

# **Covid-19 Impact on Global Marketing Analytics Tools Market Size, Status and Forecast 2020-2026**

<https://marketpublishers.com/r/CDEE03059B00EN.html>

Date: July 2020

Pages: 131

Price: US\$ 3,900.00 (Single User License)

ID: CDEE03059B00EN

## **Abstracts**

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the Marketing Analytics Tools market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the Marketing Analytics Tools industry.

Based on our recent survey, we have several different scenarios about the Marketing Analytics Tools YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ xx million in 2019. The market size of Marketing Analytics Tools will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global Marketing Analytics Tools market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global Marketing Analytics Tools market in terms of revenue.

Players, stakeholders, and other participants in the global Marketing Analytics Tools

market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on revenue and forecast by each application segment in terms of revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

### Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global Marketing Analytics Tools market, covering important regions, viz, North America, Europe, China, Japan, Southeast Asia, India and Central & South America. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, U.A.E, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of revenue for the period 2015-2026.

### Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global Marketing Analytics Tools market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on revenue by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global Marketing Analytics Tools market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global Marketing Analytics Tools market. The following players are covered in this report:

NINJACAT INC

Improvado?Inc

Alooma?Inc(Google Cloud)

AgencyAnalytics

Adverity

SEMrush

Mixpanel

InsightSquared

Datorama

Domo

Funnel.io

Fivetran?Inc

Supermetrics Oy

TapClicks

AdStage

## Marketing Analytics Tools Breakdown Data by Type

Cloud, SaaS, Web

Mobile-Android Native

Mobile-iOS Native

Installed

## Marketing Analytics Tools Breakdown Data by Application

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

Other

## Contents

### 1 REPORT OVERVIEW

- 1.1 Study Scope
- 1.2 Key Market Segments
- 1.3 Players Covered: Ranking by Marketing Analytics Tools Revenue
- 1.4 Market Analysis by Type
  - 1.4.1 Global Marketing Analytics Tools Market Size Growth Rate by Type: 2020 VS 2026
  - 1.4.2 Cloud, SaaS, Web
  - 1.4.3 Mobile-Android Native
  - 1.4.4 Mobile-iOS Native
  - 1.4.5 Installed
- 1.5 Market by Application
  - 1.5.1 Global Marketing Analytics Tools Market Share by Application: 2020 VS 2026
  - 1.5.2 Large Enterprises
  - 1.5.3 Small and Medium-sized Enterprises (SMEs)
  - 1.5.4 Other
- 1.6 Coronavirus Disease 2019 (Covid-19): Marketing Analytics Tools Industry Impact
  - 1.6.1 How the Covid-19 is Affecting the Marketing Analytics Tools Industry
    - 1.6.1.1 Marketing Analytics Tools Business Impact Assessment - Covid-19
    - 1.6.1.2 Supply Chain Challenges
    - 1.6.1.3 COVID-19's Impact On Crude Oil and Refined Products
  - 1.6.2 Market Trends and Marketing Analytics Tools Potential Opportunities in the COVID-19 Landscape
  - 1.6.3 Measures / Proposal against Covid-19
    - 1.6.3.1 Government Measures to Combat Covid-19 Impact
    - 1.6.3.2 Proposal for Marketing Analytics Tools Players to Combat Covid-19 Impact
- 1.7 Study Objectives
- 1.8 Years Considered

### 2 GLOBAL GROWTH TRENDS BY REGIONS

- 2.1 Marketing Analytics Tools Market Perspective (2015-2026)
- 2.2 Marketing Analytics Tools Growth Trends by Regions
  - 2.2.1 Marketing Analytics Tools Market Size by Regions: 2015 VS 2020 VS 2026
  - 2.2.2 Marketing Analytics Tools Historic Market Share by Regions (2015-2020)
  - 2.2.3 Marketing Analytics Tools Forecasted Market Size by Regions (2021-2026)

