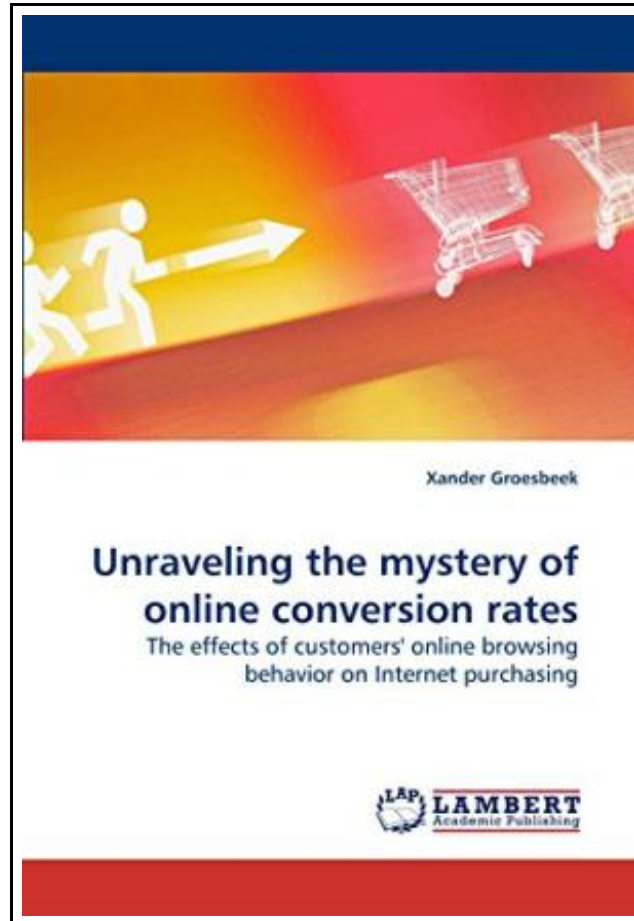


Unraveling the Mystery of Online Conversion Rates



Filesize: 5.24 MB

Reviews

Complete information for publication fanatics. It is actually rally intriguing throgh reading period of time. I am happy to explain how this is actually the greatest publication i actually have read inside my own daily life and may be he finest ebook for possibly.

(Ms. Heidi Rath)

UNRAVELING THE MYSTERY OF ONLINE CONVERSION RATES



LAP Lambert Academic Publishing. Paperback. Book Condition: New. Paperback. 80 pages. Dimensions: 8.5in. x 5.8in. x 0.2in. As an online marketing professional or entrepreneur, have you ever wondered what influence the choice for contacting customer service method has on online conversion rates? In addition, how do these relations change for either corporate customers or private customers? Why do companies such as IKEA. com, Dell. com and Amazon. com differentiate their websites for these customer types? The author of this book formulates seven hypotheses regarding these and other issues while accounting for the effect of customer type. Using clickstream data on over 10,000 orders in the online retailing environment, support is found for five of the seven hypotheses. These findings offer insights into online shopping behavior and into the differences between corporate and private browsing behavior. The author discusses issues such as the differences in conversion rates between paid referrals - for example Google AdWords traffic - and unpaid traffic. Extensive theoretical and managerial implications are discussed to offer the reader different perspectives on the researches conclusions. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



[Read Unraveling the Mystery of Online Conversion Rates Online](#)



[Download PDF Unraveling the Mystery of Online Conversion Rates](#)

See Also



The Gosh Awful Gold Rush Mystery Real Kids, Real Places

Gallopade International. Paperback. Book Condition: New. Paperback. 146 pages. Dimensions: 7.4in. x 5.3in. x 0.6in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an...

[Download Book »](#)



DK Readers Invaders From Outer Space Level 3 Reading Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.9in. x 5.9in. x 0.1in. Are aliens from other planets visiting Earth? Read these amazing stories of alien encounters -- and make up your own mind!...

[Download Book »](#)



Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in. Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead....

[Download Book »](#)



Molly on the Shore, BFMS 1 Study score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in. Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English...

[Download Book »](#)



Shepherds Hey, Bfms 16: Study Score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 22 pages. Dimensions: 9.4in. x 7.1in. x 0.0in. Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English...

[Download Book »](#)

**DK Readers Beastly Tales Level 3 Reading Alone**

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.8in. x 0.2in. This Level 3 book is perfect for children who can read alone. Do these monsters really exist? Read these amazing true

[Download ePub »](#)

**Tiger Tales DK Readers, Level 3 Reading Alone**

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.7in. x 5.7in. x 0.2in. Hunter or hunted? How much longer will these magnificent beasts prowl the plant? These stories will touch your heart. The 48-page

[Download ePub »](#)

**Scholastic Discover More My Body**

Scholastic Reference. Hardcover. Book Condition: New. Hardcover. 32 pages. Dimensions: 9.1in. x 7.7in. x 0.6in. Scholastic Discover More is a revolutionary new nonfiction line pairing stunning print books with corresponding interactive digital books that extend the

[Download ePub »](#)

**DK READERS Pirates Raiders of the High Seas**

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.9in. x 0.2in. Meet Pirates who got away with murder... and pirates who died in the hangman's noose! These 48-page books about

[Download ePub »](#)

**DK Readers Day at Greenhill Farm Level 1 Beginning to Read**

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in. This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs

[Download ePub »](#)