Online für den Handel

2013

2014

2015 ivw-geprüft

2016 ivw-geprüft

Meisenbach GmbH Verlag

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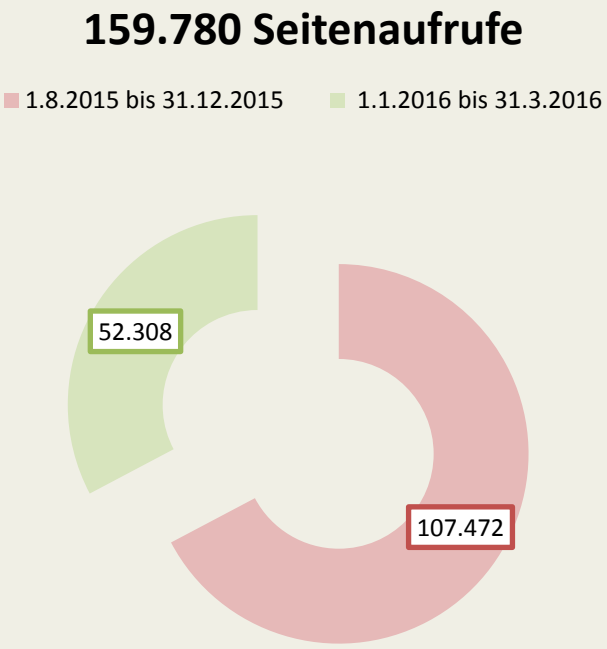
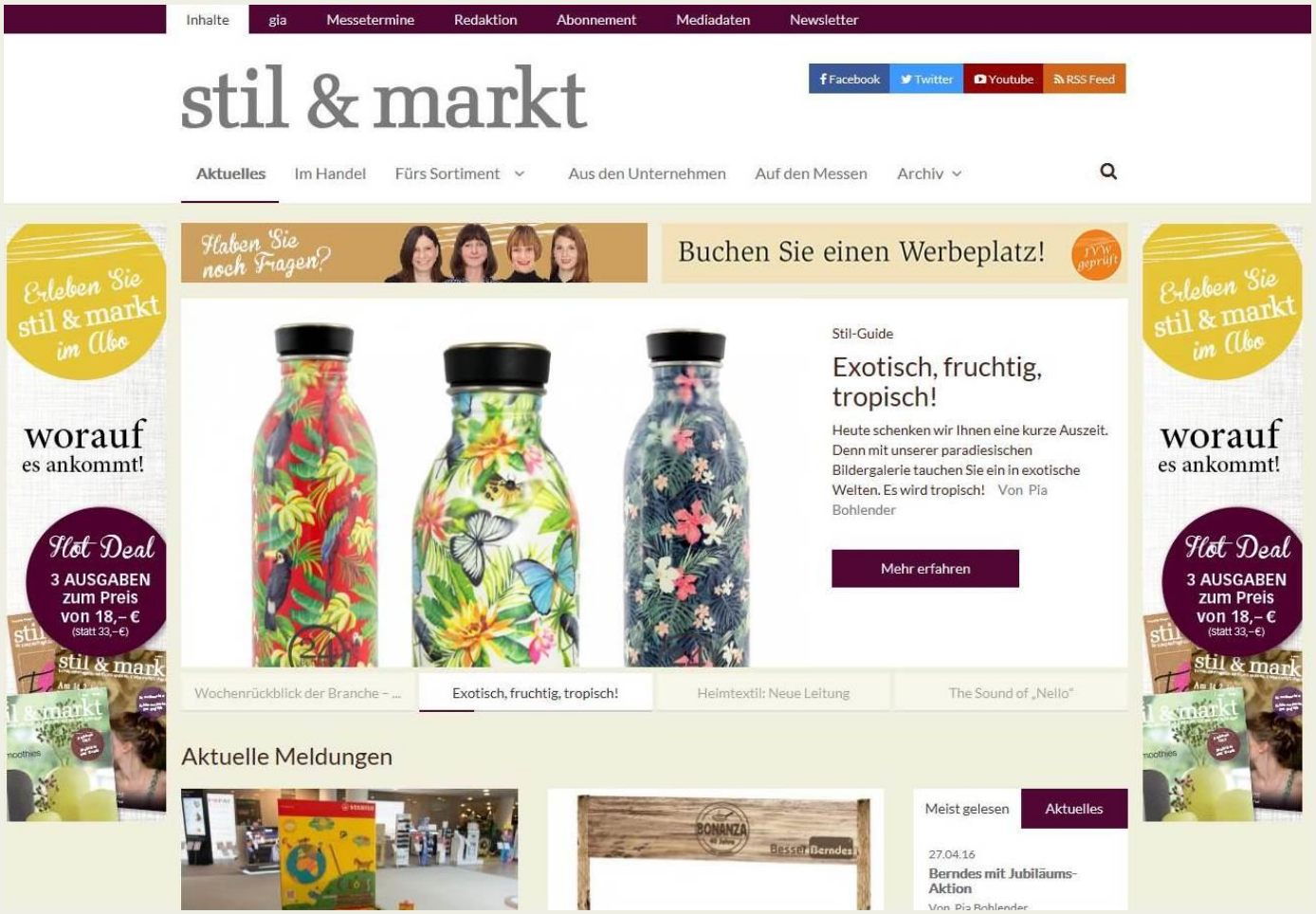
Content - **Traffic**



Google Analytics

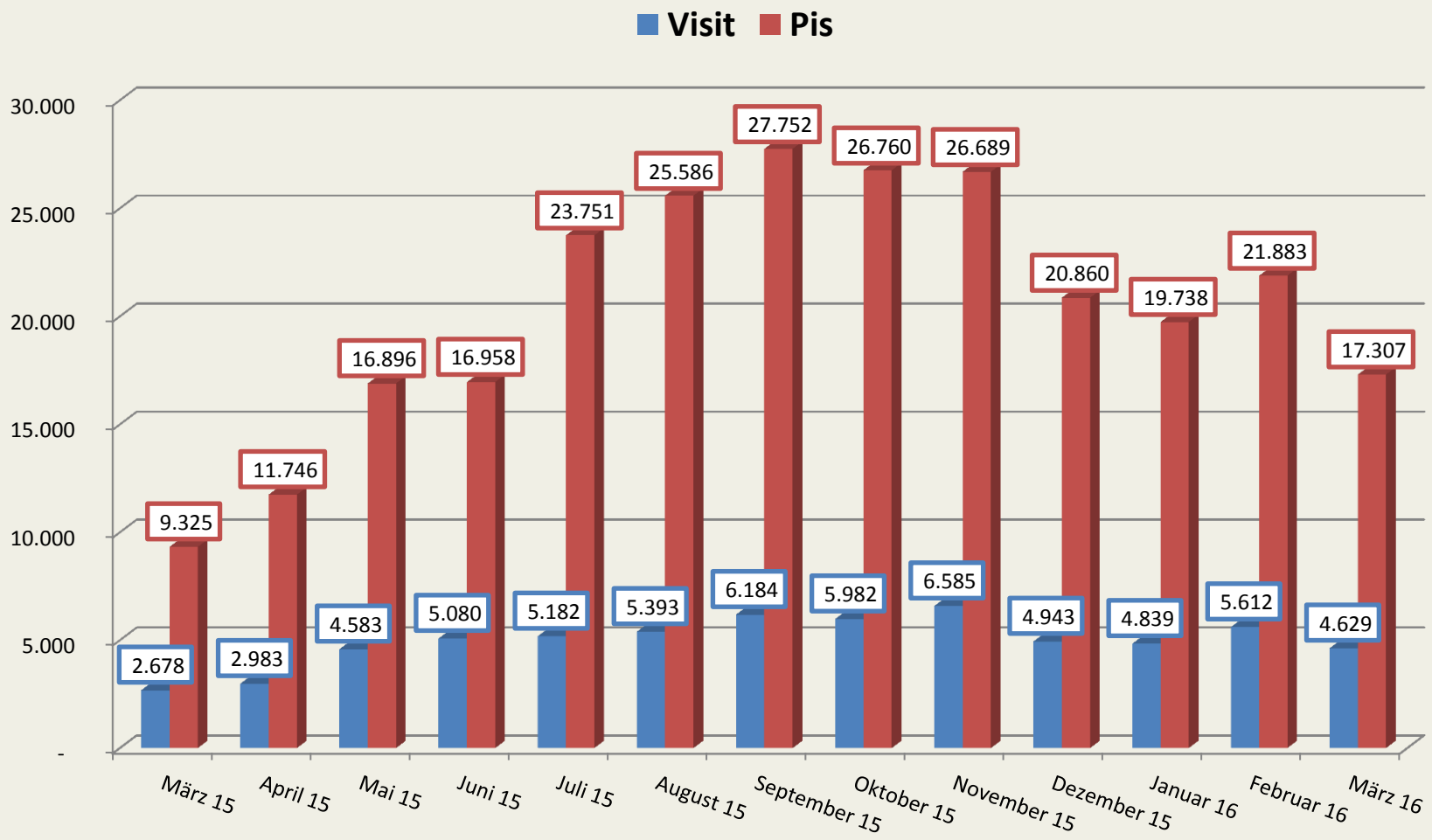
stilundmarkt.de



IVW geprüft seit Februar 2015

Meisenbach GmbH Verlag

stilundmarkt.de



Quelle: Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW)

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IVW März 2016

- online Visits: 4.629
  - online Visit-Anteil Inland: 89%
- online PIs: 17.307
  - online PI-Anteil Inland: 93%

Quelle: Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW)

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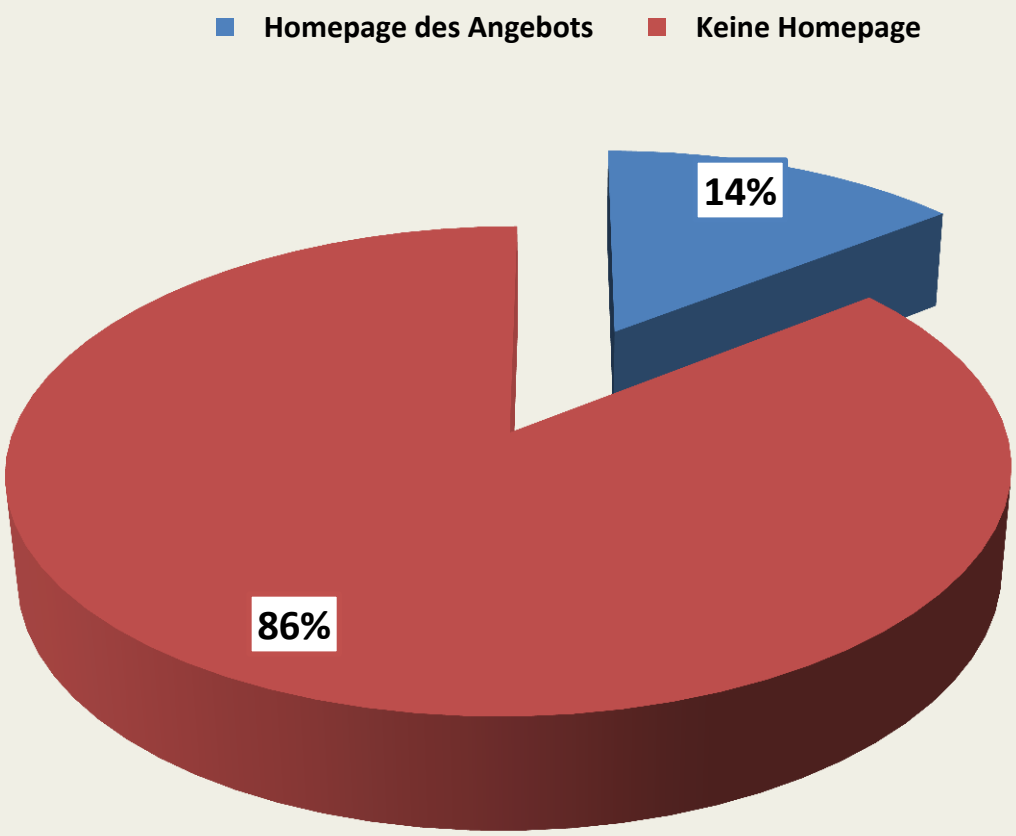
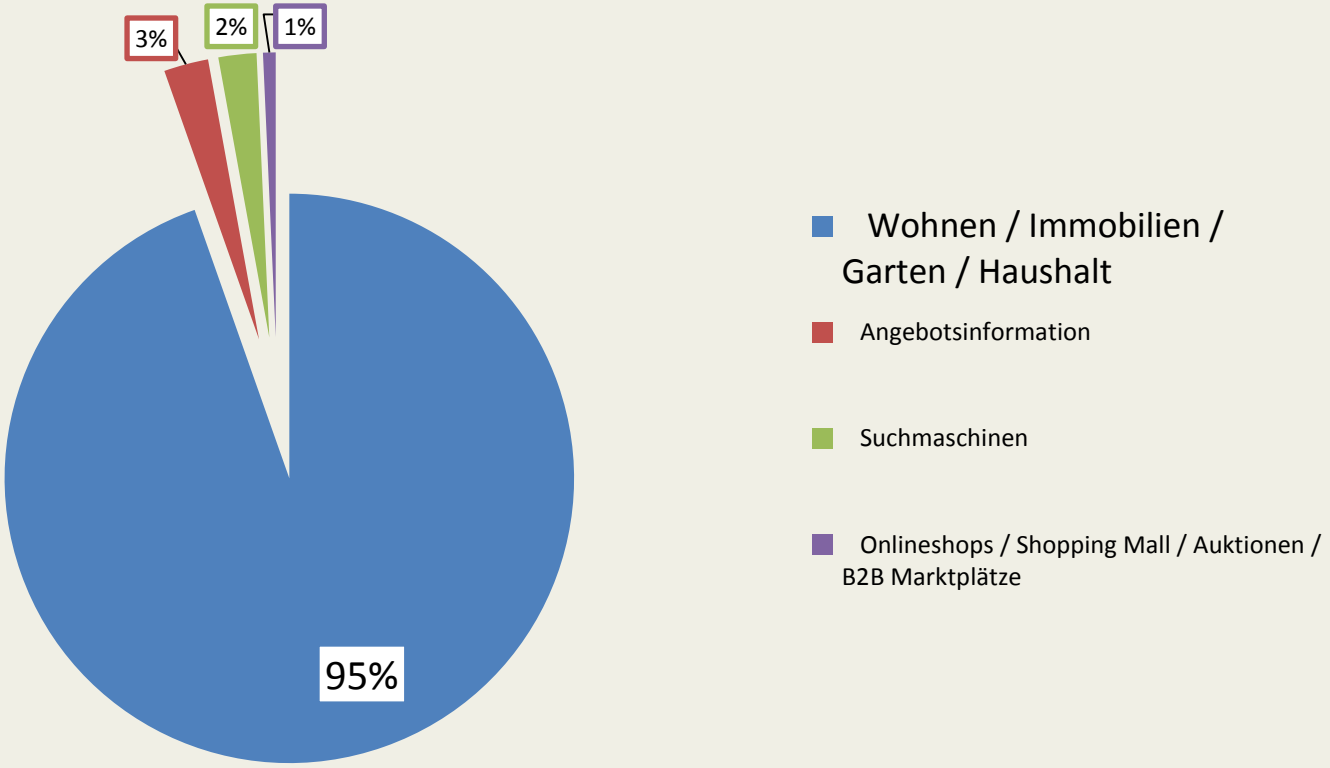


