



Advances on Web Analytics for Digital Marketing

Guest Editors:

Dr. Juan José López García

Universidad a distancia de
Madrid Vía de Servicio A-6, 15,
28400 Collado Villalba, 28001
Madrid, Spain

Dr. José Ramón Saura

Department of Business
Economics, Rey Juan Carlos
University, 28032 Madrid, Spain

Deadline for manuscript
submissions:

closed (15 December 2021)

Message from the Guest Editors

Dear Colleagues,

This new availability of data has allowed researchers to investigate the suitability of big data, machine learning and multimedia data processing. Recent developments have been made in sensing technologies, and software is changing the way personal data are handled. Considering the advantages of real-time observations and effective dashboards, data science, AI and machine learning help to create knowledge and insights that can be used in KPI optimization. This Special Issue is focused on website analytics and B2B strategies. Contributions are expected to cover a large range of application domains.

Submissions may also focus on different aspects of data analyses. Potential topics include, but are not limited to:

- Semantic data analysis
- Data streaming
- Distributed IoT infrastructures
- Agent and agreement technologies
- Real-time processing
- Computational persuasion and personalization
- Machine learning and explainability





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Gianluigi Ferrari

Department of Engineering and
Architecture, University of Parma,
Parco Area delle Scienze, 181/A,
43124 Parma, Italy

Message from the Editor-in-Chief

Future Internet is a fast-growing journal devoted to rapid publications of the latest results in the general areas of computer networking/communications and information systems, with a focus on the Internet of Things, big data and augmented intelligence, smart systems (in terms of technologies, architectures, and applications), network virtualization, edge/fog computing, and cybersecurity. Both theoretical and experimental papers are welcome. Every year, *Future Internet* also features Special Issues dedicated to specific topics within the journal's scope.

Author Benefits

Open Access: free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility: indexed within Scopus, ESCI (Web of Science), Ei Compendex, dblp, Inspec, and other databases.

Journal Rank: JCR - Q2 (*Computer Science, Information Systems*) / CiteScore - Q1 (Computer Networks and Communications)

Contact Us

Future Internet Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/futureinternet
futureinternet@mdpi.com
[X@FutureInternet6](https://twitter.com/FutureInternet6)