

Web Analytics Market by Solution (Search Engine Tracking & Ranking, Heat Map Analytics, Marketing Automation, Behavior Based Targeting) & by Services (Professional Services, Support & Maintenance) - Worldwide Forecasts & Analysis (2014 – 2019)

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Abstracts

The web analytics market analysis consists of various types of solutions and services, applications, deployment types, verticals, and regions. The overall market size is found by adding up the market size of each solution and services such as web engine, indexing and analysis, software query, engine reports and dashboards, professional services and support, maintenance services, and others.

In web analytics, each solution and service is playing an important role in the market. These solutions and services support various applications including social media management, targeting and behavioral analysis, display advertising optimization, multichannel campaign analysis and performance monitoring and other applications.

Most of the enterprises are focusing on marketing effectiveness, reducing causes of attrition of consumers, enhancing customer experience for competitive, and market intelligence. Web analytics helps to gain behavioral insight through various solutions. The web analytics solutions help companies to monitor the customer interaction and trends, which in turn helps them to support their marketing strategies. Hence, the increased focus on web marketing and ads campaigning and increasing e-commerce is one of the major drivers for the web analytics market.

A new innovation, such as real-time web analytics, is higher version of traditional web analytics. Real-time web analytics offers a great help for enterprises by analyzing customer interactions while they happen. It helps in gaining the greatest business

assets that's the insight about the customer behavior and empowers the marketers and ad publishers and companies to take the next best action.

The report is expected to help the market leaders/new entrants in this market in the following ways:

1. This report segments the market into solutions and services, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the subsegments. The market numbers are further split across the applications, deployment type, organization size, verticals, and regions.
2. This report will help them better understand the competitor and gain more insights to better position their business. There is a separate section on competitive landscape that includes competitors' ecosystem and their roles in the market. Besides, there are company profiles of the top 10 players in this market. In this section, market internals are provided that can put them ahead of the competitors.
3. The report helps them to understand the overall growth of the market. The report provides information and analysis of key market drivers, restraints, challenges, and opportunities.

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About

Today, large enterprises as well as the Small and Medium businesses (SMBs) rely largely on the digital data gathered through their web portals. This is because of the rising need of the digital marketers, advertisers and publishers to segment their premium buyers from other customers, track the overall website visitor traffic, manage ad campaigns and improve the complete website performance. Website analytics solutions cater to all these requirements and help the enterprises in reforming their business strategies and add to the online sales. Enterprises across diversified verticals such as retail and consumer goods, healthcare, travel and tourism and others collect data from various sources to understand the customer needs, preference, and drivers for customer loyalty.

IBM, Adobe Systems, Oracle, SAS, Google and Yahoo are active vendors in the web analytics market. These vendors offer their solutions to capture all the interactions and apply big data technologies to derive valuable insights and trends of the customers' purchasing behavior. The report provides global market trends, overall adoption scenario, competitive landscape, and key drivers in this market. The report aims at estimating the current market size and the future growth potential of this market across verticals and regions based on the various types of applications.

This web analytics market research report categorizes the global market on the basis of software, service, application, deployment type, vertical, and geographical location. It also forecasts revenues and analyzes trends in each of the sub-markets.

On the basis of solutions: This market is segmented on the basis of solutions such as search engine tracking and ranking, heat map analytics, marketing automation, behavior based targeting and others.

On the basis of service: This market is segmented on the basis of services such as professional services and support and maintenance services.

On the basis of deployment type: This market is segmented on the basis of deployment type into on-premise deployment and on-demand deployment.

On the basis of application: This market is segmented on the basis of applications such as social media management, search engine and content optimization, targeting and behavioral analysis, display advertising optimization, mobile website and application

tracking, multi-channel campaign analysis and performance monitoring.

On the basis of vertical: This market is classified into different industry verticals such as retail and consumer goods, Banking, Financial Services and Insurance (BFSI), government, travel and tourism, media and entertainment, healthcare, telecommunication and IT and others.

On the basis of region: Geographical regions are classified into NA, EU, APAC, MEA and LA.

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