

Clickstream Analytics Market - Global Outlook and Forecast 2022-2028

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Abstracts

Clickstream analysis is useful for web activity analysis,[1] software testing, market research, and for analyzing employee productivity.

This report contains market size and forecasts of Clickstream Analytics in Global, including the following market information:

Global Clickstream Analytics Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Clickstream Analytics market was valued at 856.9 million in 2021 and is projected to reach US\$ 1923.8 million by 2028, at a CAGR of 12.2% during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Software Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Clickstream Analytics include Adobe Systems (US), AT Internet (US), Google (US), IBM (US), Microsoft (US), Oracle (US), SAP SE (Germany), Connexity (US) and Hewlett Packard Enterprise (US), etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Clickstream Analytics companies, and industry experts on this industry, involving the revenue, demand,

product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Clickstream Analytics Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Clickstream Analytics Market Segment Percentages, by Type, 2021 (%)

Software

Services

Global Clickstream Analytics Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Clickstream Analytics Market Segment Percentages, by Application, 2021 (%)

Click Path Optimization

Website/Application Optimization

Customer Analysis

Basket Analysis and Personalization

Traffic Analysis

Others

Global Clickstream Analytics Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Clickstream Analytics Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Clickstream Analytics revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Clickstream Analytics revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Adobe Systems (US)

AT Internet (US)

Google (US)

IBM (US)

Microsoft (US)

Oracle (US)

SAP SE (Germany)

Connexity (US)

Hewlett Packard Enterprise (US)

Jumpshot (US)

Splunk (US)

Talend (US)

Verto Analytics (Finland)

Webtrends Corporation (US)

Vlocity, Inc (US)

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Clickstream Analytics Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Clickstream Analytics Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 GLOBAL CLICKSTREAM ANALYTICS OVERALL MARKET SIZE

- 2.1 Global Clickstream Analytics Market Size: 2021 VS 2028
- 2.2 Global Clickstream Analytics Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Clickstream Analytics Players in Global Market
- 3.2 Top Global Clickstream Analytics Companies Ranked by Revenue
- 3.3 Global Clickstream Analytics Revenue by Companies
- 3.4 Top 3 and Top 5 Clickstream Analytics Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Clickstream Analytics Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Clickstream Analytics Players in Global Market
 - 3.6.1 List of Global Tier 1 Clickstream Analytics Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Clickstream Analytics Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Clickstream Analytics Market Size Markets, 2021 & 2028

4.1.2 Software

4.1.3 Services

4.2 By Type - Global Clickstream Analytics Revenue & Forecasts

4.2.1 By Type - Global Clickstream Analytics Revenue, 2017-2022

4.2.2 By Type - Global Clickstream Analytics Revenue, 2023-2028

4.2.3 By Type - Global Clickstream Analytics Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Clickstream Analytics Market Size, 2021 & 2028

5.1.2 Click Path Optimization

5.1.3 Website/Application Optimization

5.1.4 Customer Analysis

5.1.5 Basket Analysis and Personalization

5.1.6 Traffic Analysis

5.1.7 Others

5.2 By Application - Global Clickstream Analytics Revenue & Forecasts

5.2.1 By Application - Global Clickstream Analytics Revenue, 2017-2022

5.2.2 By Application - Global Clickstream Analytics Revenue, 2023-2028

5.2.3 By Application - Global Clickstream Analytics Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Clickstream Analytics Market Size, 2021 & 2028

6.2 By Region - Global Clickstream Analytics Revenue & Forecasts

6.2.1 By Region - Global Clickstream Analytics Revenue, 2017-2022

6.2.2 By Region - Global Clickstream Analytics Revenue, 2023-2028

6.2.3 By Region - Global Clickstream Analytics Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Clickstream Analytics Revenue, 2017-2028

6.3.2 US Clickstream Analytics Market Size, 2017-2028

6.3.3 Canada Clickstream Analytics Market Size, 2017-2028

6.3.4 Mexico Clickstream Analytics Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Clickstream Analytics Revenue, 2017-2028

