

Clickstream Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global clickstream analytics market reached a value of US\$ 1.21 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 3.01 Billion by 2027, exhibiting a CAGR of 16.55% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Clickstream analytics refers to the process of collecting, analyzing and providing visualized results of aggregated user activity over the web. The data, consisting of dates, time stamps, information protocol (IP) addresses, user identification and uniform resource locators (URL), is captured in semi-structured log files of the website. Clickstream analytics includes traffic and e-commerce analytics. Traffic analytics operates at the server level and tracks the number of pages accessed by the user, time taken for each page to load, frequency of hitting the browser's back or stop button and the amount of data transmitted. E-commerce analytics determines the effectiveness of the site as a channel-to-market platform. It monitors the pages, items added to the shopping and purchased, participation in loyalty programs and the preferred method of payment of the user. Clickstream analytics aid in identifying customer trends, website and application optimization, traffic analysis, increasing conversion and understanding user behavior.

Clickstream Analytics Market Trends:

Rapid digitization of industries, such as banking, financial services and insurance (BFSI), retail, transportation and logistics and healthcare. Moreover, the widespread adoption of web analytics solutions for tracking consumer requirements is providing a

thrust to the market growth. Various small, medium and large-scale organizations utilize clickstream analytics to enable retailers and marketers to analyze customer interactions with their brands and products and utilizing the insights to optimize their processes. Additionally, various technological advancements, such as the integration of cloud computing, artificial intelligence (AI) and the Internet of Things (IoT), for multichannel and predictive marketing, are acting as other growth-inducing factors. These technologies facilitate capturing enterprise resource planning (ERP) and customer relationship management (CRM) data, web media, geolocation and tracking email and marketing campaigns. Other factors, including extensive developments in the information technology (IT) infrastructure, along with the widespread adoption of smart devices, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global clickstream analytics market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on component, deployment mode, application and industry vertical.

Breakup by Component:

- Software
- Services

Breakup by Deployment Mode:

- On-premises
- Cloud-based

Breakup by Application:

- Click Path Optimization
- Website/Application Optimization
- Customer Analysis
- Basket Analysis and Personalization
- Traffic Analysis
- Others

Breakup by Industry Vertical:

BFSI

IT and Telecommunications

Travel and Hospitality

Retail and E-commerce

Government

Media and Entertainment

Transportation and Logistics

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adobe Inc., Connexity (Symphony Technology Group),

DISQO Inc., Google LLC (Alphabet Inc.), Hewlett Packard Enterprise Development LP, International Business Machines Corporation, Microsoft Corporation, Oracle Corporation, SAP SE, Splunk Inc. and Talend.

Key Questions Answered in This Report:

How has the global clickstream analytics market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global clickstream analytics market?

What are the key regional markets?

What is the breakup of the market based on the component?

What is the breakup of the market based on the deployment mode?

What is the breakup of the market based on the application?

What is the breakup of the market based on the industry vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global clickstream analytics market and who are the key players?

What is the degree of competition in the industry?

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