
Attribution Modelling In Google Analytics And Beyond

Google Analytics Attribution Model explained Attribution Reports and Data-driven Attribution in Google Analytics 4 Properties What Is Attribution In Google Analytics? Learn About Attribution Models In Google Analytics GA4 Attribution Models: How They Work Attribution Modeling in Google Ads, Facebook and Google Analytics Webinar: Attribution Modeling for Digital Success The GA4 Attribution Model: How to implement and succeed Attribution Modeling - An In-Depth Guide What Is Attribution Modelling | Target Internet Google Ads Conversion Tracking // 2020 Tutorial Google Analytics 4 Tutorial for Beginners Google Ads Conversion Tracking Tutorial - Google Tag Manager \u0026 Google Analytics 4 \\"Multi-Touch Attribution: Approaches and the Tradeoffs (And Fallacies) Therein\" - Tim Wilson / USA How to Use Google Analytics 4 for Marketing Google Ads Attribution Models - How Each One Works? Google Analytics 4 (GA4) Tutorial - Fast-Track 20-Minute Tutorial Data Driven Attribution in Google Ads: Comparison to Other Attribution Models What is Scope in Google Analytics? Understanding Hit, Session and User Scope NEW: Conversions and Key Events in Google Analytics 4 Comparing GA and CM attribution models Attribution Modeling and Weighting by Tony Wright (Part 1) Attribution Modeling and Weighting by Tony Wright (Part 2) How to Change the Attribution Model in Google Analytics 4 (GA4) You Ask, I Answer: Custom Attribution Models in Google Analytics? So What? Basic Attribution Modeling in Google Analytics 4 Google Ads Attribution Models Explained and Attribution Reports in Google Analytics Google Attribution 360: TV Attribution - Model Explorer Webinar: Demystifying GA4 - the facts on attribution modeling in Google Analytics GA4 Advertising Reports: Conversion Paths, Attribution Models, and More Analyzing Attribution Models in Google Ads and Google Analytics

Secrets of Successful Business Websites

Advanced Web Metrics with Google Analytics

Marketing Research for the Tourism, Hospitality and Events Industries

How Marketers Drive Profitable Growth

Learning Google AdWords and Google Analytics

Artificial Intelligence for Marketing

Google Analytics Breakthrough

Web Analytics 2.0

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Cross-Cultural Social Media Marketing

Marketing to Millennials For Dummies

An Introduction to the Methodology and its Applications

Ecommerce Analytics

Analyze and Improve the Impact of Your Digital Strategy

Marketing Performance

Adobe Analytics For Dummies

Attribution Modelling In Google Analytics And Beyond

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RICH GLASS

SECRETS OF SUCCESSFUL BUSINESS WEBSITES

Die Keure Publishing

SALIENT FEATURES OF BOOK • Easy to understand language with simple real life examples. • Primarily focused on Ecommerce and Retail industry. • Stepwise explanation of very basic to the complex of the statistical analysis. • All examples are solved using R and Excel or both. • Step by Step description of Pentaho BI Implementation - ETL, Report, OLAP & Dashboard. • Comprehensive coverage of topics including Probability Theories, Operation Analytics, Digital Marketing, BI Implementation, Web Analytics, Forecasting, Customer Analytics & Optimization. Application focus on current Digital Analytics Practices.

Advanced Web Metrics with Google Analytics Emerald Group Publishing

Drive maximum business value from digital analytics, web analytics, site analytics, and business intelligence! In *Building a Digital Analytics Organization*, pioneering expert Judah Phillips thoroughly explains digital analytics to business practitioners, and presents best practices for using it to reduce costs and increase profitable revenue throughout the business. Phillips covers everything from making the business case through defining and executing strategy, and shows how to successfully integrate analytical processes, technology, and people in all aspects of operations. This unbiased and product-independent guide is replete with examples, many based on the author's own extensive experience. Coverage includes: key concepts; focusing initiatives and strategy on business value, not technology; building an effective analytics organization; choosing the right tools (and understanding their limitations); creating processes and managing data; analyzing paid, owned, and earned digital media; performing competitive and qualitative analyses; optimizing and testing sites; implementing integrated multichannel digital analytics; targeting consumers; automating marketing processes; and preparing for the revolutionary "analytical economy." For all business practitioners interested in analytics and business intelligence in all areas of the organization.