6.4.2 Germany Clickstream Analytics Market Size, 2017-2028

6.4.3 France Clickstream Analytics Market Size, 2017-2028

6.4.4 U.K. Clickstream Analytics Market Size, 2017-2028

6.4.5 Italy Clickstream Analytics Market Size, 2017-2028

6.4.6 Russia Clickstream Analytics Market Size, 2017-2028

6.4.7 Nordic Countries Clickstream Analytics Market Size, 2017-2028

6.4.8 Benelux Clickstream Analytics Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Clickstream Analytics Revenue, 2017-2028

6.5.2 China Clickstream Analytics Market Size, 2017-2028

6.5.3 Japan Clickstream Analytics Market Size, 2017-2028

6.5.4 South Korea Clickstream Analytics Market Size, 2017-2028

6.5.5 Southeast Asia Clickstream Analytics Market Size, 2017-2028

6.5.6 India Clickstream Analytics Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Clickstream Analytics Revenue, 2017-2028

6.6.2 Brazil Clickstream Analytics Market Size, 2017-2028

6.6.3 Argentina Clickstream Analytics Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Clickstream Analytics Revenue, 2017-2028

6.7.2 Turkey Clickstream Analytics Market Size, 2017-2028

6.7.3 Israel Clickstream Analytics Market Size, 2017-2028

6.7.4 Saudi Arabia Clickstream Analytics Market Size, 2017-2028

6.7.5 UAE Clickstream Analytics Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 Adobe Systems (US)

7.1.1 Adobe Systems (US) Corporate Summary

7.1.2 Adobe Systems (US) Business Overview

7.1.3 Adobe Systems (US) Clickstream Analytics Major Product Offerings

7.1.4 Adobe Systems (US) Clickstream Analytics Revenue in Global Market
(2017-2022)

7.1.5 Adobe Systems (US) Key News

7.2 AT Internet (US)

7.2.1 AT Internet (US) Corporate Summary

7.2.2 AT Internet (US) Business Overview

7.2.3 AT Internet (US) Clickstream Analytics Major Product Offerings

7.2.4 AT Internet (US) Clickstream Analytics Revenue in Global Market (2017-2022)

7.2.5 AT Internet (US) Key News

7.3 Google (US)

7.3.1 Google (US) Corporate Summary

7.3.2 Google (US) Business Overview

7.3.3 Google (US) Clickstream Analytics Major Product Offerings

7.3.4 Google (US) Clickstream Analytics Revenue in Global Market (2017-2022)

7.3.5 Google (US) Key News

7.4 IBM (US)

7.4.1 IBM (US) Corporate Summary

7.4.2 IBM (US) Business Overview

7.4.3 IBM (US) Clickstream Analytics Major Product Offerings

7.4.4 IBM (US) Clickstream Analytics Revenue in Global Market (2017-2022)

7.4.5 IBM (US) Key News

7.5 Microsoft (US)

7.5.1 Microsoft (US) Corporate Summary

7.5.2 Microsoft (US) Business Overview

7.5.3 Microsoft (US) Clickstream Analytics Major Product Offerings

7.5.4 Microsoft (US) Clickstream Analytics Revenue in Global Market (2017-2022)

7.5.5 Microsoft (US) Key News

7.6 Oracle (US)

7.6.1 Oracle (US) Corporate Summary

7.6.2 Oracle (US) Business Overview

7.6.3 Oracle (US) Clickstream Analytics Major Product Offerings

7.6.4 Oracle (US) Clickstream Analytics Revenue in Global Market (2017-2022)

7.6.5 Oracle (US) Key News

7.7 SAP SE (Germany)

7.7.1 SAP SE (Germany) Corporate Summary

7.7.2 SAP SE (Germany) Business Overview

7.7.3 SAP SE (Germany) Clickstream Analytics Major Product Offerings

7.7.4 SAP SE (Germany) Clickstream Analytics Revenue in Global Market (2017-2022)

7.7.5 SAP SE (Germany) Key News

7.8 Connexity (US)

7.8.1 Connexity (US) Corporate Summary

7.8.2 Connexity (US) Business Overview

7.8.3 Connexity (US) Clickstream Analytics Major Product Offerings

7.8.4 Connexity (US) Clickstream Analytics Revenue in Global Market (2017-2022)

7.8.5 Connexity (US) Key News

7.9 Hewlett Packard Enterprise (US)

7.9.1 Hewlett Packard Enterprise (US) Corporate Summary

- 7.9.2 Hewlett Packard Enterprise (US) Business Overview
- 7.9.3 Hewlett Packard Enterprise (US) Clickstream Analytics Major Product Offerings
- 7.9.4 Hewlett Packard Enterprise (US) Clickstream Analytics Revenue in Global Market (2017-2022)
- 7.9.5 Hewlett Packard Enterprise (US) Key News
- 7.10 Jumpshot (US)
 - 7.10.1 Jumpshot (US) Corporate Summary