86% der geöffneten Seiten sind **individueller Content**!
14% der geöffneten Seiten ist die Startseite von stilundmarkt.de!

Quelle: IVW – Online März 2016

stilundmarkt.de



März 2016: 95% = **17.175 Seitenaufrufe** mit Content zum Thema „Wohnen / Immobilien / Garten / Haushalt “!

Quelle: Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW)

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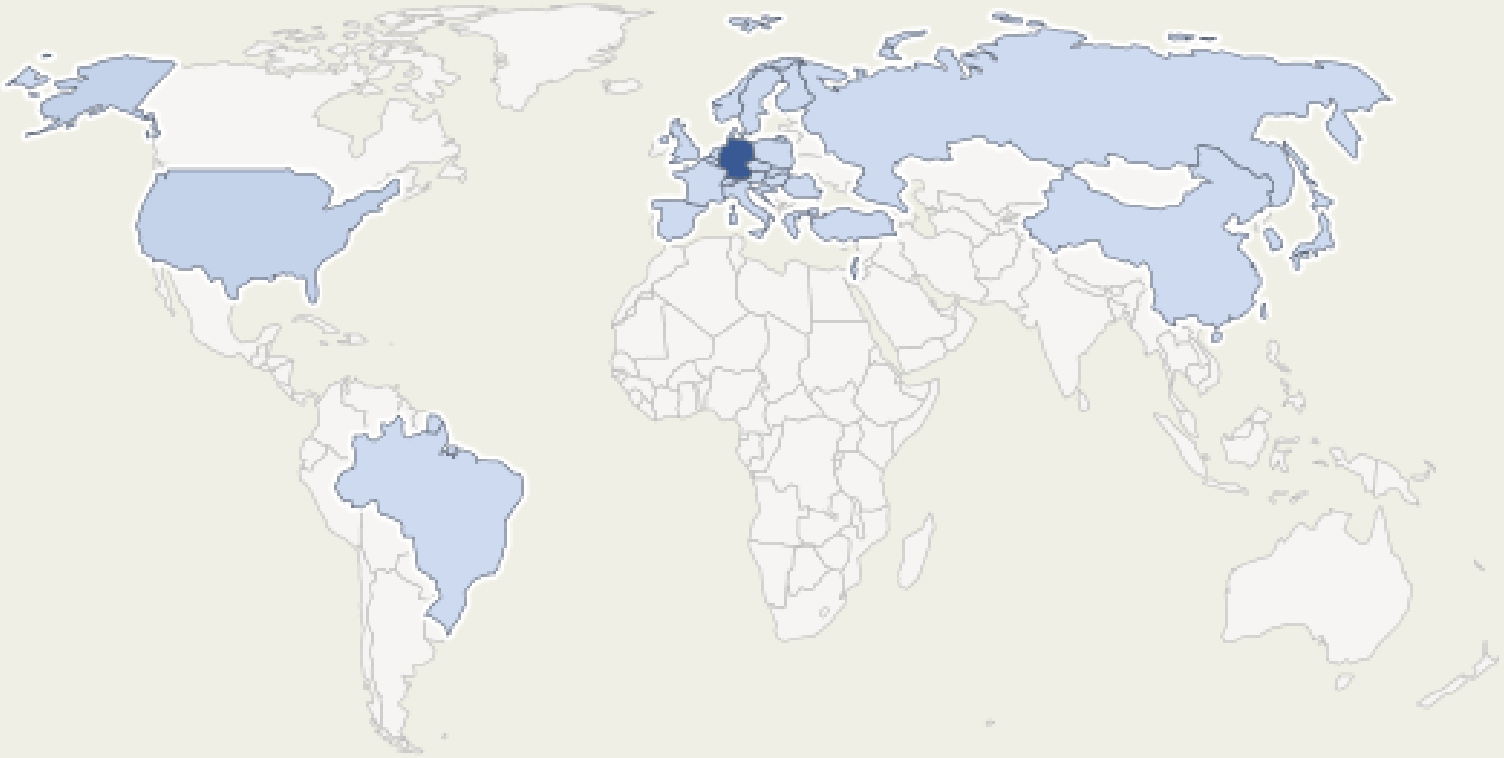
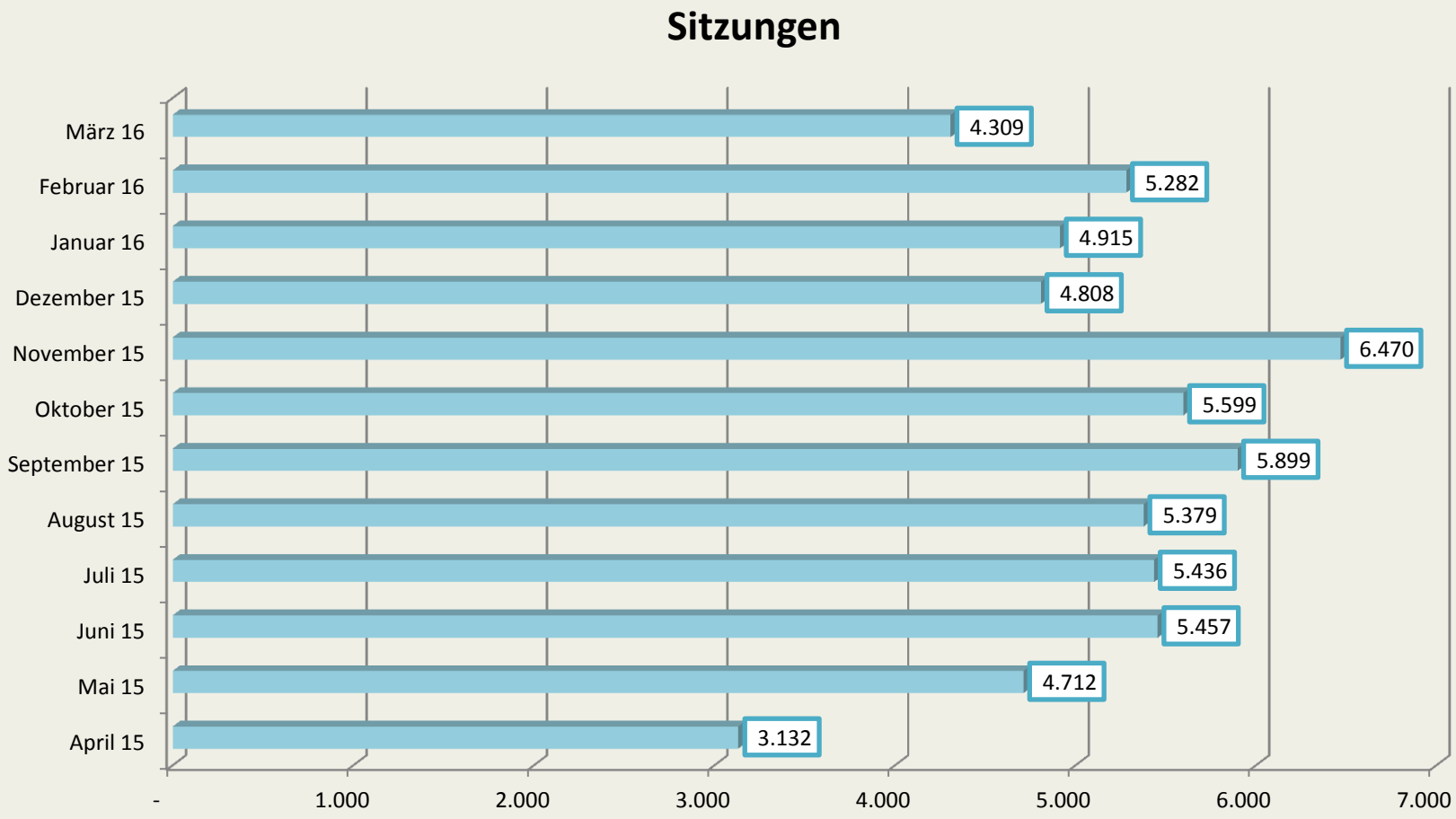
Google Analytics

