

Split Testing Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Split Testing Software, also called A/B testing software, is a method of comparing two versions of a webpage or app against each other to determine which one performs better.

This report contains market size and forecasts of Split Testing Software in Global, including the following market information:

Global Split Testing Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Split Testing Software market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

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

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

The global key manufacturers of Split Testing Software include Optimizely, VWO, AB Tasty, Instapage, Dynamic Yield, Adobe, Freshmarketer, Unbounce and Qubit, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Split Testing Software 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 Split Testing Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Split Testing Software Market Segment Percentages, by Type, 2021 (%)

Web Based

Mobile Based

Full Stack

Global Split Testing Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Split Testing Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

SMEs

Global Split Testing Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Split Testing Software 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 Split Testing Software revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Split Testing Software revenues share in global market, 2021 (%)

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

Optimizely

VWO

AB Tasty

Instapage

Dynamic Yield

Adobe

Freshmarketer

Unbounce

Qubit

Monetate

Kameleoon

ScribbleLive (ion)

Evergage

SiteSpect

Evolv Ascend

Omniconvert

Convert

Landingi

NotifyVisitors

Crazy Egg

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Split Testing Software Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Split Testing Software 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 SPLIT TESTING SOFTWARE OVERALL MARKET SIZE

- 2.1 Global Split Testing Software Market Size: 2021 VS 2028
- 2.2 Global Split Testing Software 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 Split Testing Software Players in Global Market
- 3.2 Top Global Split Testing Software Companies Ranked by Revenue
- 3.3 Global Split Testing Software Revenue by Companies
- 3.4 Top 3 and Top 5 Split Testing Software Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Split Testing Software Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Split Testing Software Players in Global Market
 - 3.6.1 List of Global Tier 1 Split Testing Software Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Split Testing Software Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Split Testing Software Market Size Markets, 2021 & 2028

4.1.2 Web Based

4.1.3 Mobile Based

4.1.4 Full Stack

4.2 By Type - Global Split Testing Software Revenue & Forecasts

4.2.1 By Type - Global Split Testing Software Revenue, 2017-2022

4.2.2 By Type - Global Split Testing Software Revenue, 2023-2028

4.2.3 By Type - Global Split Testing Software Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Split Testing Software Market Size, 2021 & 2028

5.1.2 Large Enterprises

5.1.3 SMEs

5.2 By Application - Global Split Testing Software Revenue & Forecasts

5.2.1 By Application - Global Split Testing Software Revenue, 2017-2022

5.2.2 By Application - Global Split Testing Software Revenue, 2023-2028

5.2.3 By Application - Global Split Testing Software Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Split Testing Software Market Size, 2021 & 2028

6.2 By Region - Global Split Testing Software Revenue & Forecasts

6.2.1 By Region - Global Split Testing Software Revenue, 2017-2022

6.2.2 By Region - Global Split Testing Software Revenue, 2023-2028

6.2.3 By Region - Global Split Testing Software Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Split Testing Software Revenue, 2017-2028

6.3.2 US Split Testing Software Market Size, 2017-2028

6.3.3 Canada Split Testing Software Market Size, 2017-2028

6.3.4 Mexico Split Testing Software Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Split Testing Software Revenue, 2017-2028

6.4.2 Germany Split Testing Software Market Size, 2017-2028

6.4.3 France Split Testing Software Market Size, 2017-2028

6.4.4 U.K. Split Testing Software Market Size, 2017-2028

6.4.5 Italy Split Testing Software Market Size, 2017-2028

6.4.6 Russia Split Testing Software Market Size, 2017-2028

6.4.7 Nordic Countries Split Testing Software Market Size, 2017-2028

6.4.8 Benelux Split Testing Software Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Split Testing Software Revenue, 2017-2028

6.5.2 China Split Testing Software Market Size, 2017-2028

6.5.3 Japan Split Testing Software Market Size, 2017-2028

6.5.4 South Korea Split Testing Software Market Size, 2017-2028

6.5.5 Southeast Asia Split Testing Software Market Size, 2017-2028

6.5.6 India Split Testing Software Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Split Testing Software Revenue, 2017-2028