## 2.3 Industry Trends and Growth Strategy

2.3.1 Market Top Trends

2.3.2 Market Drivers

2.3.3 Market Challenges

2.3.4 Porter's Five Forces Analysis

2.3.5 Marketing Analytics Tools Market Growth Strategy

2.3.6 Primary Interviews with Key Marketing Analytics Tools Players (Opinion Leaders)

## 3 COMPETITION LANDSCAPE BY KEY PLAYERS

### 3.1 Global Top Marketing Analytics Tools Players by Market Size

3.1.1 Global Top Marketing Analytics Tools Players by Revenue (2015-2020)

3.1.2 Global Marketing Analytics Tools Revenue Market Share by Players (2015-2020)

3.1.3 Global Marketing Analytics Tools Market Share by Company Type (Tier 1, Tier 2 and Tier 3)

### 3.2 Global Marketing Analytics Tools Market Concentration Ratio

3.2.1 Global Marketing Analytics Tools Market Concentration Ratio (CR5 and HHI)

3.2.2 Global Top 10 and Top 5 Companies by Marketing Analytics Tools Revenue in 2019

### 3.3 Marketing Analytics Tools Key Players Head office and Area Served

### 3.4 Key Players Marketing Analytics Tools Product Solution and Service

### 3.5 Date of Enter into Marketing Analytics Tools Market

### 3.6 Mergers & Acquisitions, Expansion Plans

## 4 BREAKDOWN DATA BY TYPE (2015-2026)

### 4.1 Global Marketing Analytics Tools Historic Market Size by Type (2015-2020)

### 4.2 Global Marketing Analytics Tools Forecasted Market Size by Type (2021-2026)

## 5 MARKETING ANALYTICS TOOLS BREAKDOWN DATA BY APPLICATION (2015-2026)

### 5.1 Global Marketing Analytics Tools Market Size by Application (2015-2020)

### 5.2 Global Marketing Analytics Tools Forecasted Market Size by Application (2021-2026)

## 6 NORTH AMERICA

### 6.1 North America Marketing Analytics Tools Market Size (2015-2020)

- 6.2 Marketing Analytics Tools Key Players in North America (2019-2020)
- 6.3 North America Marketing Analytics Tools Market Size by Type (2015-2020)
- 6.4 North America Marketing Analytics Tools Market Size by Application (2015-2020)

## **7 EUROPE**

- 7.1 Europe Marketing Analytics Tools Market Size (2015-2020)
- 7.2 Marketing Analytics Tools Key Players in Europe (2019-2020)
- 7.3 Europe Marketing Analytics Tools Market Size by Type (2015-2020)
- 7.4 Europe Marketing Analytics Tools Market Size by Application (2015-2020)

## **8 CHINA**

- 8.1 China Marketing Analytics Tools Market Size (2015-2020)
- 8.2 Marketing Analytics Tools Key Players in China (2019-2020)
- 8.3 China Marketing Analytics Tools Market Size by Type (2015-2020)
- 8.4 China Marketing Analytics Tools Market Size by Application (2015-2020)

## **9 JAPAN**

- 9.1 Japan Marketing Analytics Tools Market Size (2015-2020)
- 9.2 Marketing Analytics Tools Key Players in Japan (2019-2020)
- 9.3 Japan Marketing Analytics Tools Market Size by Type (2015-2020)
- 9.4 Japan Marketing Analytics Tools Market Size by Application (2015-2020)

## **10 SOUTHEAST ASIA**

- 10.1 Southeast Asia Marketing Analytics Tools Market Size (2015-2020)
- 10.2 Marketing Analytics Tools Key Players in Southeast Asia (2019-2020)
- 10.3 Southeast Asia Marketing Analytics Tools Market Size by Type (2015-2020)
- 10.4 Southeast Asia Marketing Analytics Tools Market Size by Application (2015-2020)

## **11 INDIA**

- 11.1 India Marketing Analytics Tools Market Size (2015-2020)
- 11.2 Marketing Analytics Tools Key Players in India (2019-2020)
- 11.3 India Marketing Analytics Tools Market Size by Type (2015-2020)
- 11.4 India Marketing Analytics Tools Market Size by Application (2015-2020)

