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Europe 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 Europe Web Analytics Market would witness market growth of 18.7% CAGR during the forecast period (2019-2025).

Enhancing marketing efforts to stay at the same level as competitors in the current competitive landscape is one of the key drivers for the growth of the web analytics industry. Organizations need to monitor the success of their websites and boost their marketing. Organizations are also keen on considering the geographic distribution of their customers in order to modify their marketing strategies accordingly.

Web analytics helps to better understand the demographics of users. The increased demand for mobile analytics solutions has become another critical driving factor of the market's growth. The proliferation of smartphones has led to an increase in traffic to websites from mobile devices. Most advertisers use smartphones in their campaigns, which ultimately boost web traffic. Apple's iPhones, however, guide customers to applications instead of websites that may lead to a slight decline in mobile analytics. There is a shortage of skilled labor which can be a constraint on the growth of the web

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analytics industry. The analysis and interpretation of the results obtained from web analytics requires a high level of experience and skill.

Small businesses should rely on web analytics to gain new tools for generating revenue. For fast-paced digital companies, web-based decision-making machines are projected to seize the majority of the market share in the near future. Divergence in consumer demand, combined with the proliferation of digital consumer data, help companies build up and understand a large consumer base for their marketing strategies, which has gained prominence in the recent years.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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

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- 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

- Germany
- UK
- France
- Russia

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Spain

Italy

Rest of Europe

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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