6.6.2 Brazil Split Testing Software Market Size, 2017-2028

6.6.3 Argentina Split Testing Software Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Split Testing Software Revenue, 2017-2028

6.7.2 Turkey Split Testing Software Market Size, 2017-2028

6.7.3 Israel Split Testing Software Market Size, 2017-2028

6.7.4 Saudi Arabia Split Testing Software Market Size, 2017-2028

6.7.5 UAE Split Testing Software Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 Optimizely

7.1.1 Optimizely Corporate Summary

7.1.2 Optimizely Business Overview

7.1.3 Optimizely Split Testing Software Major Product Offerings

7.1.4 Optimizely Split Testing Software Revenue in Global Market (2017-2022)

7.1.5 Optimizely Key News

7.2 VWO

7.2.1 VWO Corporate Summary

7.2.2 VWO Business Overview

7.2.3 VWO Split Testing Software Major Product Offerings

7.2.4 VWO Split Testing Software Revenue in Global Market (2017-2022)

7.2.5 VWO Key News

7.3 AB Tasty

7.3.1 AB Tasty Corporate Summary

7.3.2 AB Tasty Business Overview

7.3.3 AB Tasty Split Testing Software Major Product Offerings

7.3.4 AB Tasty Split Testing Software Revenue in Global Market (2017-2022)

7.3.5 AB Tasty Key News

7.4 Instapage

7.4.1 Instapage Corporate Summary

7.4.2 Instapage Business Overview

7.4.3 Instapage Split Testing Software Major Product Offerings

7.4.4 Instapage Split Testing Software Revenue in Global Market (2017-2022)

7.4.5 Instapage Key News

7.5 Dynamic Yield

7.5.1 Dynamic Yield Corporate Summary

7.5.2 Dynamic Yield Business Overview

7.5.3 Dynamic Yield Split Testing Software Major Product Offerings

7.5.4 Dynamic Yield Split Testing Software Revenue in Global Market (2017-2022)

7.5.5 Dynamic Yield Key News

7.6 Adobe

7.6.1 Adobe Corporate Summary

7.6.2 Adobe Business Overview

7.6.3 Adobe Split Testing Software Major Product Offerings

7.6.4 Adobe Split Testing Software Revenue in Global Market (2017-2022)

7.6.5 Adobe Key News

7.7 Freshmarketer

7.7.1 Freshmarketer Corporate Summary

7.7.2 Freshmarketer Business Overview

7.7.3 Freshmarketer Split Testing Software Major Product Offerings

7.7.4 Freshmarketer Split Testing Software Revenue in Global Market (2017-2022)

7.7.5 Freshmarketer Key News

7.8 Unbounce

7.8.1 Unbounce Corporate Summary

7.8.2 Unbounce Business Overview

7.8.3 Unbounce Split Testing Software Major Product Offerings

7.8.4 Unbounce Split Testing Software Revenue in Global Market (2017-2022)

7.8.5 Unbounce Key News

7.9 Qubit

7.9.1 Qubit Corporate Summary

7.9.2 Qubit Business Overview

7.9.3 Qubit Split Testing Software Major Product Offerings

7.9.4 Qubit Split Testing Software Revenue in Global Market (2017-2022)

7.9.5 Qubit Key News

7.10 Monetate

7.10.1 Monetate Corporate Summary

7.10.2 Monetate Business Overview

7.10.3 Monetate Split Testing Software Major Product Offerings

7.10.4 Monetate Split Testing Software Revenue in Global Market (2017-2022)

7.10.5 Monetate Key News

7.11 Kameleoon

7.11.1 Kameleoon Corporate Summary

7.11.2 Kameleoon Business Overview

7.11.3 Kameleoon Split Testing Software Major Product Offerings

7.11.4 Kameleoon Split Testing Software Revenue in Global Market (2017-2022)

7.11.5 Kameleoon Key News

7.12 ScribbleLive (ion)

7.12.1 ScribbleLive (ion) Corporate Summary

7.12.2 ScribbleLive (ion) Business Overview

7.12.3 ScribbleLive (ion) Split Testing Software Major Product Offerings

7.12.4 ScribbleLive (ion) Split Testing Software Revenue in Global Market (2017-2022)

7.12.5 ScribbleLive (ion) Key News

7.13 Evergage

7.13.1 Evergage Corporate Summary

7.13.2 Evergage Business Overview

7.13.3 Evergage Split Testing Software Major Product Offerings

7.13.4 Evergage Split Testing Software Revenue in Global Market (2017-2022)

7.13.5 Evergage Key News

7.14 SiteSpect

7.14.1 SiteSpect Corporate Summary

7.14.2 SiteSpect Business Overview

7.14.3 SiteSpect Split Testing Software Major Product Offerings

7.14.4 SiteSpect Split Testing Software Revenue in Global Market (2017-2022)

7.14.5 SiteSpect Key News

7.15 Evolv Ascend