## **12 CENTRAL & SOUTH AMERICA**

- 12.1 Central & South America Marketing Analytics Tools Market Size (2015-2020)
- 12.2 Marketing Analytics Tools Key Players in Central & South America (2019-2020)
- 12.3 Central & South America Marketing Analytics Tools Market Size by Type (2015-2020)
- 12.4 Central & South America Marketing Analytics Tools Market Size by Application (2015-2020)

## **13 KEY PLAYERS PROFILES**

### **13.1 NINJACAT INC**

- 13.1.1 NINJACAT INC Company Details
- 13.1.2 NINJACAT INC Business Overview and Its Total Revenue
- 13.1.3 NINJACAT INC Marketing Analytics Tools Introduction
- 13.1.4 NINJACAT INC Revenue in Marketing Analytics Tools Business (2015-2020))
- 13.1.5 NINJACAT INC Recent Development

### **13.2 Improvado?Inc**

- 13.2.1 Improvado?Inc Company Details
- 13.2.2 Improvado?Inc Business Overview and Its Total Revenue
- 13.2.3 Improvado?Inc Marketing Analytics Tools Introduction
- 13.2.4 Improvado?Inc Revenue in Marketing Analytics Tools Business (2015-2020)
- 13.2.5 Improvado?Inc Recent Development

### **13.3 Alooma?Inc(Google Cloud)**

- 13.3.1 Alooma?Inc(Google Cloud) Company Details
- 13.3.2 Alooma?Inc(Google Cloud) Business Overview and Its Total Revenue
- 13.3.3 Alooma?Inc(Google Cloud) Marketing Analytics Tools Introduction
- 13.3.4 Alooma?Inc(Google Cloud) Revenue in Marketing Analytics Tools Business (2015-2020)
- 13.3.5 Alooma?Inc(Google Cloud) Recent Development

### **13.4 AgencyAnalytics**

- 13.4.1 AgencyAnalytics Company Details
- 13.4.2 AgencyAnalytics Business Overview and Its Total Revenue
- 13.4.3 AgencyAnalytics Marketing Analytics Tools Introduction
- 13.4.4 AgencyAnalytics Revenue in Marketing Analytics Tools Business (2015-2020)
- 13.4.5 AgencyAnalytics Recent Development

### **13.5 Adverity**

- 13.5.1 Adverity Company Details
- 13.5.2 Adverity Business Overview and Its Total Revenue



- 13.5.3 Adverity Marketing Analytics Tools Introduction
- 13.5.4 Adverity Revenue in Marketing Analytics Tools Business (2015-2020)
- 13.5.5 Adverity Recent Development
- 13.6 SEMrush
  - 13.6.1 SEMrush Company Details
  - 13.6.2 SEMrush Business Overview and Its Total Revenue
  - 13.6.3 SEMrush Marketing Analytics Tools Introduction
  - 13.6.4 SEMrush Revenue in Marketing Analytics Tools Business (2015-2020)
  - 13.6.5 SEMrush Recent Development
- 13.7 Mixpanel
  - 13.7.1 Mixpanel Company Details
  - 13.7.2 Mixpanel Business Overview and Its Total Revenue
  - 13.7.3 Mixpanel Marketing Analytics Tools Introduction
  - 13.7.4 Mixpanel Revenue in Marketing Analytics Tools Business (2015-2020)
  - 13.7.5 Mixpanel Recent Development
- 13.8 InsightSquared
  - 13.8.1 InsightSquared Company Details
  - 13.8.2 InsightSquared Business Overview and Its Total Revenue
  - 13.8.3 InsightSquared Marketing Analytics Tools Introduction
  - 13.8.4 InsightSquared Revenue in Marketing Analytics Tools Business (2015-2020)
  - 13.8.5 InsightSquared Recent Development
- 13.9 Datorama
  - 13.9.1 Datorama Company Details
  - 13.9.2 Datorama Business Overview and Its Total Revenue
  - 13.9.3 Datorama Marketing Analytics Tools Introduction
  - 13.9.4 Datorama Revenue in Marketing Analytics Tools Business (2015-2020)
  - 13.9.5 Datorama Recent Development
- 13.10 Domo
  - 13.10.1 Domo Company Details
  - 13.10.2 Domo Business Overview and Its Total Revenue
  - 13.10.3 Domo Marketing Analytics Tools Introduction
  - 13.10.4 Domo Revenue in Marketing Analytics Tools Business (2015-2020)
  - 13.10.5 Domo Recent Development
- 13.11 Funnel.io
  - 10.11.1 Funnel.io Company Details
  - 10.11.2 Funnel.io Business Overview and Its Total Revenue
  - 10.11.3 Funnel.io Marketing Analytics Tools Introduction
  - 10.11.4 Funnel.io Revenue in Marketing Analytics Tools Business (2015-2020)
  - 10.11.5 Funnel.io Recent Development

