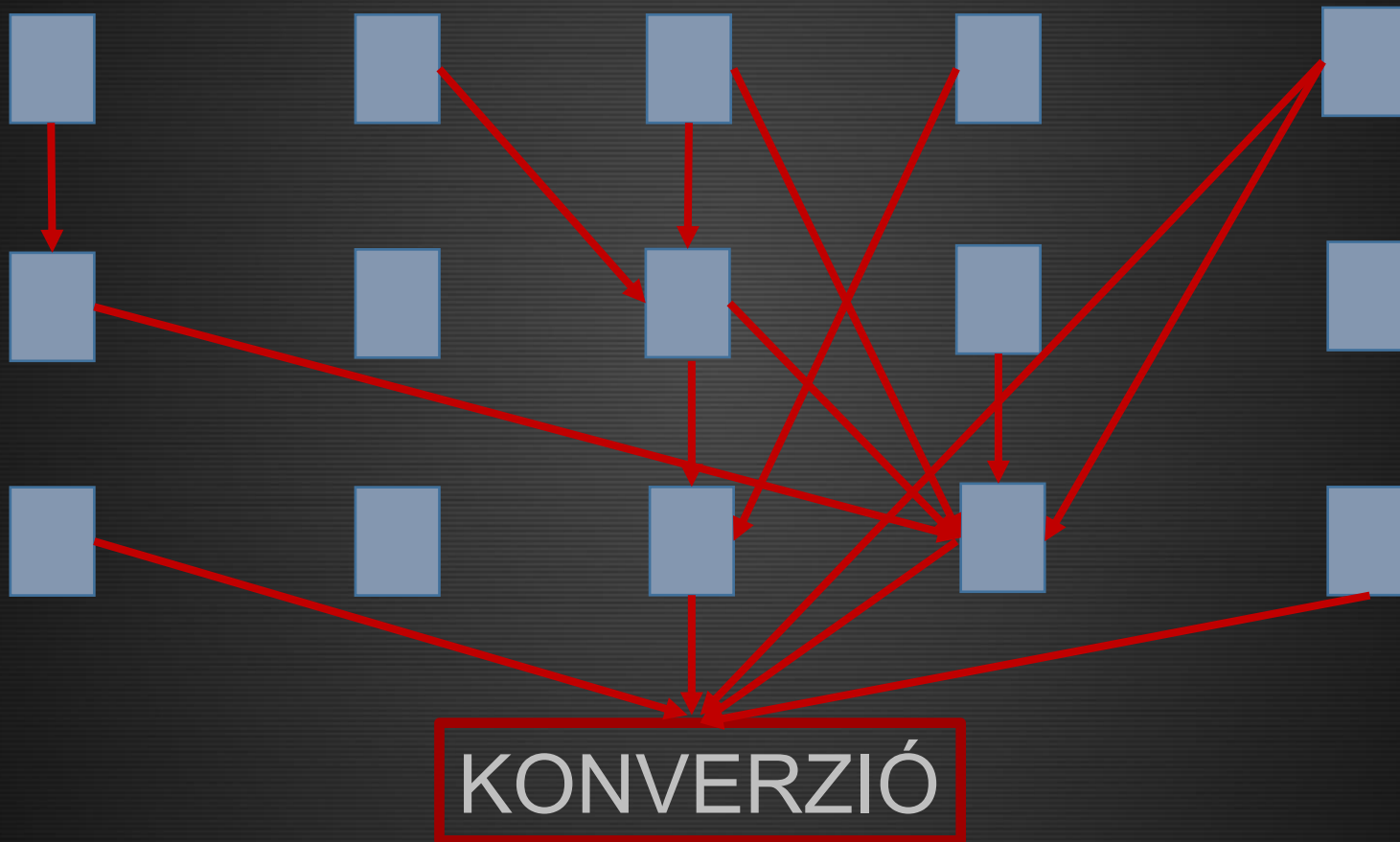


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# HATÉKONYSÁG



# Köszönöm a figyelmet!

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