Marketing Research for the Tourism, Hospitality and Events Industries Chasefive.com

Digital Branding gives step-by-step, practical guidance on how to build a brand online. Through exploring topics like content marketing, social media, search optimisation and web analytics, Daniel Rowles develops a robust framework for brand planning, channel selection and measuring the effectiveness of your brand campaigns. Digital Branding contains real world case studies, a guide to the free and paid tools that can help measure digital branding in each of the different online channels, examples of social guidelines, process and policy and an original step by step digital branding process along with measurement techniques and guidelines.

HOW MARKETERS DRIVE PROFITABLE GROWTH

Attribution Modelling in Google Analytics and Beyond

Market effectively to the millennial mindset Millennials make up the largest and most valuable market of consumers in the United States—but until you understand how to successfully market to them, you may as well kiss their colossal spending power away! Packed with powerful data, research, and case studies across a variety of industries, *Marketing to Millennials For Dummies* gives you a fail-proof road map for winning over this coveted crowd. Millennials are projected to have \$200 billion buying power by 2017, and \$10 trillion over their lifetimes—and yet industries across the board are struggling to garner their attention. Revealing what makes this darling demographic tick, this hands-on guide shows you how to adapt to new media, understand the 'sharing economy,' and build meaningful relationships that will keep your brand, product, or service at the forefront of the millennial mind. Identify key millennial characteristics and behaviors Grasp and adapt to millennial economic realities Reach your target audience with integrated strategies Build deep, lasting connections with millennials Get ready to crack the code—millennials are a mystery no more!

Learning Google AdWords and Google Analytics John Wiley & Sons

How can your business make the most of the vast array of tools that Google has to offer? There is no

doubt that we have a massive reliance on Google for our entire online experience. People worldwide are googling more than a billion times a day to find information, but Google is not just the world's number one search engine. It offers a raft of services from the familiar YouTube to others you may not know about. Let Gabriela Taylor, an online marketing pro certified in AdWords and Analytics, save you time and money by explaining everything Google has to offer and how to take advantage of it. You'll learn how to: Set up for Success with Google's Productivity Tools: Gmail, Calendar, Docs, Drive & Chrome Gather Internet Intelligence: Keyword Planner, Google Suggest, Related Searches, AdPlanner, Finance & Google Trends Establish an Online Presence: Blogger, Sites, Wallet & Shopping Understand the Power of SEO and the Keys to Findability Expand Your Online Presence and Interact with Your Community: Google+, YouTube & News Grow Your Business with Paid Advertising: AdWords Monetize Your Content: AdSense Feature On Daily Deals: Google Offers Monitor Brand, Industry and Competitors: Google Alerts Track, Measure and Improve: Analytics & Webmaster Tools "The amount of information about utilizing Google that this book contains is amazing," says one reviewer. "This is the be-all-end-all guide for business owners, both small and large, in terms of how to use Google to your advantage and build up your site. It contains everything from how to set up pay-per-click ads, how to get featured as a Daily Deal, and how to expand your business through targeted ads and interaction with your online community. Any business, from a brand new upstart to a major brand name, could benefit from the information in this book and you'd be crazy not to make the investment in buying it. Extremely valuable and highly recommended."

Artificial Intelligence for Marketing John Wiley & Sons

A complete guide to developing, implementing, monitoring, and optimizing an online display ad campaign The display business is online advertising's fastest growing field. Google and others are starting to provide easy tools to enable small- and medium-sized businesses to take advantage of this opportunity. This guide provides marketers, consultants, and small-business owners with the knowledge and skills to create and optimize a display advertising campaign. It covers concepts, trends, and best practices, and presents a day-to-day plan for developing, managing, and measuring a successful campaign. Online display advertising is a hot topic, and this hands-on guide helps marketing professionals and small-business owners gain the skills to create and manage their own campaigns Provides an overview of display advertising concepts, including types, formats, and how they're placed on websites Explains how to plan a campaign, including defining goals and planning resources, contextual and placement targeting, and keyword use Covers campaign launch and measurement, ad creation, social media advertising, how to optimize a campaign, and much more Display Advertising: An Hour a Day helps anyone promote a business successfully with effective online display ad campaigns.