### 13.12 Fivetran?Inc

10.12.1 Fivetran?Inc Company Details

10.12.2 Fivetran?Inc Business Overview and Its Total Revenue

10.12.3 Fivetran?Inc Marketing Analytics Tools Introduction

10.12.4 Fivetran?Inc Revenue in Marketing Analytics Tools Business (2015-2020)

10.12.5 Fivetran?Inc Recent Development

### 13.13 Supermetrics Oy

10.13.1 Supermetrics Oy Company Details

10.13.2 Supermetrics Oy Business Overview and Its Total Revenue

10.13.3 Supermetrics Oy Marketing Analytics Tools Introduction

10.13.4 Supermetrics Oy Revenue in Marketing Analytics Tools Business (2015-2020)

10.13.5 Supermetrics Oy Recent Development

### 13.14 TapClicks

10.14.1 TapClicks Company Details

10.14.2 TapClicks Business Overview and Its Total Revenue

10.14.3 TapClicks Marketing Analytics Tools Introduction

10.14.4 TapClicks Revenue in Marketing Analytics Tools Business (2015-2020)

10.14.5 TapClicks Recent Development

### 13.15 AdStage

10.15.1 AdStage Company Details

10.15.2 AdStage Business Overview and Its Total Revenue

10.15.3 AdStage Marketing Analytics Tools Introduction

10.15.4 AdStage Revenue in Marketing Analytics Tools Business (2015-2020)

10.15.5 AdStage Recent Development

## **14 ANALYST'S VIEWPOINTS/CONCLUSIONS**

## **15 APPENDIX**

### 15.1 Research Methodology

15.1.1 Methodology/Research Approach

15.1.2 Data Source

### 15.2 Disclaimer

### 15.3 Author Details

## List Of Tables

### LIST OF TABLES

Table 1. Marketing Analytics Tools Key Market Segments

Table 2. Key Players Covered: Ranking by Marketing Analytics Tools Revenue

Table 3. Ranking of Global Top Marketing Analytics Tools Manufacturers by Revenue (US\$ Million) in 2019

Table 4. Global Marketing Analytics Tools Market Size Growth Rate by Type (US\$ Million): 2020 VS 2026

Table 5. Key Players of Cloud, SaaS, Web

Table 6. Key Players of Mobile-Android Native

Table 7. Key Players of Mobile-iOS Native

Table 8. Key Players of Installed

Table 9. COVID-19 Impact Global Market: (Four Marketing Analytics Tools Market Size Forecast Scenarios)

Table 10. Opportunities and Trends for Marketing Analytics Tools Players in the COVID-19 Landscape

Table 11. Present Opportunities in China & Elsewhere Due to the Coronavirus Crisis

Table 12. Key Regions/Countries Measures against Covid-19 Impact

Table 13. Proposal for Marketing Analytics Tools Players to Combat Covid-19 Impact

Table 14. Global Marketing Analytics Tools Market Size Growth by Application (US\$ Million): 2020 VS 2026

Table 15. Global Marketing Analytics Tools Market Size by Regions (US\$ Million): 2020 VS 2026

Table 16. Global Marketing Analytics Tools Market Size by Regions (2015-2020) (US\$ Million)

Table 17. Global Marketing Analytics Tools Market Share by Regions (2015-2020)

Table 18. Global Marketing Analytics Tools Forecasted Market Size by Regions (2021-2026) (US\$ Million)

Table 19. Global Marketing Analytics Tools Market Share by Regions (2021-2026)

