

Knowledge of traffic levels can help online marketing

One expert has suggested that online marketing techniques could be improved if companies had a greater knowledge of the bounce rate.

Bounce rate - which refers to the amount of time elapsed before users leave a page - could be used in order for marketers to consider the effectiveness of their channels and landing pages, according to David Utter of WebProNews, cited by Spannerworks.

The writer believed that certain pages that are only looked at for a small period of time should be targeted by firms in order to boost their potential in terms of marketing.

He added that poor performance could be aided with a more stringent approach.

"Poor performing ads may indicate the site publisher should stop bidding on those keywords and review the landing pages and other campaign attributes associated with them," he commented.

A recent report released by IAB Europe stated that the UK spends the most on internet marketing budgets, with £5.4 billion being spent.

