

Clickstream Analytics Market by Component (Software and Services), Deployment (On-premise and Cloud), Application (Click Path Optimization, Website/Application Optimization, Customer Analysis, Basket Analysis & Personalization, Traffic Analysis, and Others), and Industry Vertical (BFSI, Telecom & IT, Travel & Hospitality, Retail & eCommerce, Government, Energy & Utilities, Media & Entertainment, Transportation & Logistics, and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

Clickstream analytics is the process of analysis clickstream data. Clickstream data is generated from activities that are performed by a user over a web or mobile application. These activities include navigation through pages, selecting items for details or description, reading blog pages, and others. More precisely, clickstream is defined as data associated with the links that a user clicked, including the point of time when each one of them were clicked. Rise in data silos and proliferation of connected device that generate huge data associated with devices and user patterns is a major factor expected to propel the growth of the market.

Rise in e-commerce businesses especially small- and medium-scale business across the globe is a major factor that drives the growth of the market. E-commerce marketers are top players that adopt clickstream analytics at a significant rate to derive strategies that will help them engage and understand consumers in detail. High penetration of

mobile devices has proliferated the anywhere concepts that boost the revenue of e-commerce businesses. Ease of accessibility and convenience of delivery services smartphones has paved its way for high growth of the global clickstream analytics market. However, concerns associated with data privacy and stringent data privacy laws and regulations are factors that could hinder the market growth. Emergence of technologies that collaborate various solutions in one suite is an opportunistic factor of the market expansion.

The clickstream analytics market is segmented on the basis of component, deployment, application, industry vertical, and region. By component, it is categorized into software and services. On the basis of deployment, it is divided on-premise and cloud. On the basis of application, it is divided into click path optimization, website/application optimization, customer analysis, basket analysis & personalization, traffic analysis, and others. Depending on industry vertical, it is categorized into BFSI, telecommunications & IT, travel & hospitality, retail & ecommerce, government, energy & utilities, media & entertainment, transportation & logistics, and others. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The market players operating in the clickstream analytics market include Adobe Systems Incorporated, Google LLC, Hewlett Packard Enterprise, IBM Corporation, Microsoft Corporation, Oracle Corporation, SAP SE, Splunk Inc., Talend, and Verto Analytics Inc.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the current & future trends of the market to elucidate the imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analysis on the global clickstream analytics market size is provided.

Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the global clickstream analytics industry.

The quantitative analysis of the market from 2018 to 2026 is provided to determine the global clickstream analytics market potential.

KEY MARKET SEGMENTS

By Component

Software

Services

By Deployment

On-premise

Cloud

By Application

Click Path Optimization

Website/Application Optimization

Customer Analysis

Basket Analysis & Personalization

Traffic Analysis

Others

By Industry Vertical

BFSI

Telecommunications & IT

Travel & Hospitality

Retail & eCommerce

Government

Energy & Utilities

Media & Entertainment

Transportation & Logistics

Others

By Region

North America

U.S.

Canada

Europe

Germany

France

UK

Rest of Europe

Asia-Pacific

Japan

China

India

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS

Adobe Systems Incorporated

Google LLC

Hewlett Packard Enterprise

IBM Corporation

Microsoft Corporation

Oracle Corporation

SAP SE

Splunk Inc.

Talend

Verto Analytics Inc.

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