

# **Asia Pacific Web Analytics Market By Application (Targeting & Behavioral Analysis, Social Media Management, Online Marketing, Display Advertising Optimization, Multichannel Campaign Analysis and Others) By End User (Retail & ecommerce, IT & Telecom, Media & Entertainment, BFSI, Government & Defense, Travel & Hospitality, Healthcare and Others) By Country, Industry Analysis and Forecast, 2019 - 2025**

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## **Abstracts**

The Asia Pacific Web Analytics Market would witness market growth of 21.4% CAGR during the forecast period (2019-2025).

The web analytics solutions help to analyze the behavior of visitors landing on a website. Through incorporating web analytics, a company's business can attract more visitors, keep or attract new customers for products and services, and can also increase the amount that each customer spends. The tools and applications of web analytics have become widely popular among digital businesses. Digital businesses like e-commerce have adopted the technology to improve and grab new opportunities. This has created a significant impact on the web analytics market growth.

Data connectivity throughout different platforms as well as digital transformation techniques have initiated the need for web analytics across industries to improve their ROI. With the emergence of web analytics, e-commerce analytics has thrived in terms of customer engagement approaches, showing different metrics that display variances in patterns of engagement. This, in turn, has obstructed the acceptance of web analytics

across the globe.

The market providers are gradually incorporating artificial intelligence (AI) into web analytics, which can provide more collected information from websites and make web analytics more useful for online marketers and website owners. In addition, machine learning helps to research patterns of human behavior on websites and can be compared and analyzed with web analytics software to find the desired result. As a result, the advantages of introducing AI into web analytics will encourage companies to adopt web analytics solutions over the forecast period.

Based on Application, the market is segmented into Targeting & Behavioral Analysis, Social Media Management, Online Marketing, Display Advertising Optimization, Multichannel Campaign Analysis and Others. Based on End User, the market is segmented into Retail & ecommerce, IT & Telecom, Media & Entertainment, BFSI, Government & Defense, Travel & Hospitality, Healthcare and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Australia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include IBM Corporation, Google, Inc., MicroStrategy, Inc., Adobe, Inc., Splunk, Inc., Salesforce.com, Inc. (Tableau Software, Inc.), Teradata Corporation, Verizon Communications, Inc. (Yahoo!), At Internet Ltd., SAS Institute, Inc., Facebook, Inc., and Microsoft Corporation.

Scope of the Study

Market Segmentation:

By Deployment Type

On-premise

Cloud

By Application

Targeting & Behavioral Analysis

Social Media Management

Online Marketing

Display Advertising Optimization

Multichannel Campaign Analysis

Others

## By End User

Retail & ecommerce

IT & Telecom

Media & Entertainment

BFSI

Government & Defense

Travel & Hospitality

Healthcare

Others

## By Country

China

Japan

India

South Korea

Singapore

Australia

Rest of Asia Pacific

## Companies Profiled

IBM Corporation

Google, Inc.

MicroStrategy, Inc.

Adobe, Inc.

Splunk, Inc.

Salesforce.com, Inc. (Tableau Software, Inc.)

Teradata Corporation

Verizon Communications, Inc. (Yahoo!)

At Internet Ltd.

SAS Institute, Inc.

Facebook, Inc.

Microsoft Corporation

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