 - 7.10.2 Jumpshot (US) Business Overview
 - 7.10.3 Jumpshot (US) Clickstream Analytics Major Product Offerings
 - 7.10.4 Jumpshot (US) Clickstream Analytics Revenue in Global Market (2017-2022)
 - 7.10.5 Jumpshot (US) Key News
- 7.11 Splunk (US)
 - 7.11.1 Splunk (US) Corporate Summary
 - 7.11.2 Splunk (US) Business Overview
 - 7.11.3 Splunk (US) Clickstream Analytics Major Product Offerings
 - 7.11.4 Splunk (US) Clickstream Analytics Revenue in Global Market (2017-2022)
 - 7.11.5 Splunk (US) Key News
- 7.12 Talend (US)
 - 7.12.1 Talend (US) Corporate Summary
 - 7.12.2 Talend (US) Business Overview
 - 7.12.3 Talend (US) Clickstream Analytics Major Product Offerings
 - 7.12.4 Talend (US) Clickstream Analytics Revenue in Global Market (2017-2022)
 - 7.12.5 Talend (US) Key News
- 7.13 Verto Analytics (Finland)
 - 7.13.1 Verto Analytics (Finland) Corporate Summary
 - 7.13.2 Verto Analytics (Finland) Business Overview
 - 7.13.3 Verto Analytics (Finland) Clickstream Analytics Major Product Offerings
 - 7.13.4 Verto Analytics (Finland) Clickstream Analytics Revenue in Global Market (2017-2022)
 - 7.13.5 Verto Analytics (Finland) Key News
- 7.14 Webtrends Corporation (US)
 - 7.14.1 Webtrends Corporation (US) Corporate Summary
 - 7.14.2 Webtrends Corporation (US) Business Overview
 - 7.14.3 Webtrends Corporation (US) Clickstream Analytics Major Product Offerings
 - 7.14.4 Webtrends Corporation (US) Clickstream Analytics Revenue in Global Market (2017-2022)
 - 7.14.5 Webtrends Corporation (US) Key News
- 7.15 Vlocity, Inc (US)
 - 7.15.1 Vlocity, Inc (US) Corporate Summary

7.15.2 Vlocity, Inc (US) Business Overview

7.15.3 Vlocity, Inc (US) Clickstream Analytics Major Product Offerings

7.15.4 Vlocity, Inc (US) Clickstream Analytics Revenue in Global Market (2017-2022)

7.15.5 Vlocity, Inc (US) Key News

8 CONCLUSION

9 APPENDIX

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Clickstream Analytics Market Opportunities & Trends in Global Market

Table 2. Clickstream Analytics Market Drivers in Global Market

Table 3. Clickstream Analytics Market Restraints in Global Market

Table 4. Key Players of Clickstream Analytics in Global Market

Table 5. Top Clickstream Analytics Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Clickstream Analytics Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Clickstream Analytics Revenue Share by Companies, 2017-2022

Table 8. Global Companies Clickstream Analytics Product Type

Table 9. List of Global Tier 1 Clickstream Analytics Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Clickstream Analytics Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Clickstream Analytics Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Clickstream Analytics Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Clickstream Analytics Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Clickstream Analytics Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Clickstream Analytics Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Clickstream Analytics Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Clickstream Analytics Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Clickstream Analytics Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Clickstream Analytics Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Clickstream Analytics Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Clickstream Analytics Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Clickstream Analytics Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Clickstream Analytics Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Clickstream Analytics Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Clickstream Analytics Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Clickstream Analytics Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Clickstream Analytics Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Clickstream Analytics Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Clickstream Analytics Revenue, (US\$, Mn), 2023-2028