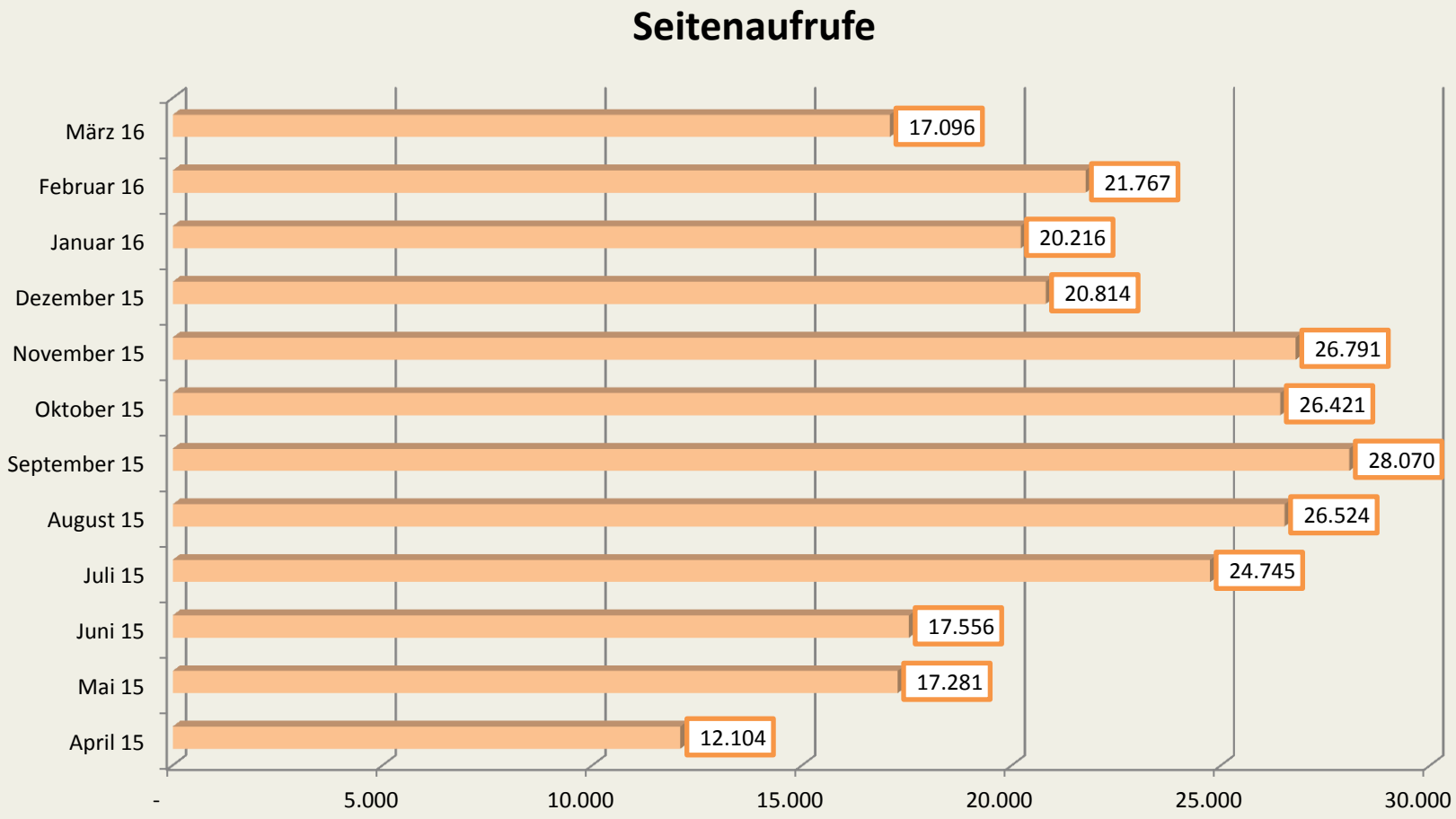


stilundmarkt.de



Google Analytics

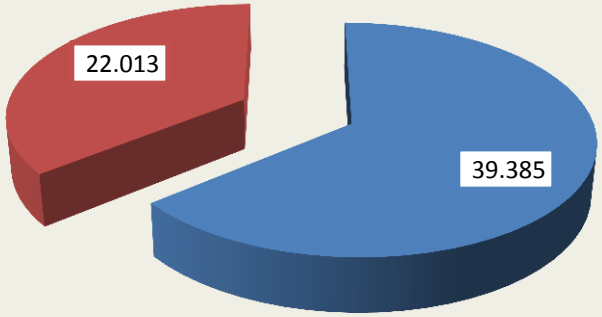
stilundmarkt.de



Google Analytics

stilundmarkt.de

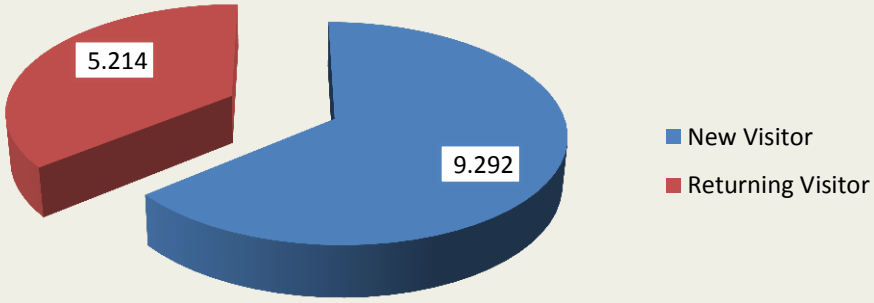
Sitzungen



01.04.2015-31.03.2016

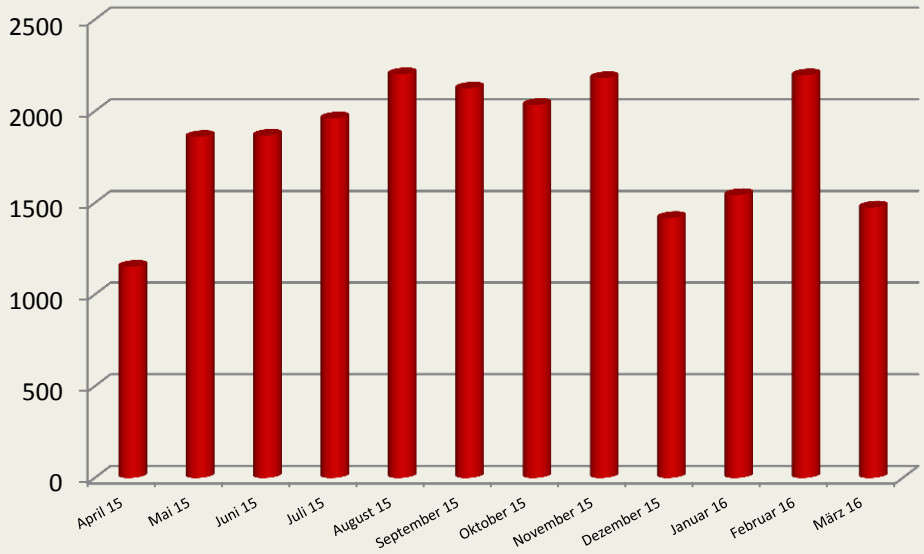
Sitzungen

Sitzungen



01.01.2016-31.03.2016

Entwicklung: Returning Visitor



Google Analytics

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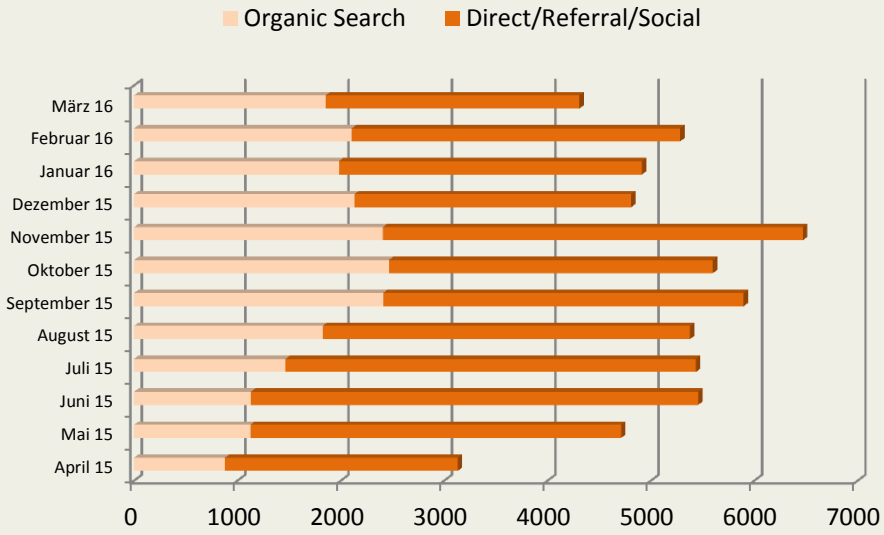
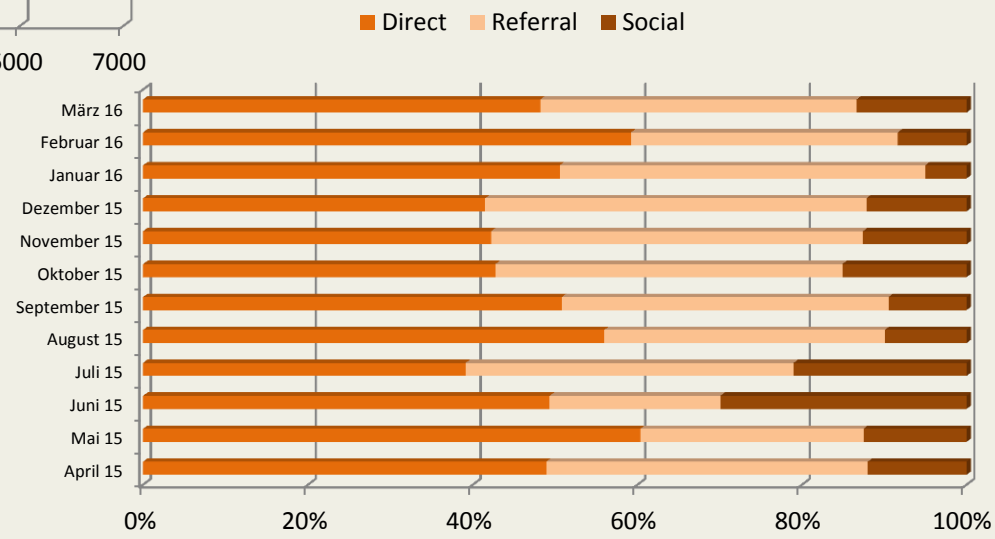
Sitzungen





Google Analytics

01.04.2015-31.03.2016

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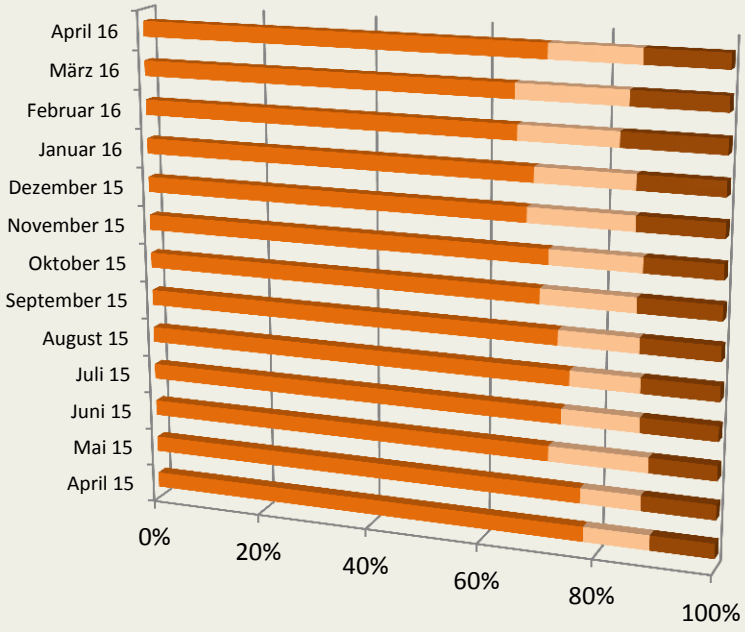
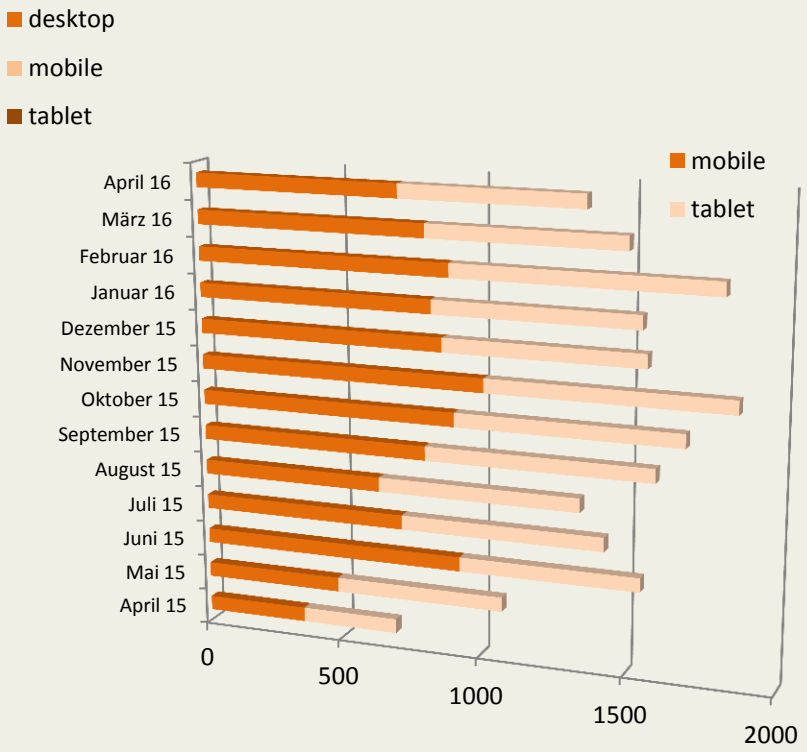
Sitzungen





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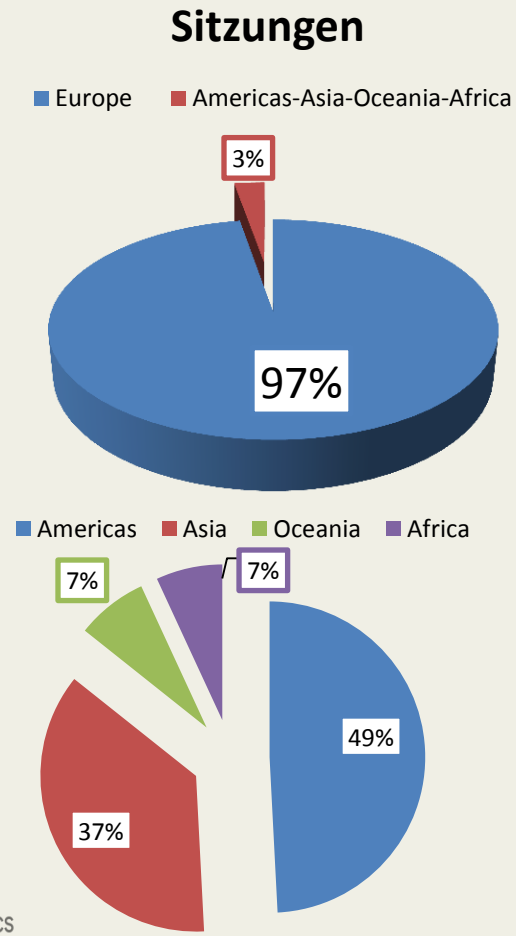
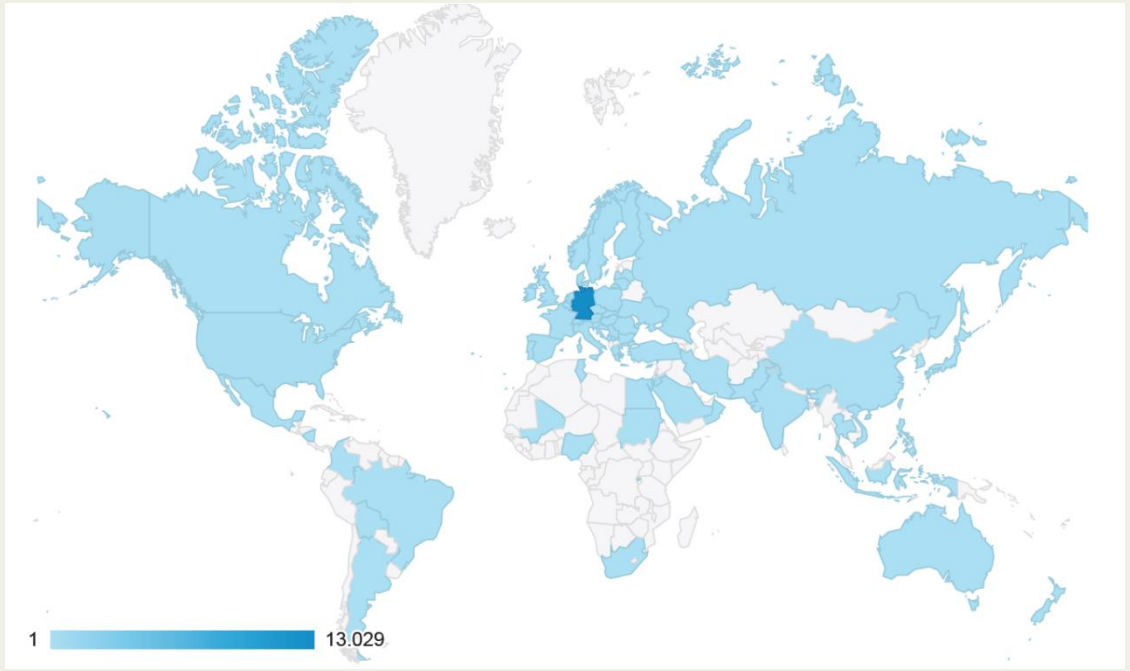
Sitzungen im 1. Quartal 2016