Table 20. Market Top Trends

Table 21. Key Drivers: Impact Analysis

Table 22. Key Challenges

Table 23. Marketing Analytics Tools Market Growth Strategy

Table 24. Main Points Interviewed from Key Marketing Analytics Tools Players

Table 25. Global Marketing Analytics Tools Revenue by Players (2015-2020) (Million US\$)

Table 26. Global Marketing Analytics Tools Market Share by Players (2015-2020)

Table 27. Global Top Marketing Analytics Tools Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Marketing Analytics Tools as of 2019)

Table 28. Global Marketing Analytics Tools by Players Market Concentration Ratio (CR5 and HHI)

Table 29. Key Players Headquarters and Area Served

Table 30. Key Players Marketing Analytics Tools Product Solution and Service

Table 31. Date of Enter into Marketing Analytics Tools Market

Table 32. Mergers & Acquisitions, Expansion Plans

Table 33. Global Marketing Analytics Tools Market Size by Type (2015-2020) (Million US\$)

Table 34. Global Marketing Analytics Tools Market Size Share by Type (2015-2020)

Table 35. Global Marketing Analytics Tools Revenue Market Share by Type (2021-2026)

Table 36. Global Marketing Analytics Tools Market Size Share by Application (2015-2020)

Table 37. Global Marketing Analytics Tools Market Size by Application (2015-2020) (Million US\$)

Table 38. Global Marketing Analytics Tools Market Size Share by Application (2021-2026)

Table 39. North America Key Players Marketing Analytics Tools Revenue (2019-2020) (Million US\$)

Table 40. North America Key Players Marketing Analytics Tools Market Share (2019-2020)

Table 41. North America Marketing Analytics Tools Market Size by Type (2015-2020) (Million US\$)

Table 42. North America Marketing Analytics Tools Market Share by Type (2015-2020)

Table 43. North America Marketing Analytics Tools Market Size by Application (2015-2020) (Million US\$)

Table 44. North America Marketing Analytics Tools Market Share by Application (2015-2020)

Table 45. Europe Key Players Marketing Analytics Tools Revenue (2019-2020) (Million US\$)

Table 46. Europe Key Players Marketing Analytics Tools Market Share (2019-2020)

Table 47. Europe Marketing Analytics Tools Market Size by Type (2015-2020) (Million US\$)

Table 48. Europe Marketing Analytics Tools Market Share by Type (2015-2020)

Table 49. Europe Marketing Analytics Tools Market Size by Application (2015-2020) (Million US\$)

Table 50. Europe Marketing Analytics Tools Market Share by Application (2015-2020)

Table 51. China Key Players Marketing Analytics Tools Revenue (2019-2020) (Million US\$)

Table 52. China Key Players Marketing Analytics Tools Market Share (2019-2020)

Table 53. China Marketing Analytics Tools Market Size by Type (2015-2020) (Million US\$)

Table 54. China Marketing Analytics Tools Market Share by Type (2015-2020)

Table 55. China Marketing Analytics Tools Market Size by Application (2015-2020) (Million US\$)

Table 56. China Marketing Analytics Tools Market Share by Application (2015-2020)

Table 57. Japan Key Players Marketing Analytics Tools Revenue (2019-2020) (Million US\$)

Table 58. Japan Key Players Marketing Analytics Tools Market Share (2019-2020)

Table 59. Japan Marketing Analytics Tools Market Size by Type (2015-2020) (Million US\$)

Table 60. Japan Marketing Analytics Tools Market Share by Type (2015-2020)

Table 61. Japan Marketing Analytics Tools Market Size by Application (2015-2020) (Million US\$)

Table 62. Japan Marketing Analytics Tools Market Share by Application (2015-2020)

Table 63. Southeast Asia Key Players Marketing Analytics Tools Revenue (2019-2020) (Million US\$)

Table 64. Southeast Asia Key Players Marketing Analytics Tools Market Share (2019-2020)

Table 65. Southeast Asia Marketing Analytics Tools Market Size by Type (2015-2020) (Million US\$)

Table 66. Southeast Asia Marketing Analytics Tools Market Share by Type (2015-2020)

Table 67. Southeast Asia Marketing Analytics Tools Market Size by Application (2015-2020) (Million US\$)

