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Web Analytics: Market Research Report

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Abstracts

This report analyzes the worldwide markets for Web Analytics in US$ Million.

The market for Web Analytics in this report is analyzed by the following Category and Service Types: Web Analytics Category - Hosted Web Analytics, Licensed Web Analytics; Web Analytics Service Type - Service Fees, Maintenance Fees, and Others.

The report provides separate comprehensive analytics for the US, Canada, Europe, Asia-Pacific and Rest of World.

Annual estimates and forecasts are provided for the period 2010 through 2018.

A six-year historic analysis is also provided for these markets.

The report profiles 88 companies including many key and niche players such as Adobe Systems Incorporated, ComScore Inc., Fireclick, Inc., GoStats, IBM Corporation, Intlock Ltd., Logaholic BV, Metasun Software Corporation, Nabler Web Solutions Pvt.Ltd., Opentracke, Shiny SRL, Tealeaf Technology, Inc., Twitter, Inc., Webtrends, Inc., Google, Inc., and Yahoo! Inc.

Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based upon search engine sources in the public domain.

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Franklin Covey Unveils 'The Speed of Trust Analytics' Web Analytics Solution

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Paddy Power Selects Unica NetInsight OnDemand

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U-Haul Selects Customer Experience Management Solutions of Tealeaf®

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5.FOCUS ON SELECT PLAYERS

Adobe Systems Incorporated (US)

ComScore Inc (US)

Fireclick, Inc. (US)

GoStats (US)

IBM Corporation (US)

Intlock Ltd. (US)

Logaholic BV (Netherlands)

Metasun Software Corporation (Canada)

Nabler Web Solutions Pvt. Ltd. (India)

Opentracker (Netherlands)

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Total Companies Profiled:
The United States (58)
Canada (3)
Europe (21)
- Germany (3)
- The United Kingdom (6)
- Italy (2)
- Spain (1)
- Rest of Europe (9)
Asia-Pacific (Excluding Japan) (2)
Middle East (4)

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