

# **Global Clickstream Analytics Market by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

Clickstream analysis is useful for web activity analysis,[1] software testing, market research, and for analyzing employee productivity.

### **Scope of the Report**

This report studies the Clickstream Analytics market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Clickstream Analytics market by product type and applications/end industries.

The clickstream analytics market is also segmented by vertical into retail and eCommerce; media and entertainment; telecommunications and IT; travel and hospitality; Banking, Financial Services, and Insurance; transportation and logistics; government; energy and utilities; and others (manufacturing, healthcare and life sciences, and education), out of which the adoption rate of clickstream analytics is expected to be the highest in the retail and eCommerce vertical, as the volume and variety of clickstream data is increasing day-by-day with the growing demand of online shopping and increased purchasing power of the customer.

The clickstream analytics market is segmented by business application into click path optimization, website/application optimization, customer analysis, basket analysis and personalization, traffic analysis, and others (competition analysis and next best product analysis). The rise and development of eCommerce has propelled rapid growth in clickstream data volumes. Customers have wider access to internet, and with increase in the purchasing power of customers, the demand for basket analysis and personalization is rapidly gaining traction.

The global Clickstream Analytics market is valued at 730 million USD in 2017 and is expected to reach 1750 million USD by the end of 2023, growing at a CAGR of 15.8%

between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Clickstream Analytics.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Adobe Systems (US)

AT Internet (US)

Google (US)

IBM Corporation (US)

Microsoft Corporation (US)

Oracle Corporation (US)

SAP SE (Germany)

Connexity (US)

Hewlett Packard Enterprise (US)

Jumpshot (US)

Splunk (US)

Talend (US)

Verto Analytics (Finland)

Webtrends Corporation (US)

Vlocity, Inc (US)

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Software

Services

Market Segment by Applications, can be divided into

Click path optimization

Website/application optimization

Customer analysis

Basket analysis and personalization

Traffic analysis

Others

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