Table 68. Southeast Asia Marketing Analytics Tools Market Share by Application (2015-2020)

Table 69. India Key Players Marketing Analytics Tools Revenue (2019-2020) (Million US\$)

Table 70. India Key Players Marketing Analytics Tools Market Share (2019-2020)

Table 71. India Marketing Analytics Tools Market Size by Type (2015-2020) (Million US\$)

Table 72. India Marketing Analytics Tools Market Share by Type (2015-2020)

Table 73. India Marketing Analytics Tools Market Size by Application (2015-2020) (Million US\$)

Table 74. India Marketing Analytics Tools Market Share by Application (2015-2020)

Table 75. Central & South America Key Players Marketing Analytics Tools Revenue

(2019-2020) (Million US\$)

Table 76. Central & South America Key Players Marketing Analytics Tools Market Share (2019-2020)

Table 77. Central & South America Marketing Analytics Tools Market Size by Type (2015-2020) (Million US\$)

Table 78. Central & South America Marketing Analytics Tools Market Share by Type (2015-2020)

Table 79. Central & South America Marketing Analytics Tools Market Size by Application (2015-2020) (Million US\$)

Table 80. Central & South America Marketing Analytics Tools Market Share by Application (2015-2020)

Table 81. NINJACAT INC Company Details

Table 82. NINJACAT INC Business Overview

Table 83. NINJACAT INC Product

Table 84. NINJACAT INC Revenue in Marketing Analytics Tools Business (2015-2020) (Million US\$)

Table 85. NINJACAT INC Recent Development

Table 86. Improvado?Inc Company Details

Table 87. Improvado?Inc Business Overview

Table 88. Improvado?Inc Product

Table 89. Improvado?Inc Revenue in Marketing Analytics Tools Business (2015-2020) (Million US\$)

Table 90. Improvado?Inc Recent Development

Table 91. Aloomo?Inc(Google Cloud) Company Details

Table 92. Aloomo?Inc(Google Cloud) Business Overview

Table 93. Aloomo?Inc(Google Cloud) Product

Table 94. Aloomo?Inc(Google Cloud) Revenue in Marketing Analytics Tools Business (2015-2020) (Million US\$)

Table 95. Aloomo?Inc(Google Cloud) Recent Development

Table 96. AgencyAnalytics Company Details

Table 97. AgencyAnalytics Business Overview

Table 98. AgencyAnalytics Product

Table 99. AgencyAnalytics Revenue in Marketing Analytics Tools Business (2015-2020) (Million US\$)

Table 100. AgencyAnalytics Recent Development

Table 101. Adverity Company Details

Table 102. Adverity Business Overview

Table 103. Adverity Product

Table 104. Adverity Revenue in Marketing Analytics Tools Business (2015-2020)

(Million US\$)

Table 105. Adverity Recent Development

Table 106. SEMrush Company Details

Table 107. SEMrush Business Overview

Table 108. SEMrush Product

Table 109. SEMrush Revenue in Marketing Analytics Tools Business (2015-2020)

(Million US\$)

Table 110. SEMrush Recent Development

Table 111. Mixpanel Company Details

Table 112. Mixpanel Business Overview

Table 113. Mixpanel Product

Table 114. Mixpanel Revenue in Marketing Analytics Tools Business (2015-2020)

(Million US\$)

Table 115. Mixpanel Recent Development

Table 116. InsightSquared Business Overview

Table 117. InsightSquared Product

Table 118. InsightSquared Company Details

Table 119. InsightSquared Revenue in Marketing Analytics Tools Business (2015-2020)

(Million US\$)

Table 120. InsightSquared Recent Development

Table 121. Datorama Company Details

Table 122. Datorama Business Overview

Table 123. Datorama Product

Table 124. Datorama Revenue in Marketing Analytics Tools Business (2015-2020)

(Million US\$)

Table 125. Datorama Recent Development

Table 126. Domo Company Details

Table 127. Domo Business Overview

Table 128. Domo Product

Table 129. Domo Revenue in Marketing Analytics Tools Business (2015-2020) (Million

US\$)

