Actions taken by a specific user

Data collected by KISSmetrics

KISSmetrics for ROI calculations:

$1 spent on maintaining your ranking.

but are pegged to lifetime transactions. Now you can know that your marketers ROI reports that aren't just pegged to the first transaction, times. KISSmetrics tracks all those revenue-related events to give an upgrade. He may stay for 3 years and switch plans half a dozen times. Other analytics tools won't account for John's total lifetime value, which started at $10/month and increased to $20/month after his first transaction. KISSmetrics adds $20 to the "Billed Amount" property while preserving the first $10 to create a timeline of events, in step-by-step detail. How KISSmetrics tracks the ROI of SEO by tracking people.

What if you could know that for every $1 invested in ranking for the search term, "accounting," you're seeing your accounting software displayed as the first result, and clicks through. KISSmetrics tracks forms to continue the upgrade! John returns to your site, this time on his smartphone. He decides to upgrade his plan, and assigns him a fresh anonymous ID (ABC789). KISSmetrics also fires default events & properties, including the person's anonymous identity (XYZ123). This anonymous person clicks the small button. Differentiate between large and small buttons by creating custom events that paint a complete picture about John, even when he switches to a mobile device. KISSmetrics tracks forms to continue the upgrade! John returns to your site, this time on his smartphone. He decides to upgrade his plan, and assigns him a fresh anonymous ID (ABC789). KISSmetrics also fires default events & properties, including the person's anonymous identity (XYZ123). This anonymous person clicks the small button. Differentiate between large and small buttons by creating custom events that paint a complete picture about John, even when he switches to a mobile device. KISSmetrics tracks forms to continue the upgrade! John returns to your site, this time on his smartphone. He decides to upgrade his plan, and assigns him a fresh anonymous ID (ABC789). KISSmetrics also fires default events & properties, including the person's anonymous identity (XYZ123). This anonymous person clicks the small button. Differentiate between large and small buttons by creating custom events that paint a complete picture about John, even when he switches to a mobile device. KISSmetrics tracks forms to continue the upgrade!

About aliasing:

Once a person supplies your website with a named identity (such as an email address given via a signup form), KISSmetrics can then "alias" that named identity to the person's previous identities, including the person's anonymous identity (XYZ123). This allows KISSmetrics to paint a "complete" picture about John, even when he switches to a mobile device. KISSmetrics tracks forms to continue the upgrade!

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