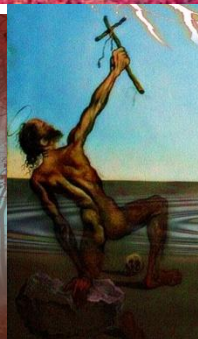
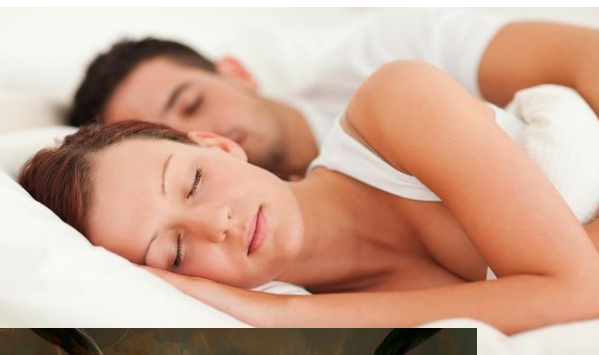




DELTA

Újdonságok a performancia és a konverzió világából.

1. Az álmok nem a termékeinkről szólnak



2. Last click -> Különféle attribúciós modellek

Select your attribution models:



The **Last Interaction** model attributes 100% of the value to the last channel before a conversion or sale. It's a great baseline for comparison with other models.



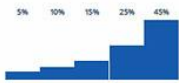
The **First Interaction** model can help you understand which campaigns create initial awareness for your brand or product.



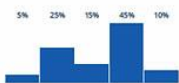
The **Linear** model might be used if your campaigns are designed to maintain contact and awareness with the customer throughout the entire sales cycle.



The **Position Based** model can be used to adjust credit for different parts of the customer journey, such as early interactions that create awareness and late interactions that close sales.



The **Time Decay** model assigns the most credit to touchpoints that occurred nearest to the time of conversion. It can be useful for campaigns with short sales cycles, such as promotions.



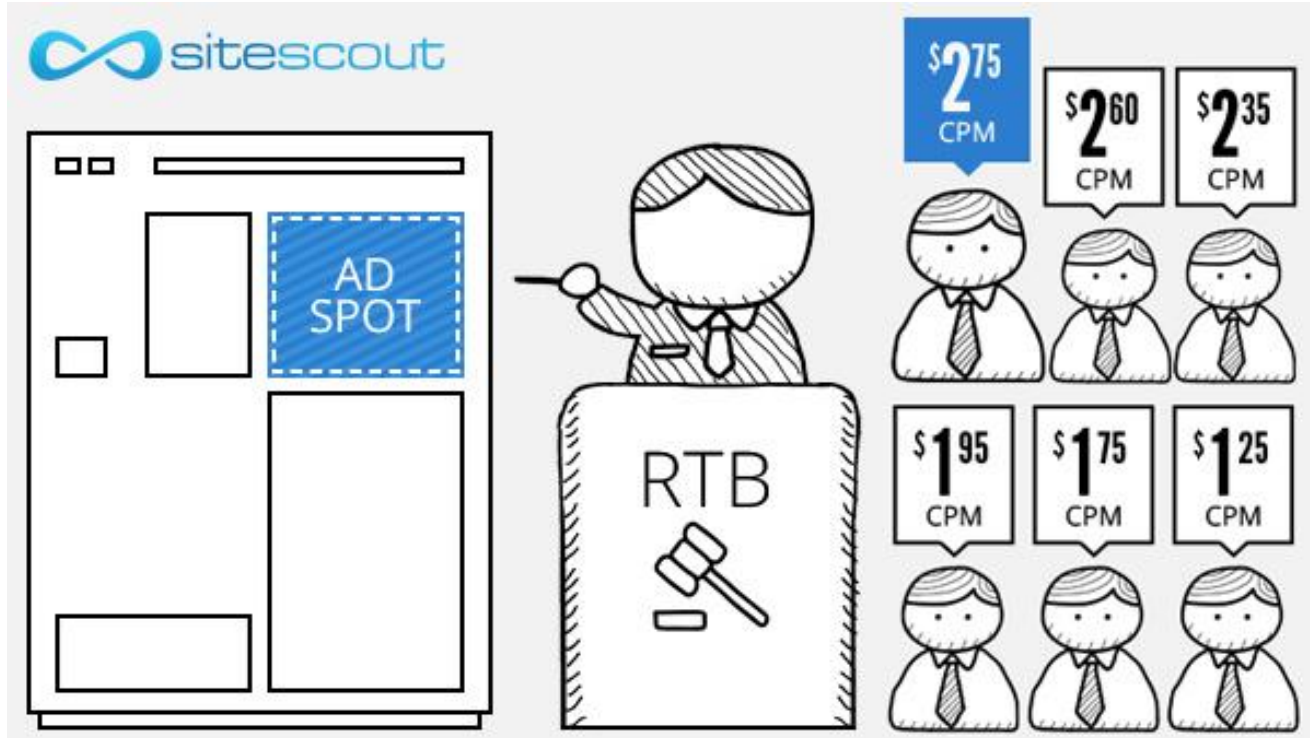
Google Analytics also makes it easy for you to **Customize** your models and create credit rules based on position, type of interaction, traffic source, campaign, specific keywords, and more.

	Channel Grouping Path	Conversions
1.	Display Advertising > Paid Search > Direct	7,514
2.	Organic Search > Paid Search	5,377
3.	Display Advertising > Paid Search	3,716
4.	Paid Search > Referral > Direct	3,015
5.	Social > Organic Search	2,746
6.	Display Advertising > Display Advertising	2,729
7.	Organic Search > Social > Direct	2,588
8.	Referral > Organic Search	2,557
9.	Email > Paid Search	2,329
10.	Referral > Display Advertising > Direct	1,631

3. Display-> Hasztalan -> Hasznos



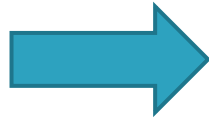
4. New way of Display: Real Time Bidding



5. Online -> Multi-device -> Mobile



6. Online: Early adopters -> Mainstream



Köszönöm a figyelmet



Telefon: +36-30-444-02-99

Email: zoltan.lengyel.mail@gmail.com

LinkedIn:

<http://www.linkedin.com/in/zoltanlengyel>