



Data Specialist training

Module TM03: Technical development and adaptation

Group case study

Appropriate and effective system and application to data management and monitoring is very important.

The task is to compare Google Analytics with two different systems you know in terms of several pointed out dimensions.

Dimension	System 1 - Google Analytics	System 2	System 3
Cost			
Site limits			
Real Time Analytics			
Social/Mobile features			
Entry/Exit page data			
Source of traffic			
Type of browser used			
Customisable dashboard			
Downloadable reports			
Possibility of setting goals			

Why are such systems necessary in marketing online? Short discussion.