

Result driven **online** marketing

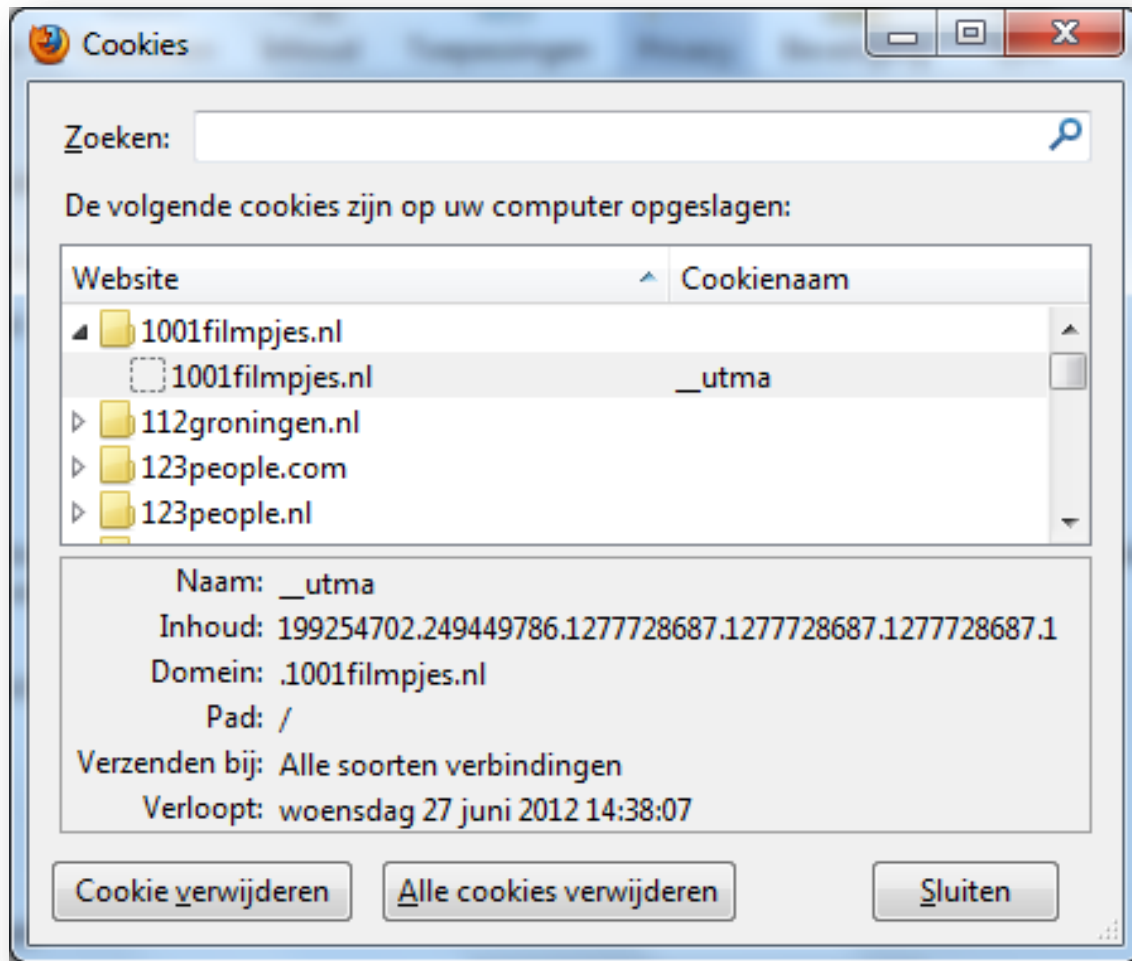
Cookies voor Dummies

Een korte cookie introductie

Irene Valens, Managing Director/Co-owner

Traffic**4u**

Wat zijn cookies?