Table 30. Adobe Systems (US) Corporate Summary

Table 31. Adobe Systems (US) Clickstream Analytics Product Offerings

Table 32. Adobe Systems (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 33. AT Internet (US) Corporate Summary

Table 34. AT Internet (US) Clickstream Analytics Product Offerings

Table 35. AT Internet (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 36. Google (US) Corporate Summary

Table 37. Google (US) Clickstream Analytics Product Offerings

Table 38. Google (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 39. IBM (US) Corporate Summary

Table 40. IBM (US) Clickstream Analytics Product Offerings

Table 41. IBM (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 42. Microsoft (US) Corporate Summary

Table 43. Microsoft (US) Clickstream Analytics Product Offerings

Table 44. Microsoft (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 45. Oracle (US) Corporate Summary

Table 46. Oracle (US) Clickstream Analytics Product Offerings

Table 47. Oracle (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 48. SAP SE (Germany) Corporate Summary

Table 49. SAP SE (Germany) Clickstream Analytics Product Offerings

Table 50. SAP SE (Germany) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 51. Connexity (US) Corporate Summary

Table 52. Connexity (US) Clickstream Analytics Product Offerings

Table 53. Connexity (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 54. Hewlett Packard Enterprise (US) Corporate Summary

Table 55. Hewlett Packard Enterprise (US) Clickstream Analytics Product Offerings

Table 56. Hewlett Packard Enterprise (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 57. Jumpshot (US) Corporate Summary

Table 58. Jumpshot (US) Clickstream Analytics Product Offerings

Table 59. Jumpshot (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 60. Splunk (US) Corporate Summary

Table 61. Splunk (US) Clickstream Analytics Product Offerings

Table 62. Splunk (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 63. Talend (US) Corporate Summary

Table 64. Talend (US) Clickstream Analytics Product Offerings

Table 65. Talend (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 66. Verto Analytics (Finland) Corporate Summary

Table 67. Verto Analytics (Finland) Clickstream Analytics Product Offerings

Table 68. Verto Analytics (Finland) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 69. Webtrends Corporation (US) Corporate Summary

Table 70. Webtrends Corporation (US) Clickstream Analytics Product Offerings

Table 71. Webtrends Corporation (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

Table 72. Vlocity, Inc (US) Corporate Summary

Table 73. Vlocity, Inc (US) Clickstream Analytics Product Offerings

Table 74. Vlocity, Inc (US) Clickstream Analytics Revenue (US\$, Mn), (2017-2022)

List Of Figures

LIST OF FIGURES

- Figure 1. Clickstream Analytics Segment by Type in 2021
- Figure 2. Clickstream Analytics Segment by Application in 2021
- Figure 3. Global Clickstream Analytics Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Clickstream Analytics Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Clickstream Analytics Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Clickstream Analytics Revenue in 2021
- Figure 8. By Type - Global Clickstream Analytics Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Clickstream Analytics Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Clickstream Analytics Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Clickstream Analytics Revenue Market Share, 2017-2028
- Figure 12. US Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Clickstream Analytics Revenue Market Share, 2017-2028
- Figure 16. Germany Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 23. By Region - Asia Clickstream Analytics Revenue Market Share, 2017-2028
- Figure 24. China Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 25. Japan Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 26. South Korea Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 27. Southeast Asia Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 28. India Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 29. By Country - South America Clickstream Analytics Revenue Market Share, 2017-2028
- Figure 30. Brazil Clickstream Analytics Revenue, (US\$, Mn), 2017-2028

- Figure 31. Argentina Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 32. By Country - Middle East & Africa Clickstream Analytics Revenue Market Share, 2017-2028
- Figure 33. Turkey Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 34. Israel Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 35. Saudi Arabia Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 36. UAE Clickstream Analytics Revenue, (US\$, Mn), 2017-2028
- Figure 37. Adobe Systems (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 38. AT Internet (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 39. Google (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 40. IBM (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 41. Microsoft (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 42. Oracle (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 43. SAP SE (Germany) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 44. Connexity (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 45. Hewlett Packard Enterprise (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 46. Jumpshot (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 47. Splunk (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 48. Talend (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 49. Verto Analytics (Finland) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 50. Webtrends Corporation (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 51. Vlocity, Inc (US) Clickstream Analytics Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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