

# **North America 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 North America Web Analytics Market would witness market growth of 18.1% CAGR during the forecast period (2019-2025).

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.

Consumers nowadays progressively demand for personalized experience, efficient service, and easily accessible product information. Therefore, companies operating via e-commerce platforms analyze data collected from websites to improve website performance. The implementation of web analytics allows online retailers to better comprehend customer needs by gathering data about website visitors in order to provide the best product offerings.

Web analytics is an approach for handling and incorporating a wide range of data to understand the experience of the user through online interaction in a data-driven business model. An increase in the understanding of the beneficial use of large portions of unorganized random data and improved performance of web analytics solutions by different companies are expected to create many opportunities in the marketplace.

The increasing demand for web analytics has contributed to the introduction of new technologies and solutions. Web analytics tools help companies organize and publish relevant content on the website. They also create advertisements and initiate marketing campaigns to attract potential customers and eventually convert them to consumers by gaining insight into their attitudes and buying patterns. Nevertheless, data privacy is a problem that is seen as a major drawback to web analytics solutions.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

### 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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