7.15.1 Evolv Ascend Corporate Summary

7.15.2 Evolv Ascend Business Overview

7.15.3 Evolv Ascend Split Testing Software Major Product Offerings

7.15.4 Evolv Ascend Split Testing Software Revenue in Global Market (2017-2022)

7.15.5 Evolv Ascend Key News

7.16 Omniconvert

7.16.1 Omniconvert Corporate Summary

7.16.2 Omniconvert Business Overview

- 7.16.3 Omniconvert Split Testing Software Major Product Offerings
- 7.16.4 Omniconvert Split Testing Software Revenue in Global Market (2017-2022)
- 7.16.5 Omniconvert Key News

7.17 Convert

- 7.17.1 Convert Corporate Summary
- 7.17.2 Convert Business Overview
- 7.17.3 Convert Split Testing Software Major Product Offerings
- 7.17.4 Convert Split Testing Software Revenue in Global Market (2017-2022)
- 7.17.5 Convert Key News

7.18 Landingi

- 7.18.1 Landingi Corporate Summary
- 7.18.2 Landingi Business Overview
- 7.18.3 Landingi Split Testing Software Major Product Offerings
- 7.18.4 Landingi Split Testing Software Revenue in Global Market (2017-2022)
- 7.18.5 Landingi Key News

7.19 NotifyVisitors

- 7.19.1 NotifyVisitors Corporate Summary
- 7.19.2 NotifyVisitors Business Overview
- 7.19.3 NotifyVisitors Split Testing Software Major Product Offerings
- 7.19.4 NotifyVisitors Split Testing Software Revenue in Global Market (2017-2022)
- 7.19.5 NotifyVisitors Key News

7.20 Crazy Egg

- 7.20.1 Crazy Egg Corporate Summary
- 7.20.2 Crazy Egg Business Overview
- 7.20.3 Crazy Egg Split Testing Software Major Product Offerings
- 7.20.4 Crazy Egg Split Testing Software Revenue in Global Market (2017-2022)
- 7.20.5 Crazy Egg 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. Split Testing Software Market Opportunities & Trends in Global Market

Table 2. Split Testing Software Market Drivers in Global Market

Table 3. Split Testing Software Market Restraints in Global Market

Table 4. Key Players of Split Testing Software in Global Market

Table 5. Top Split Testing Software Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Split Testing Software Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Split Testing Software Revenue Share by Companies, 2017-2022

Table 8. Global Companies Split Testing Software Product Type

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

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

Table 11. By Type – Global Split Testing Software Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Split Testing Software Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Split Testing Software Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Split Testing Software Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Split Testing Software Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Split Testing Software Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Split Testing Software Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Split Testing Software Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Split Testing Software Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Split Testing Software Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Split Testing Software Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Split Testing Software Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Split Testing Software Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Split Testing Software Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Split Testing Software Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Split Testing Software Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Split Testing Software Revenue, (US\$, Mn), 2023-2028

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

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

Table 30. Optimizely Corporate Summary

Table 31. Optimizely Split Testing Software Product Offerings

Table 32. Optimizely Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 33. VWO Corporate Summary

Table 34. VWO Split Testing Software Product Offerings

Table 35. VWO Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 36. AB Tasty Corporate Summary