Google Analytics

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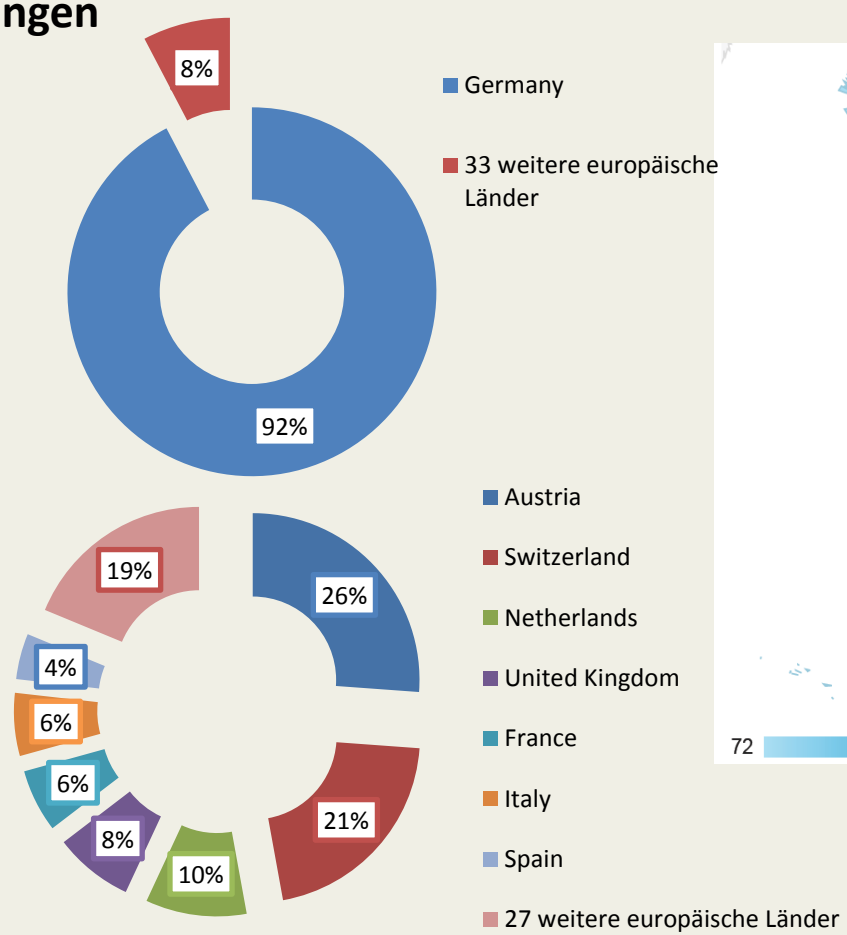
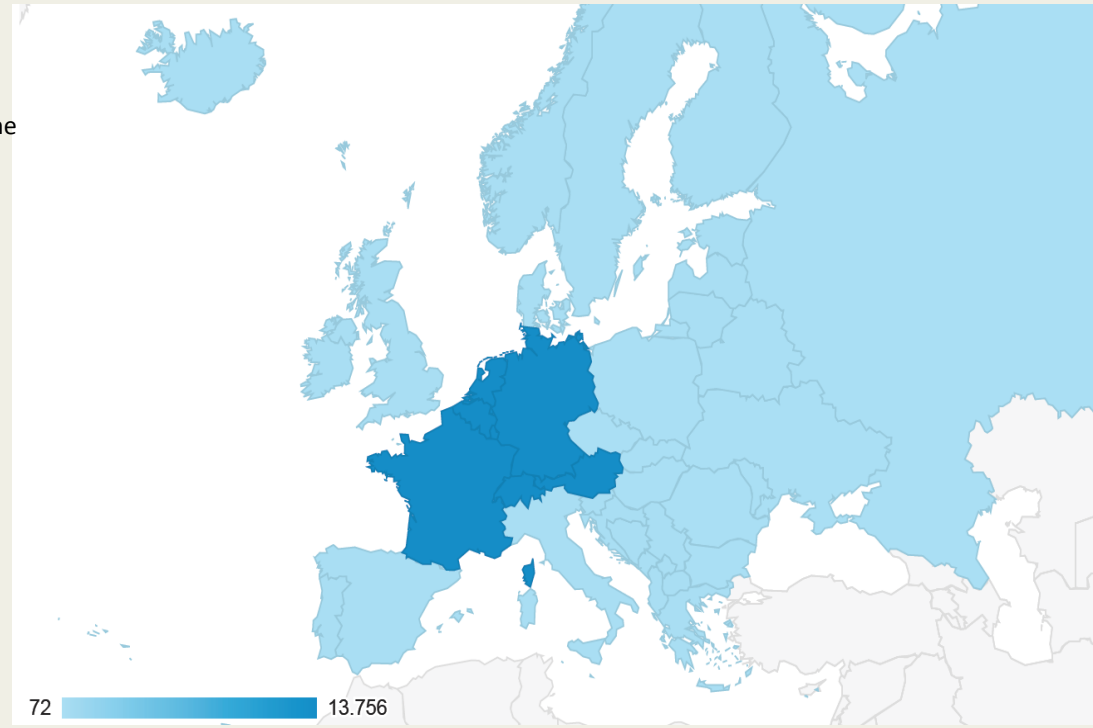
Sitzungen im 1. Quartal 2016

Sitzungen





Google Analytics

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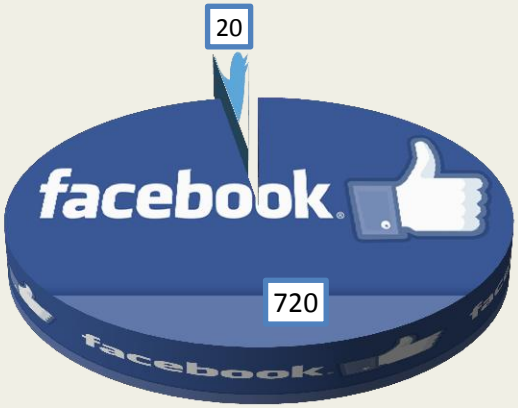
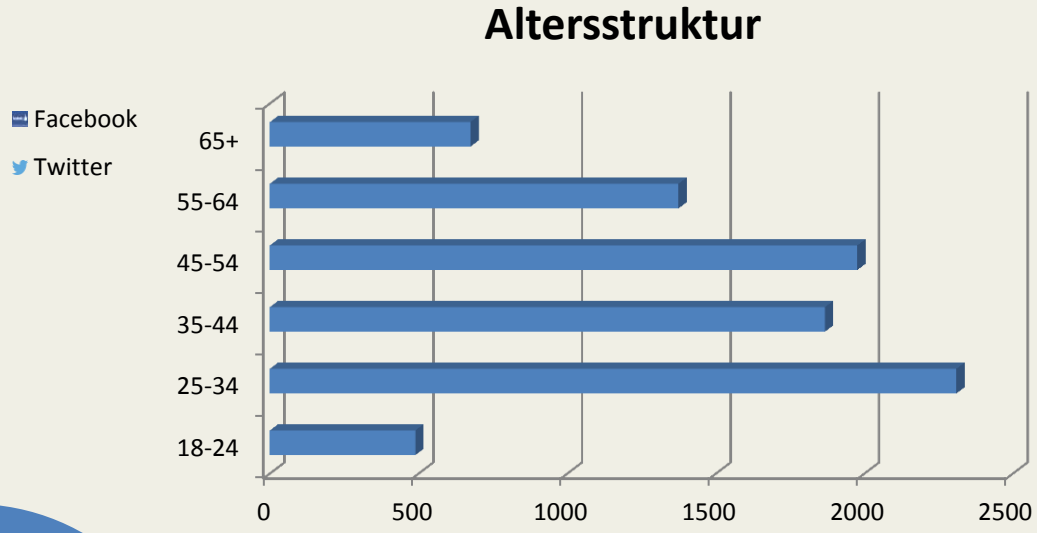
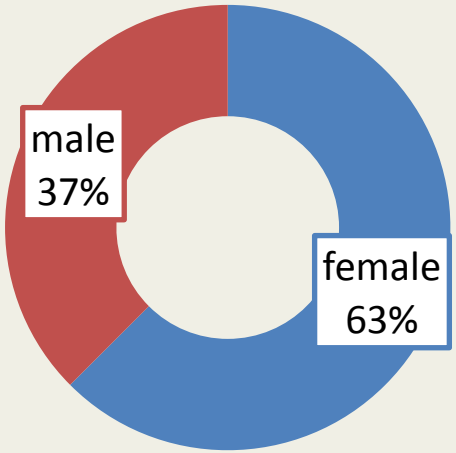


