Sokurenko A.
T. Reshetilova, research supervisor
O. Shvets, language adviser
National Mining University

YANDEX METRICS

Nowadays the relevance of online stores and the internet in general is growing dramatically. Marketers should be able to take an advantage of the the Internet, they must be able to analyze data from sites with the purpose to know potential customers better. For this purpose, there are a few tools that can help to systematize the information on the market. The names of these tools are Google Analytics, Yandex Metrics and LiveInterner. To analyse, we take Yandex Metrics, as it is more adapted to domestic markets.

Yandex Metrics is a free service of collecting visitor statistics of web sites. It appeared in the public domain in 2009, but at that time the service was able to gain high popularity among webmasters. At its core, Yandex Metrics is a counter, which is installed on the site using a special code. This counter allows to gather various information about the traffic of a web site and group of users according to certain criteria and categories.

With Yandex Metrics a marketer can not only assess the traffic to a site as a whole, but also to get the information about what his web page is very popular among visitors. In addition, this service is able to measure the conversion of the site and advertising placed on it. This will allow you to receive information about how effectively promotion goes and as well as the popularity of a site among the target audience. Yandex Metrics is integrated with other parts of the company - Yandex and Yandex.Market . Thus, marketer can quickly gather information about visitors to group it and effectively manage their advertising.

Yandex Metrics has the following features:

- a clear and comprehensive interface, not overloaded with unnecessary details;

- data updating in near real time (every 5 minutes);

- ability to establish and monitor the "target" advertising campaign;

- segmentation of traffic according to various sources, the analysis of socio-demographic statistics of your website visitors;

- ability to sms-delivery reports in the case of technical problems on the website of the system;

- separate reports transitions of visitors to the site from contextual advertising systems.