Table 37. AB Tasty Split Testing Software Product Offerings

Table 38. AB Tasty Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 39. Instapage Corporate Summary

Table 40. Instapage Split Testing Software Product Offerings

Table 41. Instapage Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 42. Dynamic Yield Corporate Summary

Table 43. Dynamic Yield Split Testing Software Product Offerings

Table 44. Dynamic Yield Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 45. Adobe Corporate Summary

Table 46. Adobe Split Testing Software Product Offerings

Table 47. Adobe Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 48. Freshmarketer Corporate Summary

Table 49. Freshmarketer Split Testing Software Product Offerings

Table 50. Freshmarketer Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 51. Unbounce Corporate Summary

Table 52. Unbounce Split Testing Software Product Offerings

Table 53. Unbounce Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 54. Qubit Corporate Summary

Table 55. Qubit Split Testing Software Product Offerings

Table 56. Qubit Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 57. Monetate Corporate Summary

Table 58. Monetate Split Testing Software Product Offerings

Table 59. Monetate Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 60. Kameleoon Corporate Summary

Table 61. Kameleoon Split Testing Software Product Offerings

Table 62. Kameleoon Split Testing Software Revenue (US\$, Mn), (2017-2022)

Table 63. ScribbleLive (ion) Corporate Summary
Table 64. ScribbleLive (ion) Split Testing Software Product Offerings
Table 65. ScribbleLive (ion) Split Testing Software Revenue (US\$, Mn), (2017-2022)
Table 66. Evergage Corporate Summary
Table 67. Evergage Split Testing Software Product Offerings
Table 68. Evergage Split Testing Software Revenue (US\$, Mn), (2017-2022)
Table 69. SiteSpect Corporate Summary
Table 70. SiteSpect Split Testing Software Product Offerings
Table 71. SiteSpect Split Testing Software Revenue (US\$, Mn), (2017-2022)
Table 72. Evolv Ascend Corporate Summary
Table 73. Evolv Ascend Split Testing Software Product Offerings
Table 74. Evolv Ascend Split Testing Software Revenue (US\$, Mn), (2017-2022)
Table 75. Omniconvert Corporate Summary
Table 76. Omniconvert Split Testing Software Product Offerings
Table 77. Omniconvert Split Testing Software Revenue (US\$, Mn), (2017-2022)
Table 78. Convert Corporate Summary
Table 79. Convert Split Testing Software Product Offerings
Table 80. Convert Split Testing Software Revenue (US\$, Mn), (2017-2022)
Table 81. Landingi Corporate Summary
Table 82. Landingi Split Testing Software Product Offerings
Table 83. Landingi Split Testing Software Revenue (US\$, Mn), (2017-2022)
Table 84. NotifyVisitors Corporate Summary
Table 85. NotifyVisitors Split Testing Software Product Offerings
Table 86. NotifyVisitors Split Testing Software Revenue (US\$, Mn), (2017-2022)
Table 87. Crazy Egg Corporate Summary
Table 88. Crazy Egg Split Testing Software Product Offerings
Table 89. Crazy Egg Split Testing Software Revenue (US\$, Mn), (2017-2022)

List Of Figures

LIST OF FIGURES

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

Figure 30. Brazil Split Testing Software Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Split Testing Software Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Split Testing Software Revenue Market Share, 2017-2028

Figure 33. Turkey Split Testing Software Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Split Testing Software Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Split Testing Software Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Split Testing Software Revenue, (US\$, Mn), 2017-2028

Figure 37. Optimizely Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. VWO Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. AB Tasty Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Instapage Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Dynamic Yield Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Adobe Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Freshmarketer Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Unbounce Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Qubit Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. Monetate Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. Kameleoon Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. ScribbleLive (ion) Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. Evergage Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 50. SiteSpect Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 51. Evolv Ascend Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 52. Omniconvert Split Testing Software Revenue Year Over Year Growth (US\$,

Mn) & (2017-2022)

Figure 53. Convert Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 54. Landingi Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 55. NotifyVisitors Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 56. Crazy Egg Split Testing Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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