Google Analytics Breakthrough Kogan Page Publishers

Discover what's possible when the art and science of marketing collide The Marketing Performance Blueprint is an actionable and innovative guide to unlocking your potential as a marketer and accelerating success for your business. With an eye toward the marketing industry's rapid evolution, this book focuses on the processes, technologies, and strategies that are redefining the marketing environment. Step by step, you will learn how to build performance-driven organizations that exceed ROI expectations and outpace the competition. Companies are demanding a more technical,

scientific approach to marketing, and this guide provides the key information that helps marketing professionals choose the right tools and recruit the right talent to more effectively build brand, generate leads, convert sales, and increase customer loyalty. Marketers are facing increased pressure to connect every dollar spent to bottom-line results. As the industry advances, the tremendous gaps in talent, technology, and strategy leave many professionals underprepared and underperforming. The Marketing Performance Blueprint helps bridge those gaps: Align marketing talent, technology, and strategy to reach performance goals Drive digital marketing transformation within your organization Recruit, train, and retain a modern marketing team Propel growth through digital-savvy marketing agency partners Adapt more quickly to marketing technology advancements Create connected customer experiences Turn marketing data into intelligence, and intelligence into action Devise integrated marketing strategies that deliver real business results The marketers who will redefine the industry in the coming months and years will never stop challenging conventional knowledge and solutions. Whether in terms of evolved talent, advanced technology, or more intelligent and integrated strategies, these driven professionals will be in demand as the pioneers of the new marketing era. The Marketing Performance Blueprint helps marketers blaze a trail of their own by providing a roadmap to success.

Web Analytics 2.0 CRC Press

The only book you need to produce, manage and market your company's website and achieve your business goals.

Attribution Modelling in Google Analytics and Beyond CRC Press

Skyrocket your business goals with this hands on guide
 Key Features
 Online advertising
 Online marketing campaigns
 Mail marketing
 Website marketing
 Opt-in email
 Mobile marketing
 Marketing data
 Digital strategy
 Consumer marketing
 Description
 Social media marketing has stemmed from people's communication habits. Nowadays, social networking platforms are essential in practice, even in marketing. To understand the changes and transformations the field of marketing has undergone until now, it is important to know its origin. This complete guide will help you start selling and marketing your business by teaching you both SEO/SEM and web usability. You will learn the analytical part of Google Analytics and online advertising through Google AdWords. This book will introduce you to Web 2.0, and at the end of it, you may also want to make a career change to digital marketing! Have you ever wondered how you can work smart with products that offer a range of essential applications for businesses? What are the prerequisites for a successful business? What will happen if your company does not use digital marketing for your business? Do you know what are the newest and best technologies, applications, web tools, and virtual customer relationship management products that your competitors are using right now to work smarter and more efficiently? What will you learn
 Design, organize, and monitor strategies. Optimize your website
 SEO. Create, manage, and evaluate Google Ads campaigns, and display advertising and payment campaigns. Integrate mobile marketing and mail marketing campaigns. Use Google Analytics. Improve the accessibility and usability of a website and UX. Stand out on LinkedIn. Apply Big data and machine learning to digital marketing.
 Who this book is for
 Anyone who, for personal, academic, and/or professional reasons, wants to learn the basics of digital marketing. It is also a good start for marketers who would like to know their audiences and define strategies that best suit them. Table of

contents
 1. Define your audience: Marketing plan & value proposition.
 2. Content strategy: Key process to improve content creation.
 3. Use social media for your business.
 4. Social ads: Make people think and talk.
 5. SEO for beginners: Title, URL, & CTR.
 6. Search engine marketing (SEM): Position your brand in the market (PPC & paid search).
 7. Display advertising to target your audience: Facebook, target audience, keywords, & search terms.
 8. Create a campaign with email marketing: Segmentation, email automatization, split test, A/B testing, & optimization.
 9. Analyze what people do in your website: Google Analytics & Big data.
 10. Launch your career in digital marketing: Digital Marketing jobs, LinkedIn, networking, Big data, machine learning, & elevator pitch
 About the author
 Cecilia Figueroa is an expert in digital marketing and specializes in tactical and strategic innovation to achieve maximum business success. With ten years of experience in the sales and business world, in 2016 she switched to digital marketing and has been designing marketing campaigns for American and European companies.

