

# **LAMEA 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 Latin America, Middle East and Africa Web Analytics Market would witness market growth of 21.9% CAGR during the forecast period (2019-2025).

Web analytics refers to data evaluation and analysis to provide an user behavior understanding across web pages. For example, on a website, analytics systems measure activity and behavior: how many visitors visit, their stay time, number of pages they visit, which pages they visit, and whether they land on the website through a link or not.

Businesses are using web analytics platforms in order to measure and standardize the site performance along with looking at key performance indicators such as purchase conversion rates that boost their business. Website analytics offers information and data that can be used to create a better user experience for website visitors. Understanding consumer behavior is also crucial to optimizing the website for key conversion metrics. Through web analytics, companies can also reliably monitor the success of their online marketing strategies to help guide the future efforts.

Businesses operating online have multiplied in recent years with the advent of digitization. Ever since, the need to track and manage the success of one's business website has been a key driver of market growth. With the emergence of new technologies and services, the e-commerce sector is changing constantly. In addition, vendors are engaged in innovative marketing tactics to gain popularity and attract more customers.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

### 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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