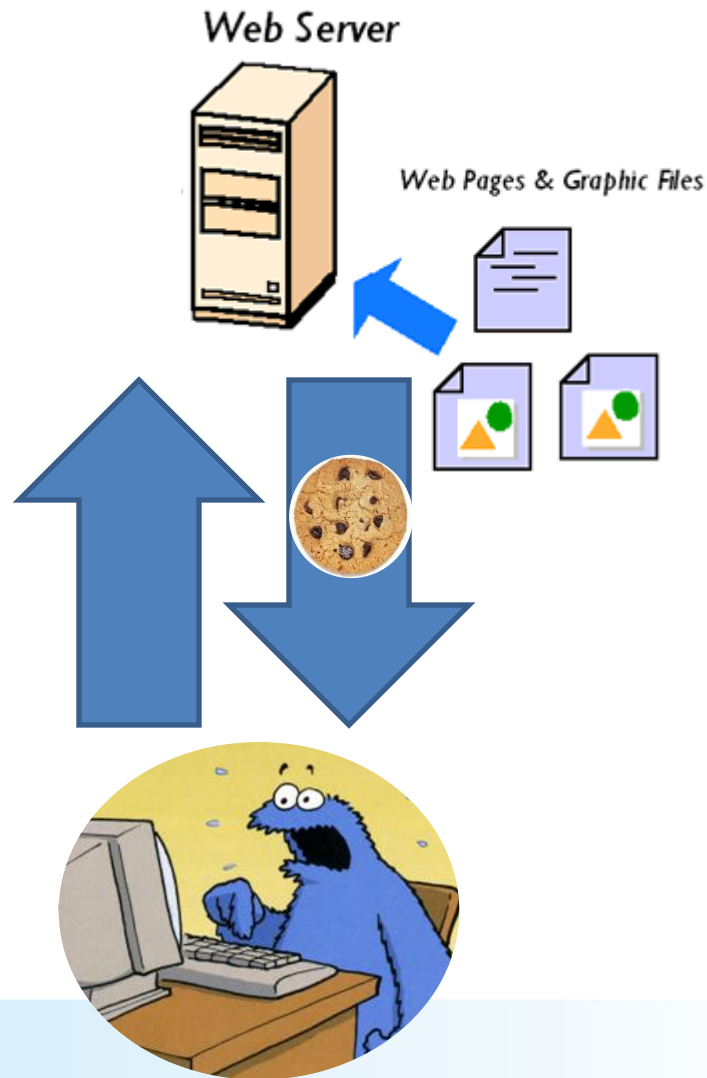
Waarom cookies?