Advanced Google AdWords Independently Published

Ecommerce analytics encompasses specific, powerful techniques for collecting, measuring, analyzing, dashboarding, optimizing, personalizing, and automating data related to online sales and customers. If you participate in the \$220 billion ecommerce space, you need expert advice on applying these techniques in your unique environment. Ecommerce Analytics is the only book to deliver the focused, coherent, and practical guidance you're looking for. Authored by leading consultant and analytics team leader Judah Phillips, it shows how to leverage your massive, complex data resources to improve efficiency, grow revenue, reduce cost, and above all, boost profitability. This landmark guide focuses on using analytics to solve critical problems ecommerce organizations face, from improving brand awareness and favorability through generating demand; shaping digital behavior to accelerating conversion, improving experience to nurturing and re-engaging customers. Phillips shows how to: Implement and unify ecommerce analytics related to product, transactions, customers, merchandising, and marketing More effectively measure performance associated with customer acquisition, conversion, outcomes, and business impact Use analytics to identify the tactics that will create the most value, and execute them more effectively Think about and analyze the behavior of customers, prospects, and leads in ecommerce experiences Optimize paid/owned/earned marketing channels, product mix, merchandising, pricing/promotions/sales, browsing/shopping/purchasing, and other ecommerce functions Understand and model attribution Structure and socialize ecommerce teams for success Evaluate the potential impact of technology choices and platforms Understand the implications of ecommerce analytics on customer privacy, life, and society Preview the future of ecommerce analytics over the next 20 years

Practical Applications John Wiley & Sons

"This text engages students in the social media phenomenon, exploring how fundamental changes in mass media influence every level of societal communication. With the explosion of social media and big data, students must become conscious of media's positive and negative influences on their lives"--

CROSS-CULTURAL SOCIAL MEDIA MARKETING

FT Press

This is a user-friendly textbook that covers qualitative, quantitative and social media methods, providing tourism, hospitality and events students and course leaders with an accessible guide for learning and teaching marketing research. The book contains essential information on how to conduct research on visitor trends, experiences, preferences and lifestyles, shedding light on customer preferences, product changes, promotional efforts and pricing differences to ensure the destination is successful. It offers guidance on how to write, conduct and analyze the results of surveys, or use qualitative methods such as focus groups, interviews, projective techniques and observation. It also illustrates how social media can be used as a new means to determine visitor preferences by analyzing online data and conversations. Other content includes suggestions and examples on turning research data into actionable recommendations as well as advice on writing and presenting the final report. Integrated with a wide range of case studies per chapter, this short and accessible textbook is essential reading for all students wishing to gain knowledge as to what visitors want from the travel, hospitality and/or event experience.

Marketing to Millennials For Dummies John Wiley & Sons

Supercharge your marketing strategy with data analytics In *Data-First Marketing: How to Compete & Win in the Age of Analytics*, distinguished authors Miller and Lim demystify the application of data analytics to marketing in any size business. Digital transformation has created a widening gap between what the CEO and business expect marketing to do and what the CMO and the marketing organization actually deliver. The key to unlocking the true value of marketing is data – from actual buyer behavior to targeting info on social media platforms to marketing’s own campaign metrics. Data is the next big battlefield for not just marketers, but also for the business because the judicious application of data analytics will create competitive advantage in the Age of Analytics. Miller and Lim show marketers where to start by leveraging their decades of experience to lay out a step-by-step process to help businesses transform into data-first marketing organizations. The book includes a self-assessment which will help to place your organization on the Data-First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to complete your own transformation. *Data-First Marketing: How to Compete & Win in the Age of Analytics* should be used by CMOs and heads of marketing to institute a data-first approach throughout the marketing organization. Marketing staffers can pick up practical tips for incorporating data in their daily tasks using the Data-First Marketing Campaign Framework. And CEOs or anyone in the C-suite can use this book to see what is possible and then help their marketing teams to use data analytics to increase pipeline, revenue, customer loyalty – anything that drives business growth.