Sitzungen im 1. Quartal 2016

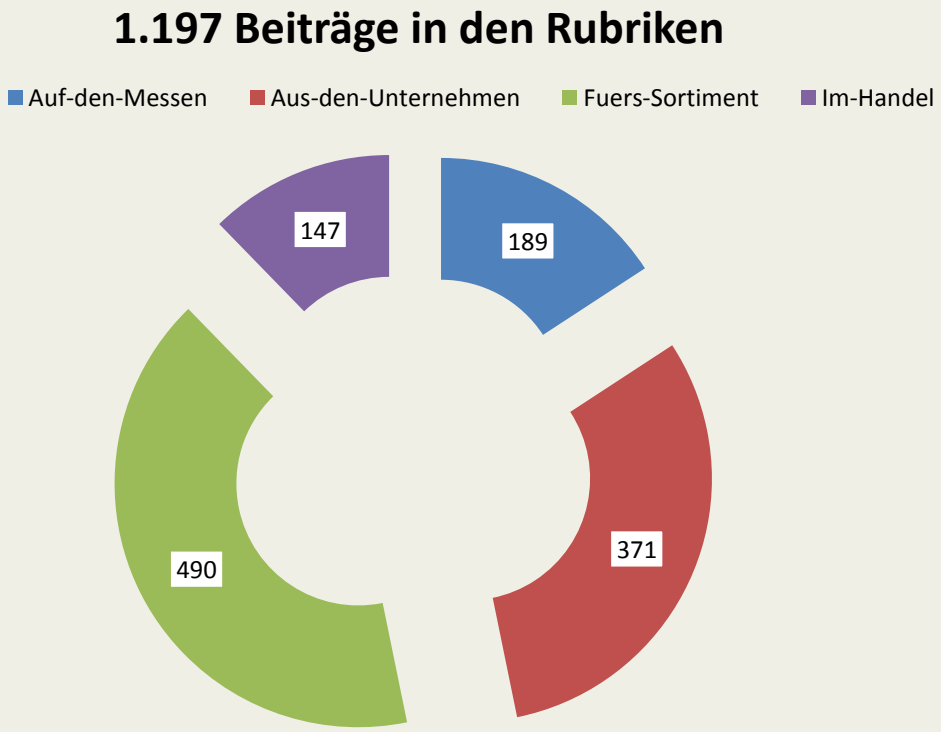




Google Analytics

stilundmarkt.de

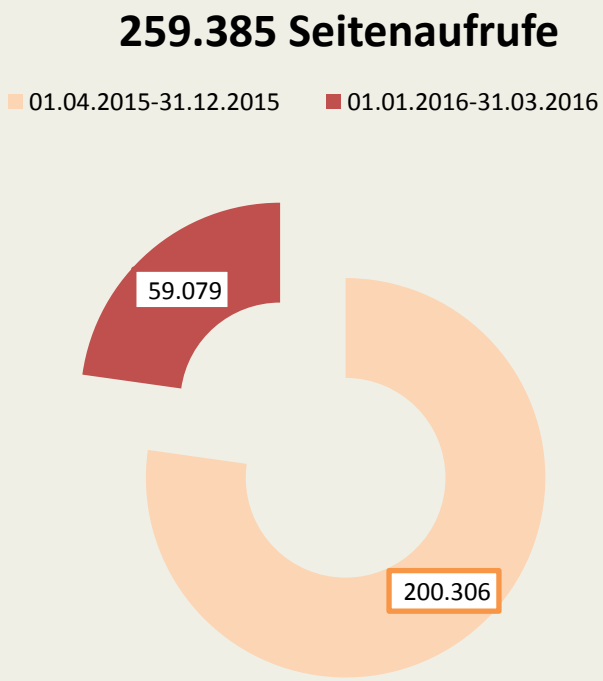
Content - Traffic



Google Analytics

stilundmarkt.de

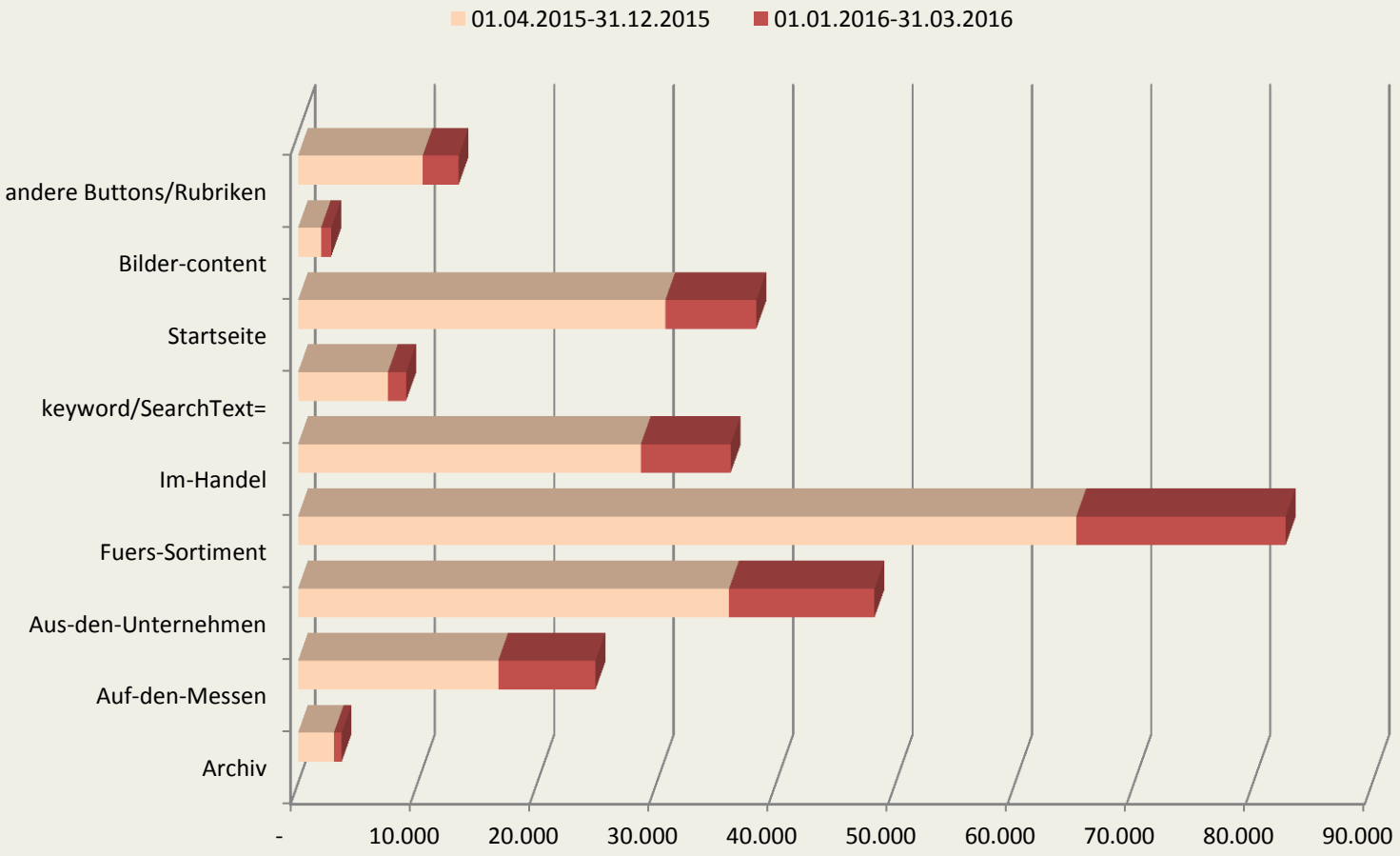
Content - **Traffic**



Google Analytics

stilundmarkt.de

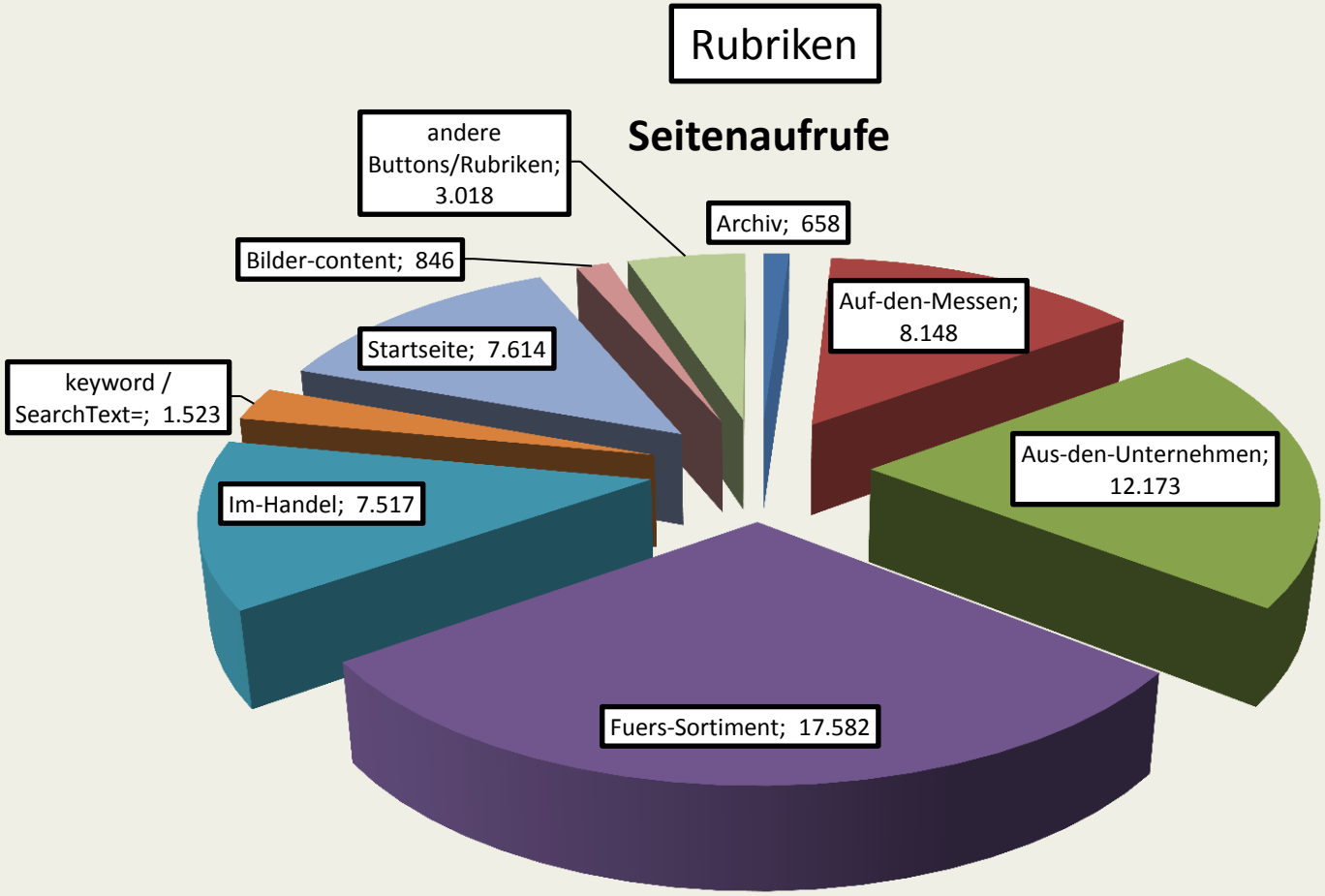
200.306 + 59.079 = 259.385 Seitenaufrufe