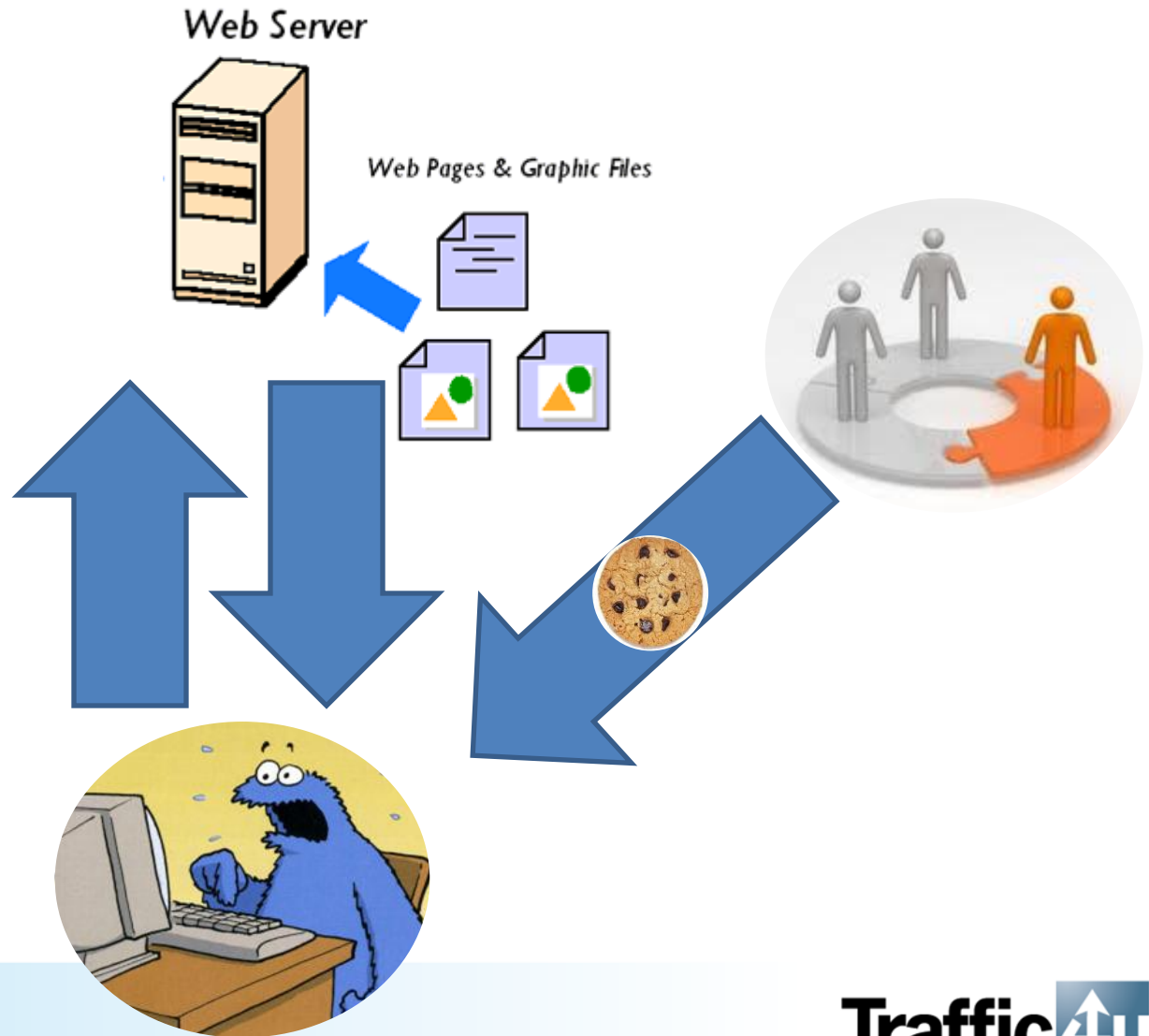
Waarom cookies?

- **Gepersonaliseerde website weergave**
- **Continuïteit van een sessie waarborgen**
- **Social Media plugins**
- **Sessie tracking**
- **Conversie tracking**
- **Audience tracking/profiling**

