



Understanding Your Mobile Customers/Readers

- Date: October 24, 2013
- Time: Noon-1PM ET
- Where: Webinar
- Cost: SIIA/ SIPA/ ABM Members – FREE, Non-Member – \$ 125 – Advance Registration Required for All



[Register Now](#)

Who is viewing your content on mobile and when? Are they getting the service they expect? What data can you use to see how the content is viewed and make the user experience better? This webinar will discuss the types of analytics available, and how they can be used strategically to improve your business.



[Register Now](#)

Speakers



[Register Now](#)

This webinar is part of the [Mobile Essentials Webinar Series: The Guide to Creating a Mobile Business](#)

Mobile Essentials is a new webinar series brought to you by the SIIA. It is dedicated to helping individuals understand the strategies and tactics of mobile first publishing specifically for publishers, media companies and information services providers. This series is produced by the SIIA's Business & Niche Information group – the Content, SIPA and ABM divisions - & the SIIA's Software Division. Below is a calendar of events within this series. The best part - its FREE to Members.

[**Click here to see the calendar for the full series.**](#)

