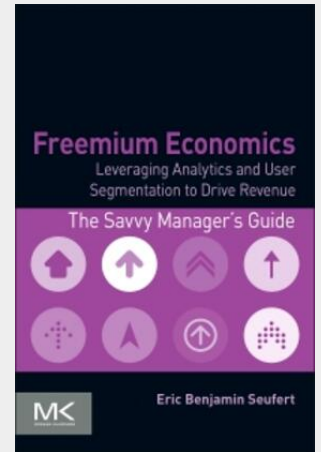


Seufert

Freemium Economics

Leveraging Analytics and User Segmentation to Drive Revenue

Freemium Economics presents a practical, instructive approach to successfully implementing the freemium model into your software products by building analytics into product design from the earliest stages of development. Your freemium product generates vast volumes of data, but using that data to maximize conversion, boost retention, and deliver revenue can be challenging if you don't fully understand the impact that small changes can have on revenue. In this book, author Eric Seufert provides clear guidelines for using data and analytics through all stages of development to optimize your implementation of the freemium model. Freemium Economics de-mystifies the freemium model through an exploration of its core, data-oriented tenets, so that you can apply it methodically rather than hoping that conversion and revenue will naturally follow product launch.



51,00 €

47,66 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780124166905

Medium: Buch

ISBN: 978-0-12-416690-5

Verlag: Elsevier Science & Technology

Erscheinungstermin: 08.03.2014

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2014

Produktform: Kartoniert

Gewicht: 540 g

Seiten: 254

Format (B x H): 187 x 233 mm