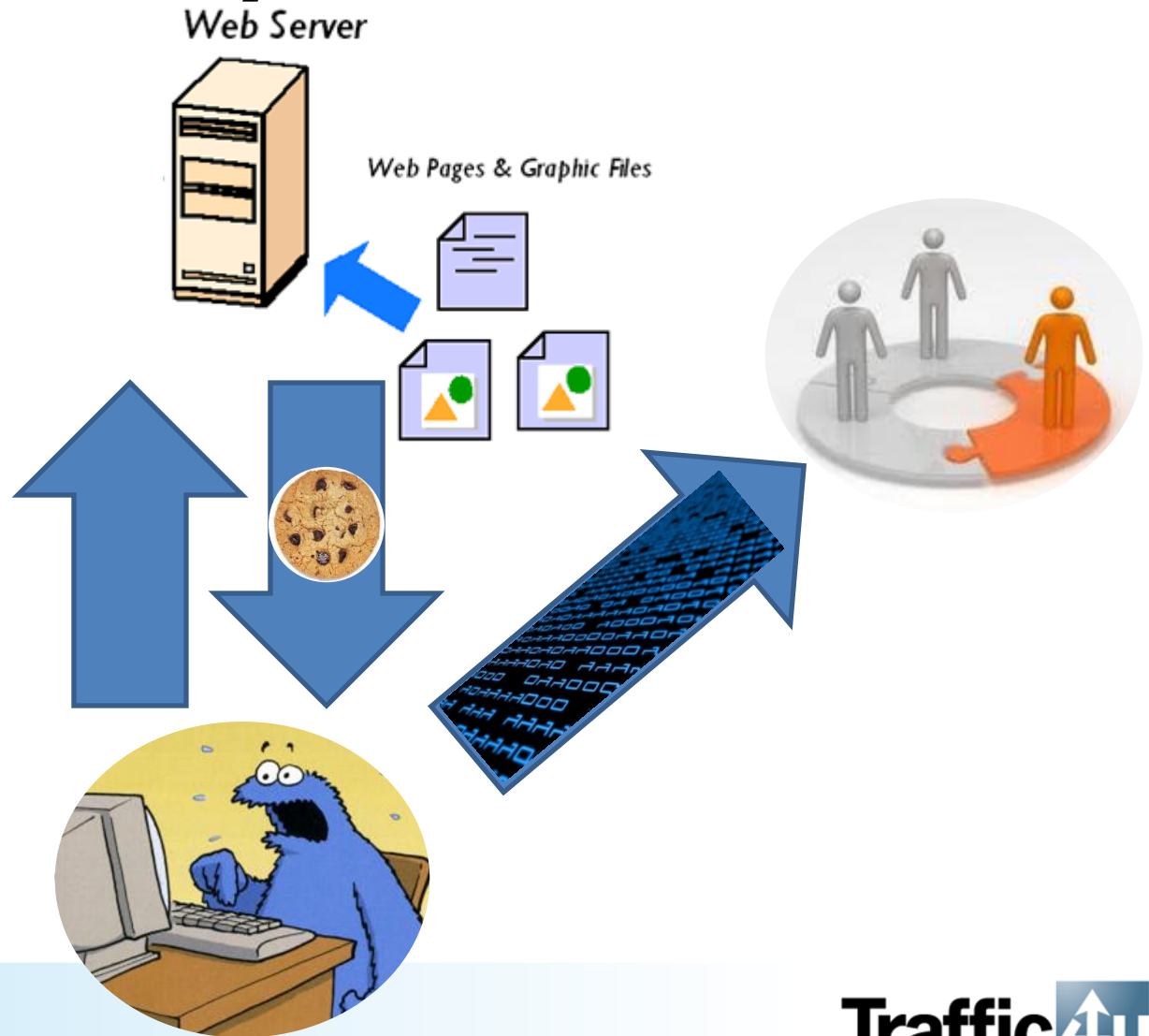
1st Party Cookie



3d Party Cookie



1st Party Analytics Cookie



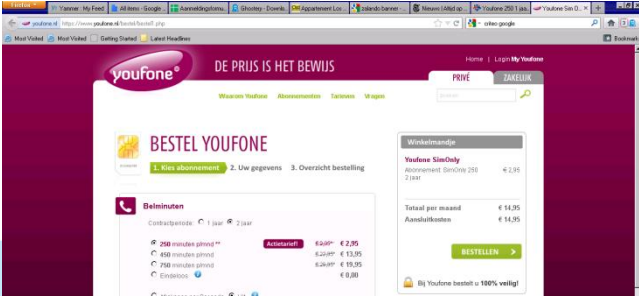
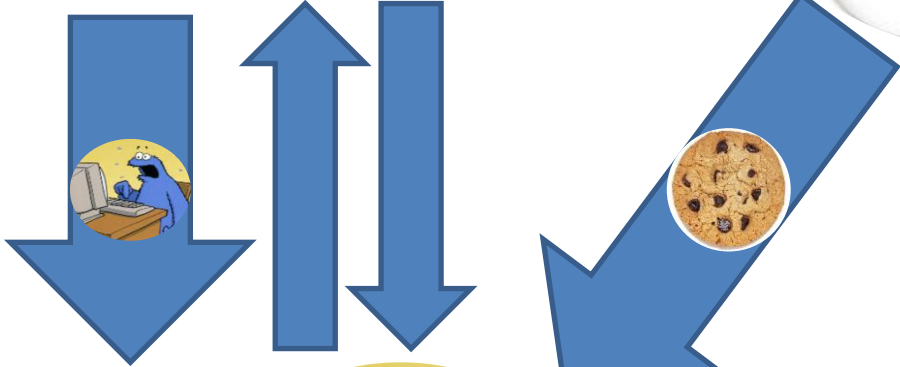
Google Analytics



