



Der gläserne Kunde: Ausgefeilte Targeting-Techniken machen Online-Shopper immer berechenbarer (German Edition)

H. Reil

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Moderne Targeting-Techniken durchleuchten Online-Kunden auf Herz und Nieren. Der Suchmaschinen-Gigant Google ist auch in diesem Geschäft Marktführer; doch die Konkurrenz aus Europa will sich nicht abhängen lassen. Indessen sind sich die Experten einig: Online-Targeting ist zwar wichtig für die Marktforschung, wird aber herkömmliche Instrumente wie Sinus-Milieus und Fokusgruppen nicht verdrängen, sondern nur ergänzen.

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