

## Do e-metrics really matter?

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In contrast to other the most significant advantage of web site as communication channel in terms of customer relationships is possibility to count and track visitors' path and thus provides valuable information regarding their profiling. This possibility is indicated as e-Metrics. Hence, the Web site is a great tool for a quick and inexpensive obtaining data about users-visitors. In the process of measuring visits of Web sites there are two approaches: the server-based measurement and user-based measurement. In this paper, we explain the use of both approaches, server-based measurement in the case of Google Analytics and gemiusAudience, and Alexa tool in the context of user-based measurement. This research is focused on the user-based measurement, which is observed through the website of the company that operates in the ICT sector on the domestic-Bosnian market. We studied some of the key parameters such as "reach", "page views". Furthermore, the identification of „visitor profile" was made using demographic and other data collected by the Alexa tool. In line with this, research is extended to a web page in the form of online questionnaire aimed to define user groups. Therefore, the survey results are presented and discussed, and then compared with the data collected by Alexa tools, which is used as a corrective tool for the results obtained through the survey. This study highlighted possible weaknesses in user-based measurements of the website audience. More specifically, the user-based measurement approach could not give a real picture of the actual website visitors. At the end, recommendations and guidelines for the future researches are given.

**Keywords:** E-Metrics, Web Site, Bosnian Market.