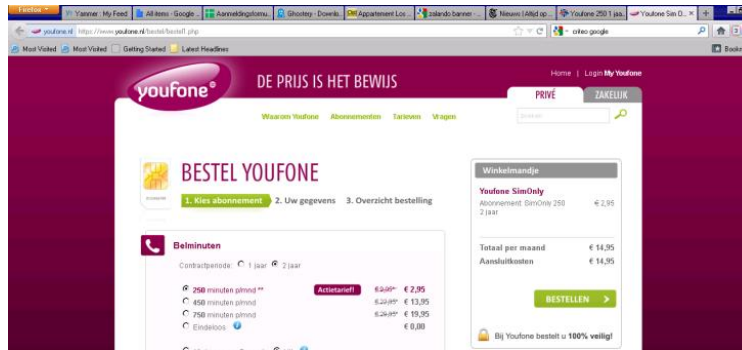
Google Analytics



Affiliate Marketing



Affiliate Marketing



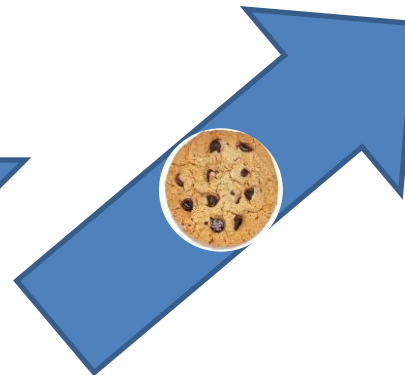
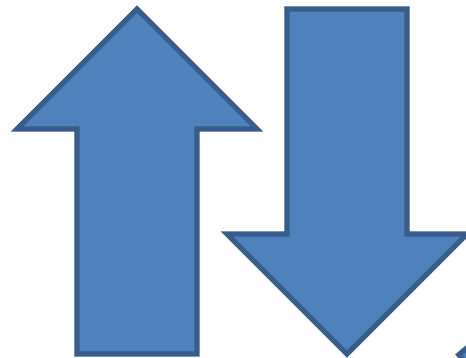
Retargeting



Retargeting



Retargeting



criteo.
Google
Remarketing



Website optimalisatie



Website optimalisatie

Het belang van cookies

- 1. Bezoekers segmenteren**
- 2. Conversie tracken**

www.ghostery.com



DOWNLOAD NOW ↓

ABOUT GHOSTERY

PRIVACY POLICY

SUPPORT

GHOSTERY BLOG

About Ghostery™

Be a web detective.

Ghostery is your window into the invisible web – tags, web bugs, pixels and beacons that are included on web pages in order to get an idea of your online behavior.

Ghostery tracks over 1,000 trackers and gives you a roll-call of the ad networks, behavioral data providers, web publishers, and other companies interested in your activity.

The screenshot shows a web browser window displaying a blog post. The browser's address bar shows 'http://www.abc.com/'. The page title is 'See the invisible web'. The main content is a blog post titled 'The Time Value Of Money' by Fred Wilson. The post text discusses the time value of money and mentions 'The Present Value Of Future Cash Flows'. A Ghostery overlay is visible on the right side of the page, listing various trackers such as AdaptiveBlue SmartLinks, BlogRoll, ChartBeat, Comscore Beacon, Docus, Doubleclick, Federated Media, FeedBurner, Google Analytics, Google Widgets, InsightExpress, Lijit, Media6 Degrees, MyBlogLog, PointRoll, Quantcast, SiteMeter, and Zamanta. A blue arrow points from the text 'See the invisible web' to the Ghostery overlay.

www.cookiechecker.nl

CookieChecker

Facebook Social Plugins
Statcounter
Twitter Button

Samenvatting Zalando.nl  Share  Tweet  0

10 Eigen Cookies ⓘ

44 Third-party Cookies ⓘ

27 Third-party Requests ⓘ

Details van de cookies/requests

10 Eigen Cookies ▾

44 Third-party Cookies ▾

27 Third-party Requests ▾

Deze informatie heeft cookiechecker.nl verzameld op 25-06-2012 om 21:49:24. Voor een nieuwe(re) versie klik hier.