

Special Issue

Advances on Web Analytics for Digital Marketing

Message from the Guest Editors

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

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

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Future Internet
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
futureinternet@mdpi.com

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About the Journal

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.

Editor-in-Chief

Prof. Dr. Gianluigi Ferrari
Department of Engineering and Architecture, University of Parma,
Parco Area delle Scienze, 181/A, 43124 Parma, Italy

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