Google Analytics

stilundmarkt.de

59.079 Seitenaufrufe 1. Quartal 2016



Rubrik: Fuers-Sortiment

stilundmarkt.de

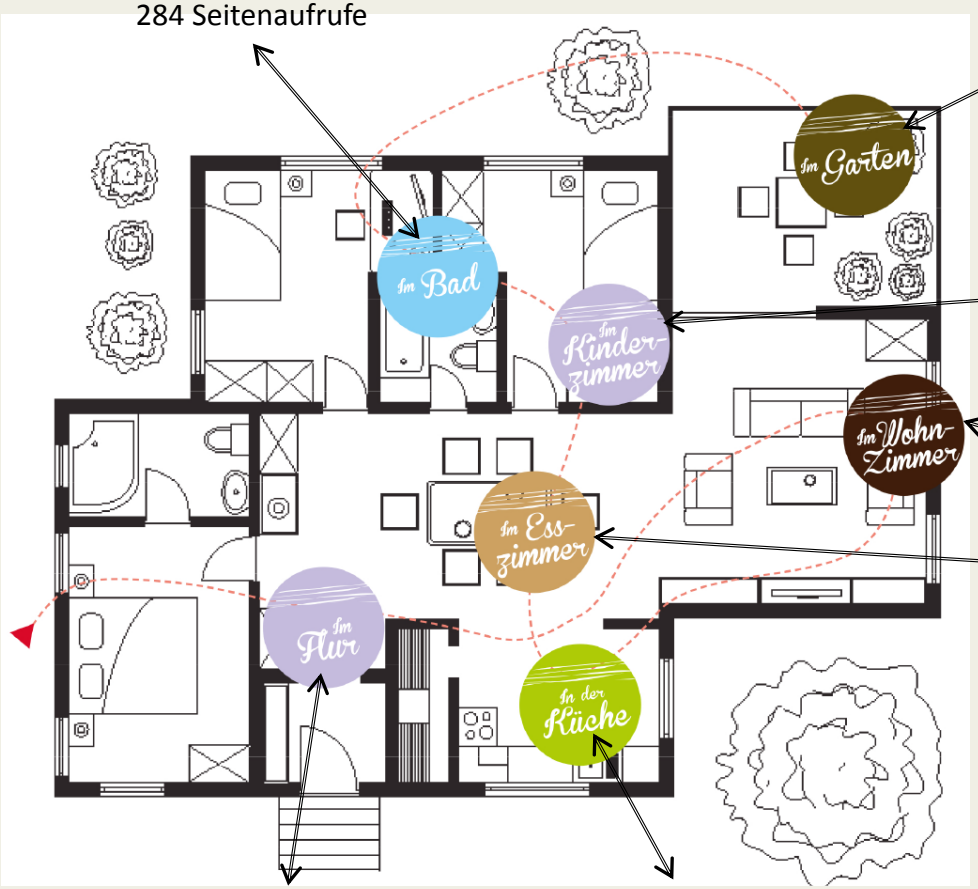
17.583 Seitenaufrufe 1. Quartal 2016

sonst. Rubriken
in Fuers-Sortiment: 1.222

Designgeschichten:
457 Seitenaufrufe

Im-Schlafzimmer:
107 Seitenaufrufe

On-Tour:
1.108 Seitenaufrufe

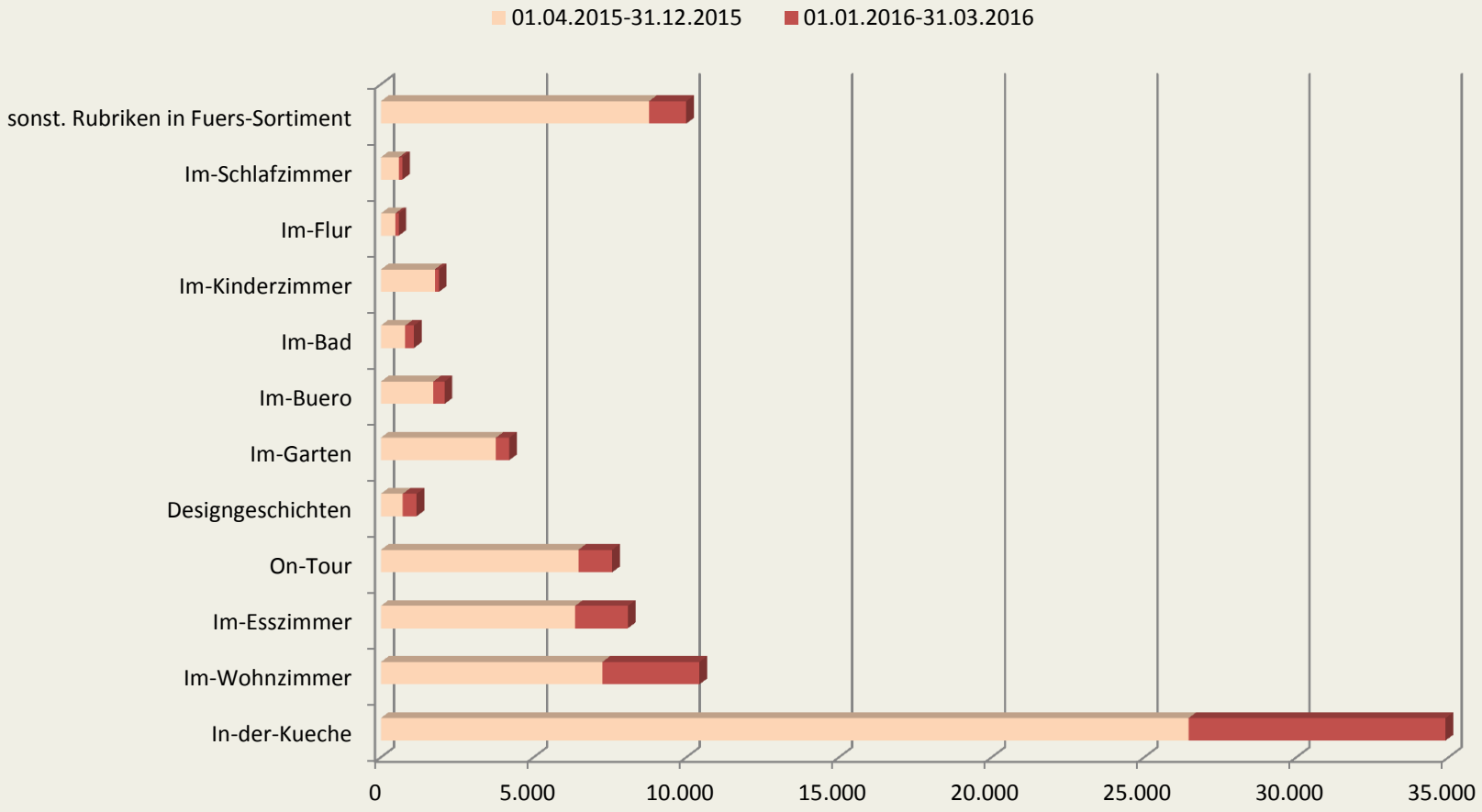


Google Analytics

Rubrik: Fuers-Sortiment

stilundmarkt.de

Rubrik: Σ Fuers-Sortiment - 65.157 + 17.583 Seitenaufrufe

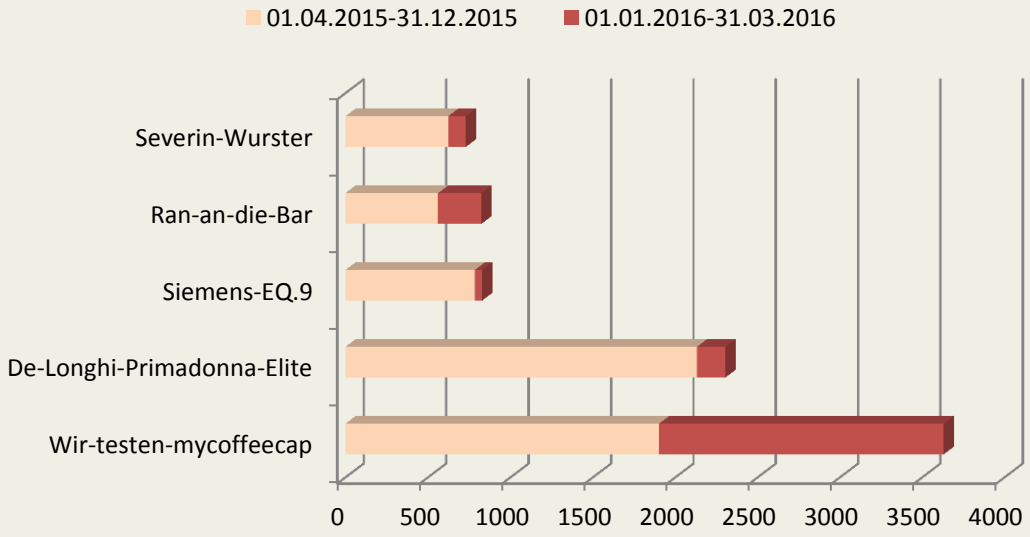


Google Analytics

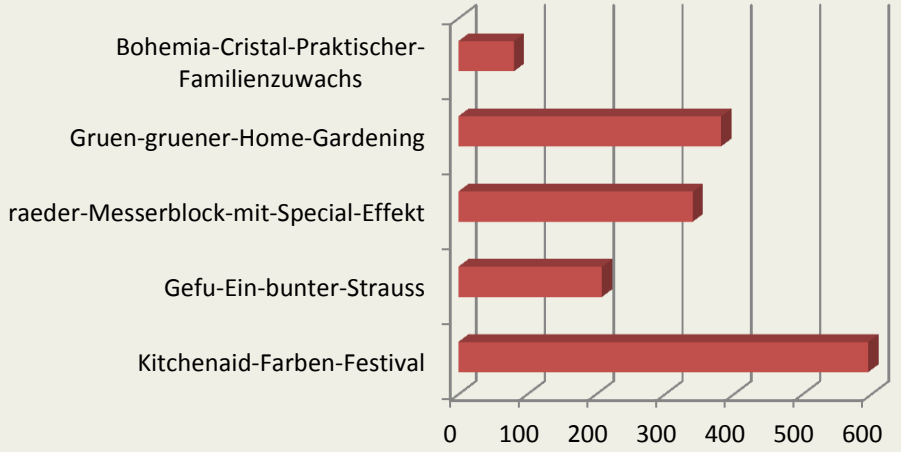
Rubrik: Fuers-Sortiment

stilundmarkt.de

Rubrik: Σ in der Küche - 26.464 + 8.445 Seitenaufrufe je Beitrag



01.01.2016 - 31.03.2016

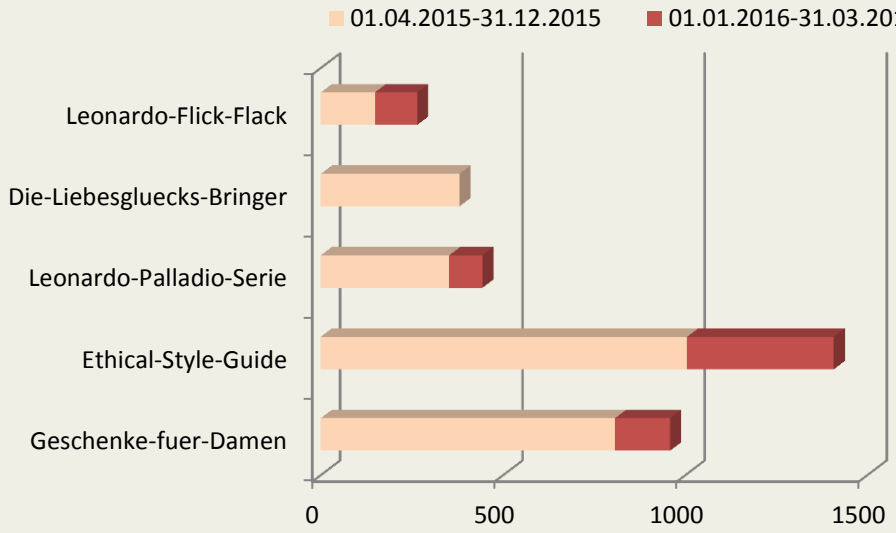


Google Analytics

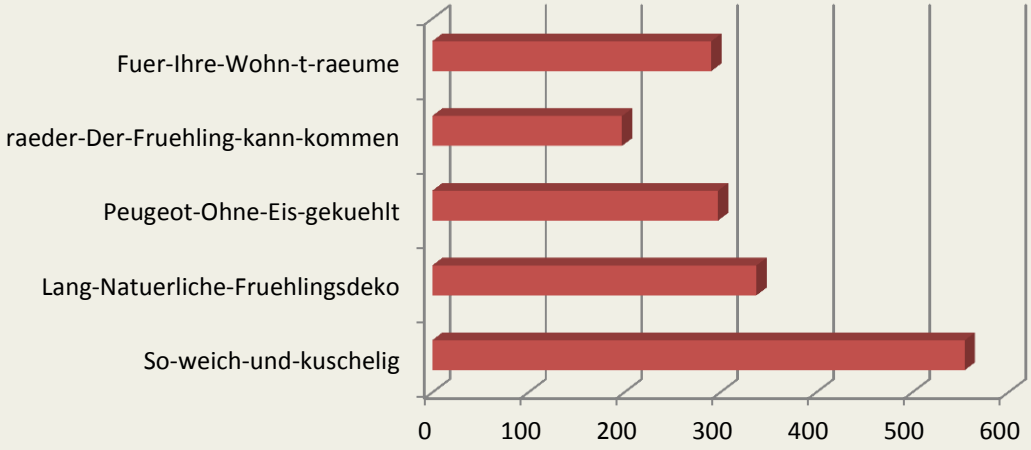
