

Web Analytics Market by Deployment (On-premise and Cloud), Application (Social Media Management, Targeting and Behavioral Analysis, Display Advertising Optimization, Multichannel Campaign Analysis, Online Marketing, and Others), and End User (Banking, Financial Services, & Insurance (BFSI); Retail; Healthcare; Government; Travel & Hospitality; IT & Telecommunications; Media & Entertainment; and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

Web analytics is a set of analytical processes that gather, structure, analyze, and report the analyzed outcomes depending on the web data. It measures, collects, analyzes, and presents the data from the Internet to comprehend and optimize how websites engage end users. The primary goal of web analytics is to analyze customer behavior on one's website, and other sources such as mobile sites and mobile applications. Web analytics tools are widely used to monitor the way users interact with website of their businesses through tracking their behaviors and activities. Thus, businesses that operate digitally are leading consumers of web analytics platforms and services that are thriving to gain insights from customers and web data. This in turn is one of the major factors expected to drive the market growth in the coming years.

Rise in e-commerce businesses has increased the volume of online data generated. Rise in need to analyze this web data has increased among digital businesses, which in turn is a major factor expected to drive the growth of the global market. Plethora of smart

devices has proliferated the BOYD concepts, which has supported the growth of mobile analytics. Smart devices such as smartphones provide ease of accessibility and convenience of delivery services, which in turn has paved its way for high growth of the global web analytics market. However, rise in data breaches and concerns associated with data privacy has compelled governments to develop stringent data privacy laws and regulations that could hamper the market growth. Moreover, emergence of cloud technologies and rise in adoption of cloud marketing are anticipated to provide lucrative opportunity for the market growth.

The web analytics market is segmented on the basis of deployment, application, end user, and region. By deployment, it is categorized into on-premise and cloud. On the basis of application, it is divided into social media management, targeting and behavioral analysis, display advertising optimization, multichannel campaign analysis, online marketing, and others. Depending on end user, it is categorized into banking, financial services, and insurance (BFSI), retail, healthcare, government, travel & hospitality, IT & telecommunications, media & entertainment, and others. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The market players operating in the web analytics market include Adobe Systems Incorporated, AT Internet, Facebook Inc., Google LLC, Hotjar Ltd, IBM Corporation, Microsoft Corporation, SAS Institute Inc., Splunk Inc., and Webtrends Inc.

KEY BENEFITS FOR STAKEHOLDERS

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

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

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

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

KEY MARKET SEGMENTS

By Deployment

On-premise

Cloud

By Application

Social Media Management

Targeting and Behavioral Analysis

Display Advertising Optimization

Multichannel Campaign Analysis

Online Marketing

Others

By End User

Banking, Financial Services and Insurance (BFSI)

Retail

Healthcare

Government

Travel & Hospitality

IT & Telecommunications

Media & Entertainment

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

AT Internet

Facebook Inc.

Google LLC

Hotjar Ltd

IBM Corporation

Microsoft Corporation

SAS Institute Inc.

Splunk Inc.

Webtrends Inc.

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