AN INTRODUCTION TO THE METHODOLOGY AND ITS APPLICATIONS

Independently Published

Conceptual Econometrics Using R, Volume 41 provides state-of-the-art information on important topics in econometrics, including quantitative game theory, multivariate GARCH, stochastic frontiers, fractional responses, specification testing and model selection, exogeneity testing, causal analysis and forecasting, GMM models, asset bubbles and crises, corporate investments, classification, forecasting, nonstandard problems, cointegration, productivity and financial market jumps and co-jumps, among others. Presents chapters authored by distinguished, honored researchers who have

received awards from the Journal of Econometrics or the Econometric Society Includes descriptions and links to resources and free open source R, allowing readers to not only use the tools on their own data, but also jumpstart their understanding of the state-of-the-art

Ecommerce Analytics John Wiley & Sons

Attribution modelling is the process of understanding the customer purchasing journey and determining the most effective marketing channels/campaigns for investment at a particular point in time. A lot has been said about attribution modelling over the years. However, talking about attribution is the easy bit, implementing it is the real challenge. This book has been written to help you implement attribution modelling in Google Ads (formerly Google AdWords) and Facebook. This expert guide will teach you, how to leverage the knowledge of attribution modelling in order to understand the customer purchasing journey and to determine the most effective marketing channels for investment. In this book there is a strong focus on using Google Ads and other Google tools such as Google Analytics. I have explained various attribution modelling concepts, mainly in the context of Google Ads and Facebook. What do you need to know in advance in order to benefit from this book? In order to get the maximum benefit from this book, you will need a working knowledge of Google Ads, Facebook marketing, Google Analytics and ecommerce. No knowledge of statistics or traditional marketing mix modelling is required. This book has been written in plain English. As long as you understand English, you are good to go. What is not included in this book? This book is not about getting started with Google Ads, Google Analytics or Facebook marketing. The main emphasis of this book is on optimizing the online performance of your marketing campaigns through attribution modelling in the context of Google Ads and Facebook. This book explains attribution modelling only in the context of Google Ads and Facebook. It does not explain attribution modelling in the context of Google Analytics and other marketing channels, such as organic search, email, affiliate marketing etc. This book is not about traditional marketing mix modelling. It is also not about understanding and finding the optimal mix of the 4Ps of marketing (product, price, place and promotion). There are no chapters on regression analysis and predictive modelling. We are not going to predict or forecast any future sales or ROI in this book. Consequently, there is no use of statistics in this book. I recommend that you read the table of contents in order to get a good understanding of the topics covered within this book. Who should read this book? Any person who wants to improve the online performance of their Google Ads and Facebook marketing campaigns should read this book. Digital marketers, web analysts, conversion optimizers and data scientists will benefit the most from this book.

Analyze and Improve the Impact of Your Digital Strategy John Wiley & Sons

The ultimate guide to Google AdWords is fully updated for its third edition This is the ultimate guide for those who want to quickly get beyond AdWords basics to learn and apply the advanced techniques and tactics that are used by Fortune 500 companies. The book provides insight into AdWords' functionality and advanced features, explaining how they work and providing tips, tactics, and hands-on tutorials, which readers can immediately use on their own PPC campaigns. The third edition features more than 50 pages of new material and has been completely revised to cover all the changes to Google's system, including changes to the campaign structure, bid modifiers, new quality score analysis techniques, and the latest ad extension updates. Expert author Brad Geddes

gives advanced insight, direction, and strategies for every aspect of using AdWords to create and manage a successful pay-per-click marketing campaign, and also shows you the best tools and techniques for keyword research, including negative keywords. In addition you'll: Discover how to craft winning ad copy, and explore advanced PPC campaign optimization techniques, including how to optimize for a good quality score Explore the intricacies of the Display Network and learn how to interpret reports Learn how to use the AdWords Editor to create thousands of keywords and ad copy configurations Understand advanced bidding strategies, and how to best organize and manage an AdWords account Learn how to best test everything from landing pages to ad copy The book concludes with detailed chapters on understanding, interpreting, and acting upon the detailed AdWords reports so you can confidently make decisions to positively impact your campaigns. Advanced Google AdWords is detailed, in-depth, and full of insights, techniques, tips, tactics, and fascinating real-world case studies, making it the ultimate step-by-step guide for developing advanced AdWords expertise.