Rubrik: Fuers-Sortiment

stilundmarkt.de

Rubrik: Σ Im-Wohnzimmer - 7.251+3.180 Seitenaufrufe je Beitrag



01.01.2016 - 31.03.2016

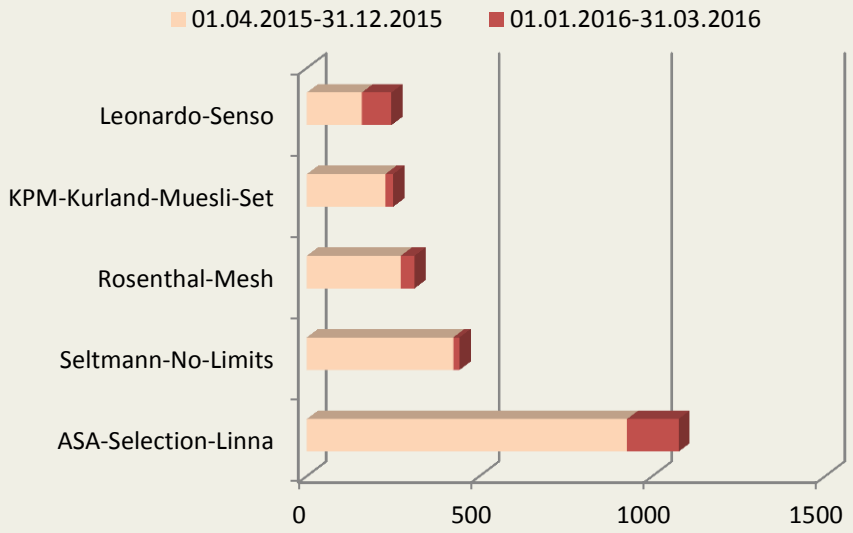


Google Analytics

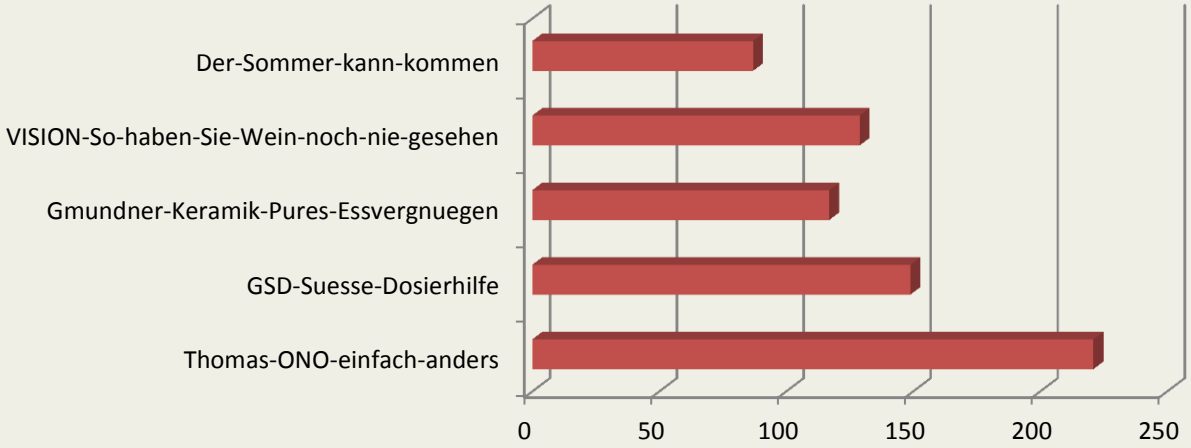
Rubrik: Fuers-Sortiment

stilundmarkt.de

Rubrik: Σ Im-Esszimmer 6.361 + 1.727 Seitenaufrufe je Beitrag



01.01.2016-31.03.2016

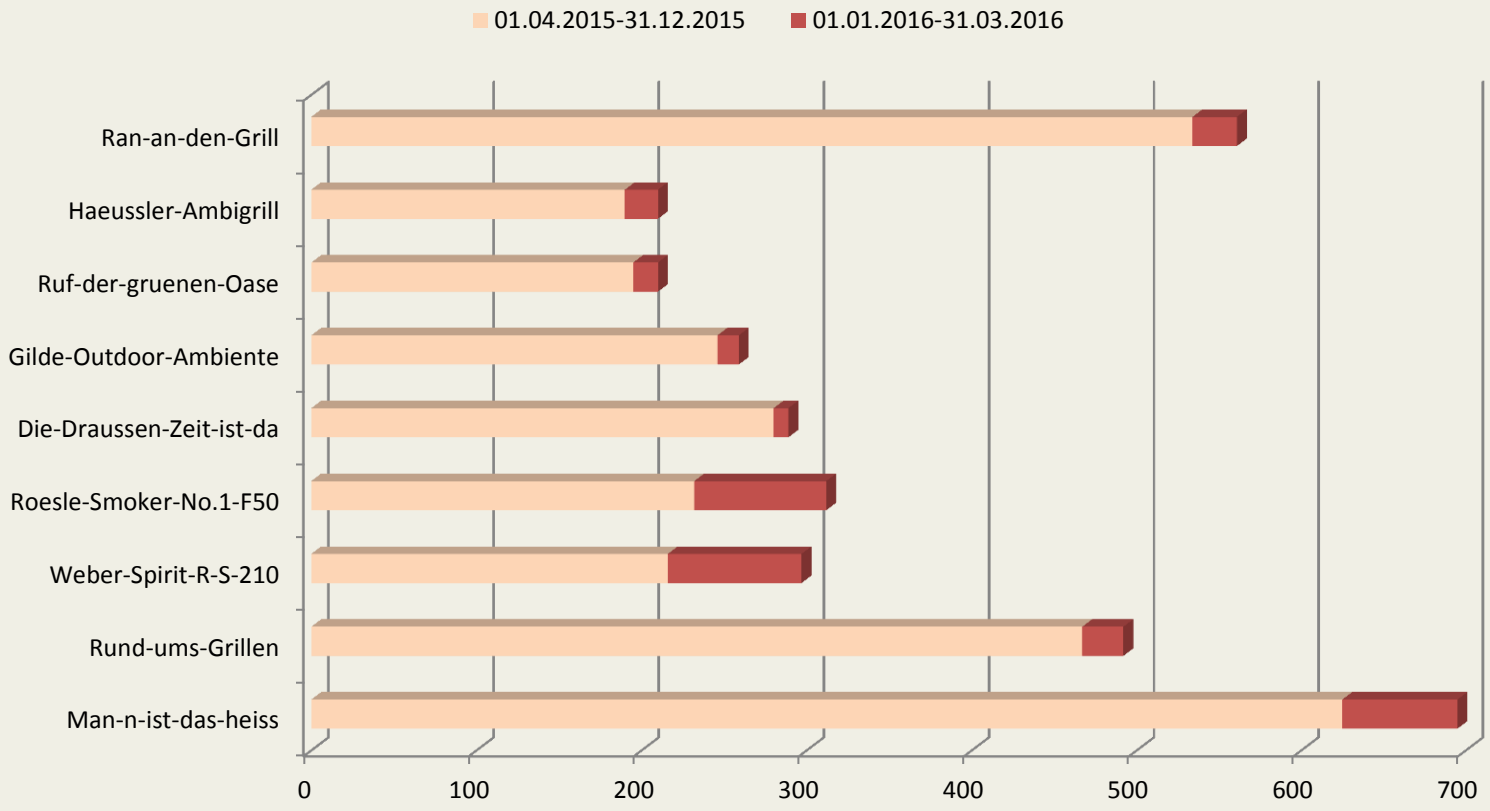


Google Analytics

Rubrik: Fuers-Sortiment

stilundmarkt.de

Rubrik: Σ Im-Garten - 3.770 + 438 Seitenaufrufe

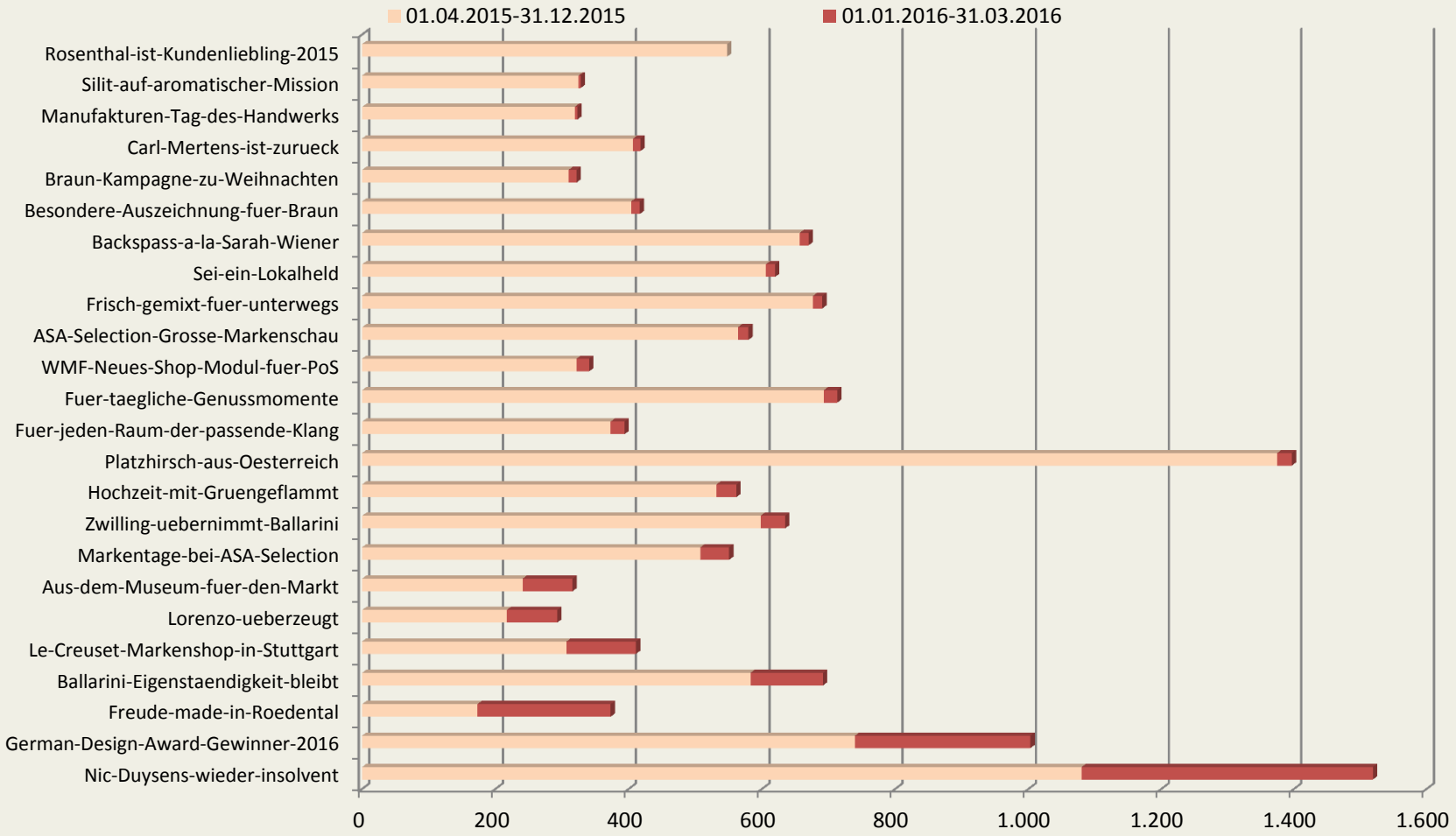


Google Analytics

Rubrik: Aus-den-Unternehmen

stilundmarkt.de

Rubrik: Σ Aus-den-Unternehmen 36.081 + 12.173 Seitenaufrufe



Google Analytics

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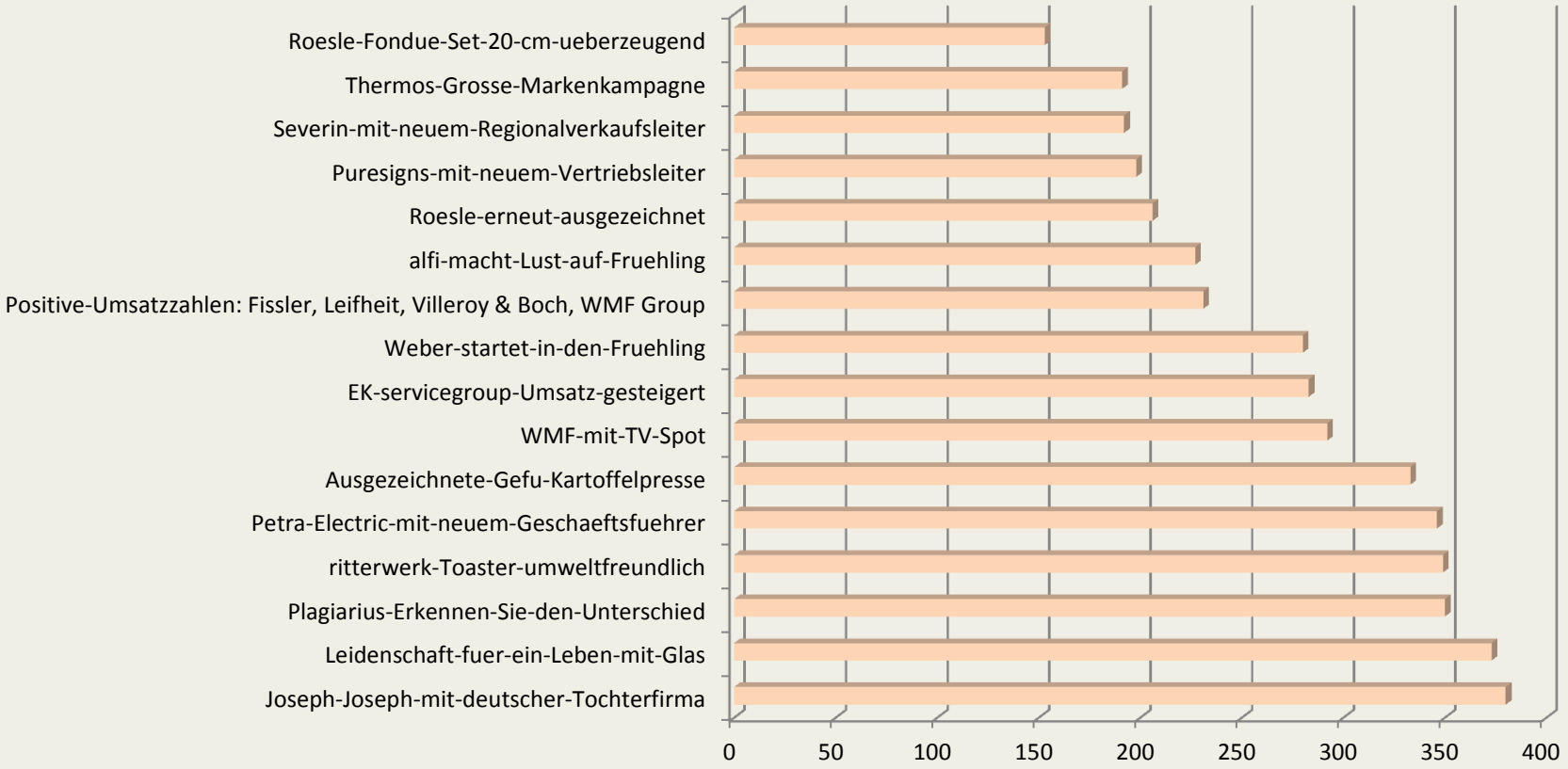
stilundmarkt.de

