



## Einflussfaktoren und Optimierungsmöglichkeiten von Google-AdSense am Beispiel eines Onlineportals

By Karl-Philipp Böckmann

GRIN Verlag GmbH Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 210x146x15 mm. This item is printed on demand - Print on Demand Neuware - Wissenschaftlicher Aufsatz aus dem Jahr 2011 im Fachbereich Informatik - Internet, neue Technologien, Note: 1,3, Fachhochschule Brandenburg, Veranstaltung: Web Analytics, Sprache: Deutsch, Abstract: Im Gegensatz zu E-Commerce-Websites wie Onlineshops, stehen Betreibern von Informationsportalen oft nur indirekte Erlösquellen, wie dem Verkauf von Werbeflächen, zur Verfügung. Neben der direkten Vermarktung von Werbeflächen werden zunehmend Marktplätze wie Google AdWords<sup>1</sup> und Google AdSense<sup>2</sup> genutzt. Vorteil für den Anbieter von Werbeflächen (Publisher) ist der Zugriff auf ein breites Netzwerk an Werbetreibenden. Gleichzeitig tritt der Publisher die Vermarktung und somit auch die Preisgestaltung seiner Werbeflächen an den Marktplatzbetreiber (z.B. Google) ab. Am Beispiel eines Onlineportals und dem Werbenetzwerk Google AdWords soll ermittelt werden, in wie weit ein Portalbetreiber Einfluss auf die Werbeeinnahmen beim Einsatz von Google AdSense nehmen kann. 12 pp. Deutsch.



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