Marketing Performance Elsevier

Review of Marketing Research pushes the boundaries of marketing—broadening the marketing concept to make the world a better place.

Adobe Analytics For Dummies McGraw-Hill Education

A complete, start-to-finish guide to Google Analytics instrumentation and reporting Google Analytics Breakthrough is a much-needed comprehensive resource for the world's most widely adopted analytics tool. Designed to provide a complete, best-practices foundation in measurement strategy, implementation, reporting, and optimization, this book systematically demystifies the broad range of Google Analytics features and configurations. Throughout the end-to-end learning experience, you'll sharpen your core competencies, discover hidden functionality, learn to avoid common pitfalls, and develop next-generation tracking and analysis strategies so you can understand what is helping or hindering your digital performance and begin driving more success. Google Analytics Breakthrough offers practical instruction and expert perspectives on the full range of implementation and reporting skills: Learn how to campaign-tag inbound links to uncover the email, social, PPC, and banner/remarketing traffic hiding as other traffic sources and to confidently measure the ROI of each marketing channel Add event tracking to capture the many important user interactions that Google Analytics does not record by default, such as video plays, PDF downloads, scrolling, and AJAX updates Master Google Tag Manager for greater flexibility and process control in implementation Set up goals and Enhanced Ecommerce tracking to measure performance against organizational KPIs and configure conversion funnels to isolate drop-off Create audience segments that map to your audience constituencies, amplify trends, and help identify optimization opportunities Populate custom dimensions that reflect your organization, your content, and your visitors so Google Analytics can speak your language Gain a more complete view of customer behavior with mobile

app and cross-device tracking Incorporate related tools and techniques: third-party data visualization, CRM integration for long-term value and lead qualification, marketing automation, phone conversion tracking, usability, and A/B testing Improve data storytelling and foster analytics adoption in the enterprise Millions of organizations have installed Google Analytics, including an estimated 67 percent of Fortune 500 companies, but deficiencies plague most implementations, and inadequate reporting practices continue to hinder meaningful analysis. By following the strategies and techniques in Google Analytics Breakthrough, you can address the gaps in your own skill set, transcend the common limitations, and begin using Google Analytics for real competitive advantage. Critical contributions from industry luminaries such as Brian Clifton, Tim Ash, Bryan and Jeffrey Eisenberg, and Jim Sterne – and a foreword by Avinash Kaushik – enhance the learning experience and empower you to drive consistent, real-world improvement through analytics.

A Complete Step-by-Step Guide to Strategy, Tactics and Measurement Business Expert Press

This comprehensive book provides students with a "grand tour" of the tools needed to measure digital activity and implement best practices for using data to inform marketing strategy. It is the first text of its kind to introduce students to analytics platforms from a practical marketing perspective. Demonstrating how to integrate large amounts of data from web, digital, social, and search platforms, this helpful guide offers actionable insights into data analysis, explaining how to "connect the dots" and "humanize" information to make effective marketing decisions. The author covers timely topics, such as social media, web analytics, marketing analytics challenges, and dashboards, helping students to make sense of business measurement challenges, extract insights, and take effective actions. The book's experiential approach, combined with chapter objectives, summaries, and review questions, will engage readers, deepening learning by helping them to think outside the box. Filled with engaging, interactive exercises, and interesting insights from an industry expert, this book will appeal to students of digital marketing, online marketing, and analytics. A companion website features an instructor's manual, test bank, and PowerPoint slides.

Digital Marketing John Wiley & Sons

Technological developments in recent years have been tremendous. This evolution is visible in companies through technological equipment, computerized procedures, and management practices associated with technologies. One of the management practices that is visible is related to business intelligence and analytics (BI&A). Concepts such as data warehousing, key performance indicators (KPIs), data mining, and dashboards are changing the business arena. This book aims to promote research related to these new trends that open up a new field of research in the small and medium enterprises (SMEs) area. Features Focuses on the more recent research findings occurring in the fields of BI&A Conveys how companies in the developed world are facing today's technological challenges Shares knowledge and insights on an international scale Provides different options and strategies to manage competitive organizations Addresses several dimensions of BI&A in favor of SMEs

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