Rubrik: Σ Aus-den-Unternehmen 12.173 Seitenaufrufe

01.01.2016-31.03.2016

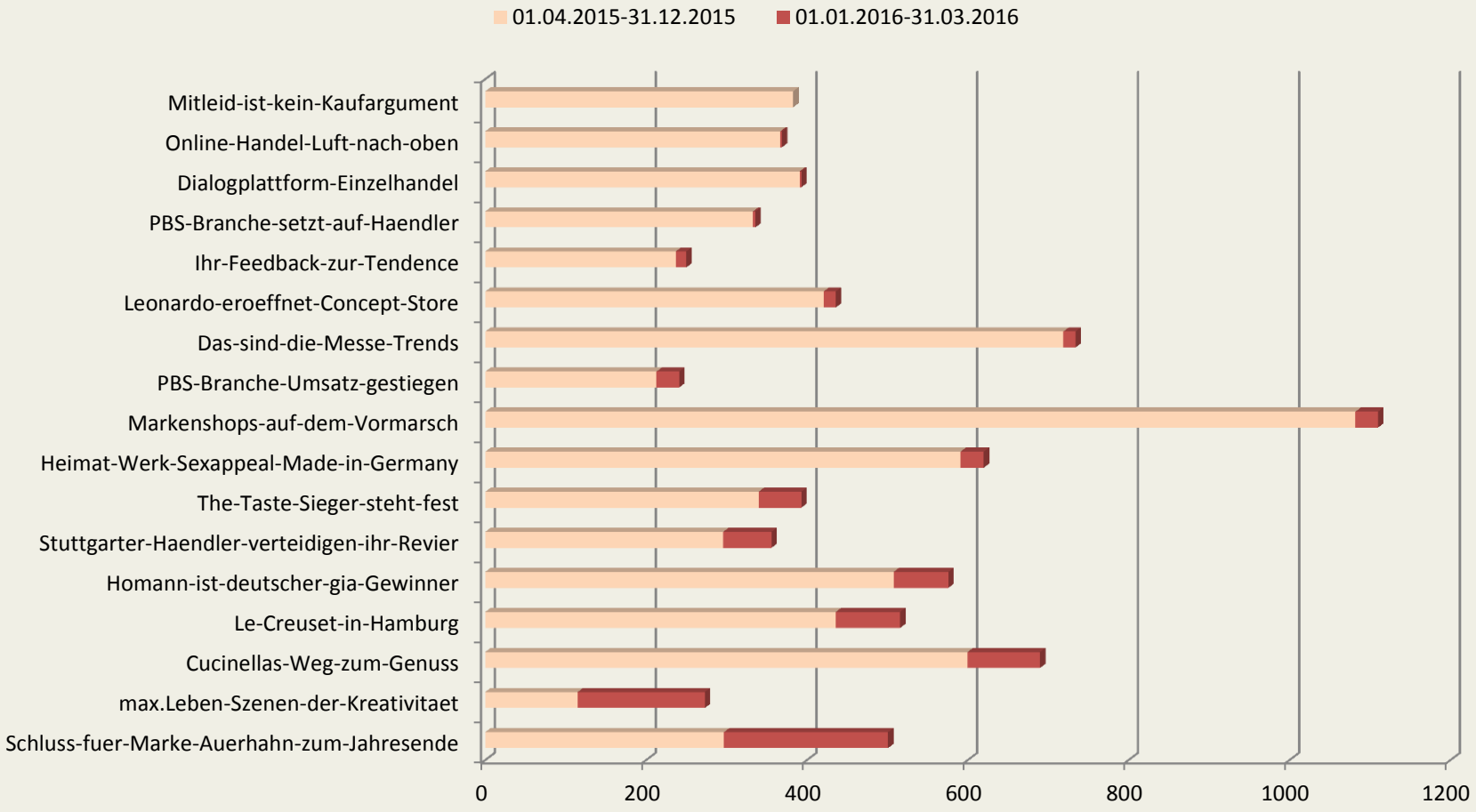


Google Analytics

Rubrik: Im-Handel

stilundmarkt.de

Rubrik: Σ Im-Handel 28.689 + 7.517 Seitenaufrufe



Google Analytics

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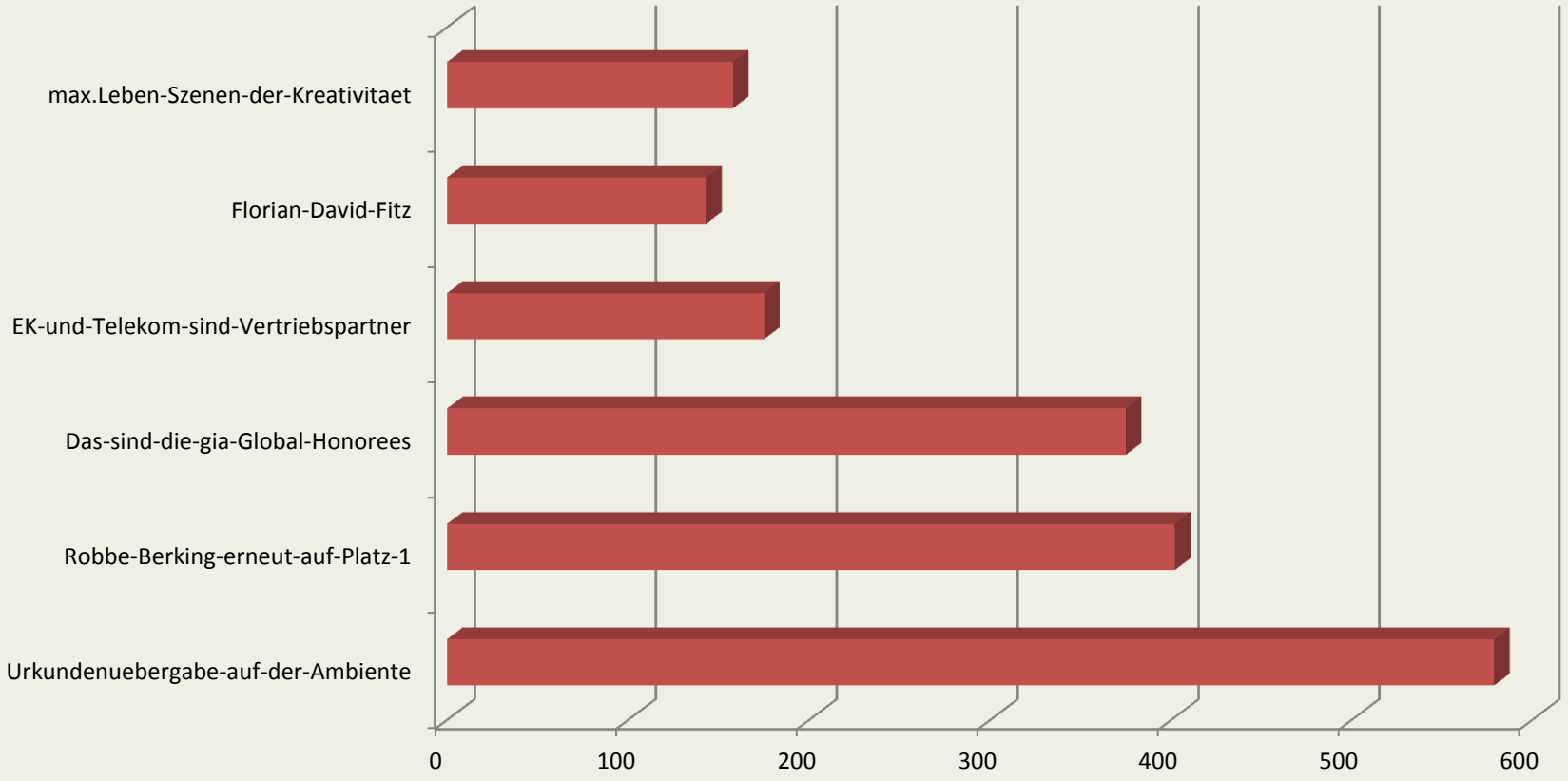
stilundmarkt.de

Rubrik: Σ Im-Handel 7.517 Seitenaufrufe

01.01.2016-31.03.2016

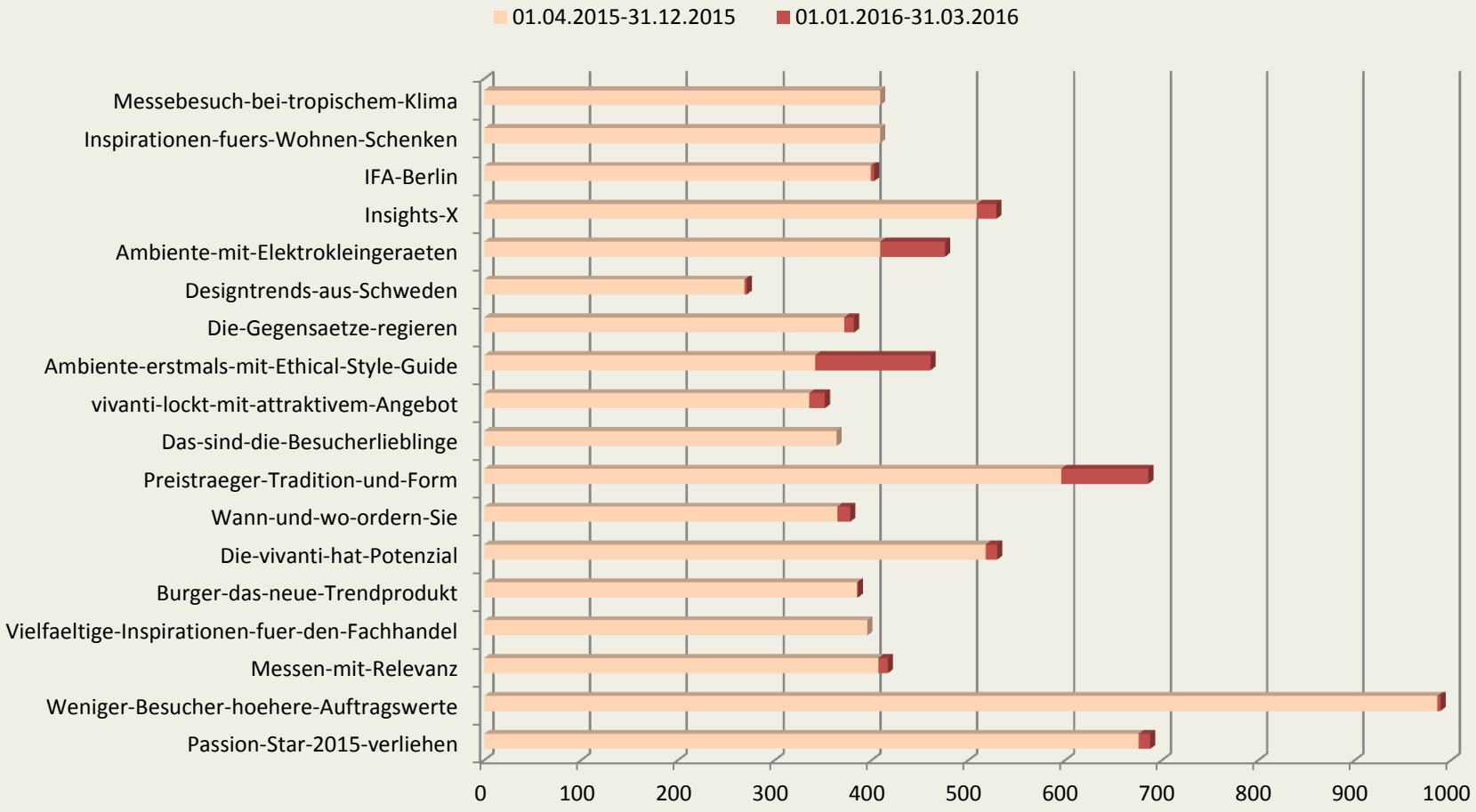


Google Analytics

Rubrik: Auf-den-Messen

stilundmarkt.de

Rubrik: Σ Auf-den-Messen 16.756 + 8.148 Seitenaufrufe



Google Analytics

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stilundmarkt.de

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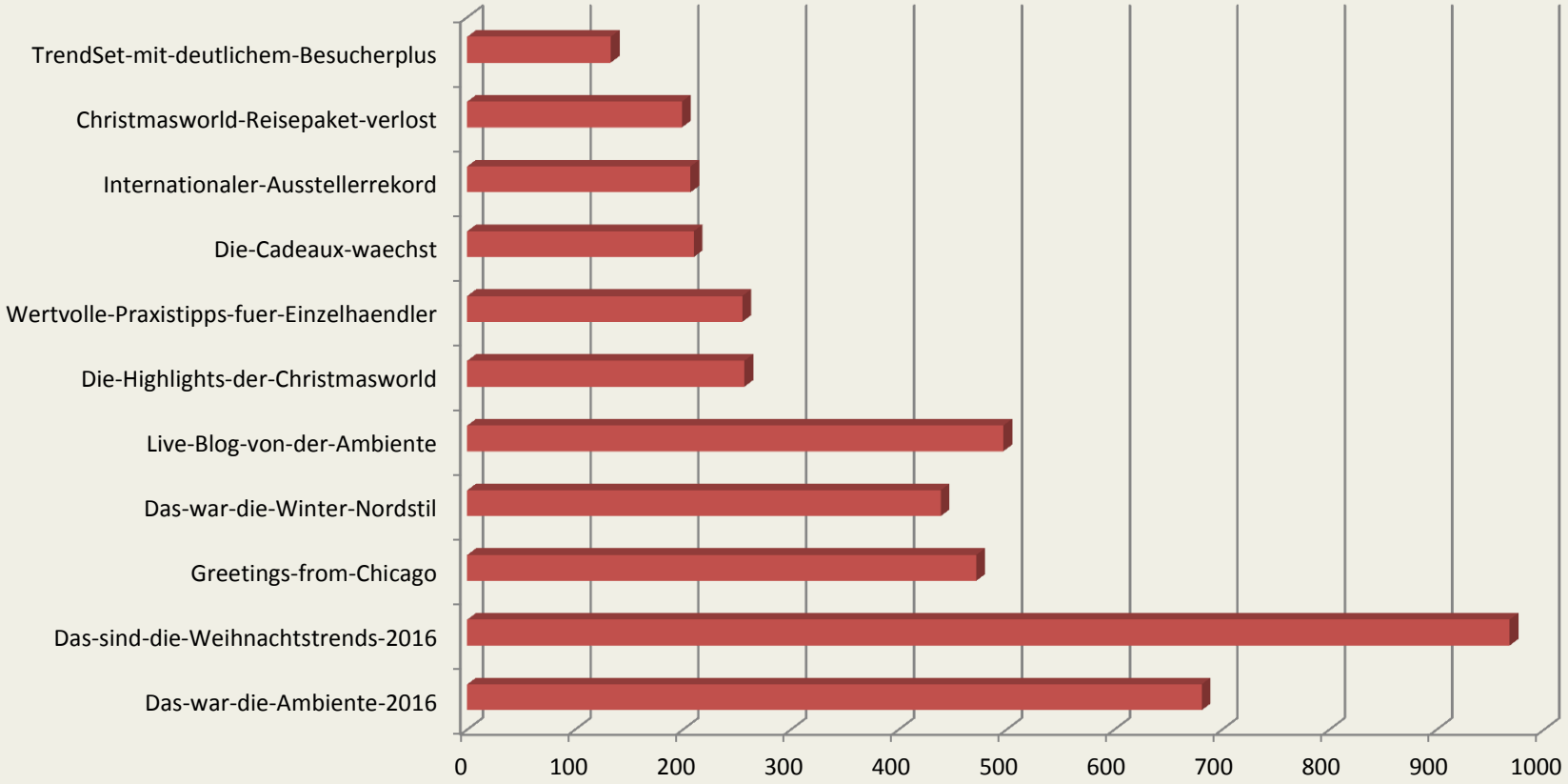
01.01.2016-31.03.2016



Google Analytics