



## Advances on Web Analytics for Digital Marketing

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submissions:

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### 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





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