

Clickstream Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global clickstream analytics market size reached US\$ 1.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3.5 Billion by 2028, exhibiting a growth rate (CAGR) of 16.50% during 2022-2028.

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 report, along with forecasts at the global, regional and country level from 2023-2028. 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

1. What was the size of the global clickstream analytics market in 2022?
2. What is the expected growth rate of the global clickstream analytics market during 2023-2028?
3. What has been the impact of COVID-19 on the global clickstream analytics market?
4. What are the key factors driving the global clickstream analytics market?
5. What is the breakup of the global clickstream analytics market based on the component?
6. What is the breakup of the global clickstream analytics market based on the deployment mode?
7. What is the breakup of the global clickstream analytics market based on the application?
8. What is the breakup of the global clickstream analytics market based on the industry vertical?
9. What are the key regions in the global clickstream analytics market?
10. Who are the key players/companies in the global clickstream analytics market?

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