

Web Analytics Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Web Analytics Software enables organizations to track and analyze information regarding their website visitors including who they are, how they found the site, what path they take through the site and the actions they take while there. Using these measurements can help organizations gauge the effectiveness of their marketing and advertising efforts as well as how effectively their website operates as a sales tool. Web Analytic applications can also assist with the process of advertising on the web by evaluating the popularity and effectiveness of keyword search terms. Web Analytics software is related to Campaign Management software and Marketing Automation software.

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

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

Global top five companies in 2021 (%)

The global Web Analytics 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.

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

The global key manufacturers of Web Analytics Software include Kissmetrics,

AgencyAnalytics, Agile CRM, Smartlook, ClickCease, Google, SEMrush, Hotjar and Moz, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

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

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

On-Premise

Cloud-Based

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

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

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

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

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

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

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

Kissmetrics

AgencyAnalytics

Agile CRM

Smartlook

ClickCease

Google

SEMrush

Hotjar

Moz

Pendo

Visitor Analytics

Link-Assistant.Com

SimilarWeb

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