Table 130. Domo Recent Development

Table 131. Funnel.io Company Details

Table 132. Funnel.io Business Overview

Table 133. Funnel.io Product

Table 134. Funnel.io Revenue in Marketing Analytics Tools Business (2015-2020)

(Million US\$)

Table 135. Funnel.io Recent Development

Table 136. Fivetran?Inc Company Details

- Table 137. Fivetran?Inc Business Overview
- Table 138. Fivetran?Inc Product
- Table 139. Fivetran?Inc Revenue in Marketing Analytics Tools Business (2015-2020) (Million US\$)
- Table 140. Fivetran?Inc Recent Development
- Table 141. Supermetrics Oy Company Details
- Table 142. Supermetrics Oy Business Overview
- Table 143. Supermetrics Oy Product
- Table 144. Supermetrics Oy Revenue in Marketing Analytics Tools Business (2015-2020) (Million US\$)
- Table 145. Supermetrics Oy Recent Development
- Table 146. TapClicks Company Details
- Table 147. TapClicks Business Overview
- Table 148. TapClicks Product
- Table 149. TapClicks Revenue in Marketing Analytics Tools Business (2015-2020) (Million US\$)
- Table 150. TapClicks Recent Development
- Table 151. AdStage Company Details
- Table 152. AdStage Business Overview
- Table 153. AdStage Product
- Table 154. AdStage Revenue in Marketing Analytics Tools Business (2015-2020) (Million US\$)
- Table 155. AdStage Recent Development
- Table 156. Research Programs/Design for This Report
- Table 157. Key Data Information from Secondary Sources
- Table 158. Key Data Information from Primary Sources



## List Of Figures

### LIST OF FIGURES

- Figure 1. Global Marketing Analytics Tools Market Share by Type: 2020 VS 2026
- Figure 2. Cloud, SaaS, Web Features
- Figure 3. Mobile-Android Native Features
- Figure 4. Mobile-iOS Native Features
- Figure 5. Installed Features
- Figure 6. Global Marketing Analytics Tools Market Share by Application: 2020 VS 2026
- Figure 7. Large Enterprises Case Studies
- Figure 8. Small and Medium-sized Enterprises (SMEs) Case Studies
- Figure 9. Other Case Studies
- Figure 10. Marketing Analytics Tools Report Years Considered
- Figure 11. Global Marketing Analytics Tools Market Size YoY Growth 2015-2026 (US\$ Million)
- Figure 12. Global Marketing Analytics Tools Market Share by Regions: 2020 VS 2026
- Figure 13. Global Marketing Analytics Tools Market Share by Regions (2021-2026)
- Figure 14. Porter's Five Forces Analysis
- Figure 15. Global Marketing Analytics Tools Market Share by Players in 2019
- Figure 16. Global Top Marketing Analytics Tools Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Marketing Analytics Tools as of 2019)
- Figure 17. The Top 10 and 5 Players Market Share by Marketing Analytics Tools Revenue in 2019
- Figure 18. North America Marketing Analytics Tools Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 19. Europe Marketing Analytics Tools Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 20. China Marketing Analytics Tools Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 21. Japan Marketing Analytics Tools Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 22. Southeast Asia Marketing Analytics Tools Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 23. India Marketing Analytics Tools Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 24. Central & South America Marketing Analytics Tools Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 25. NINJACAT INC Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 26. NINJACAT INC Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 27. Improvado?Inc Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 28. Improvado?Inc Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 29. Aloomaa?Inc(Google Cloud) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 30. Aloomaa?Inc(Google Cloud) Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 31. AgencyAnalytics Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 32. AgencyAnalytics Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 33. Adverity Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 34. Adverity Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 35. SEMrush Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 36. SEMrush Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 37. Mixpanel Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 38. Mixpanel Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 39. InsightSquared Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 40. InsightSquared Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 41. Datorama Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 42. Datorama Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 43. Domo Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 44. Domo Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 45. Funnel.io Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 46. Funnel.io Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 47. Fivetran?Inc Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 48. Fivetran?Inc Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 49. Supermetrics Oy Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 50. Supermetrics Oy Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 51. TapClicks Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 52. TapClicks Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 53. AdStage Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 54. AdStage Revenue Growth Rate in Marketing Analytics Tools Business (2015-2020)

Figure 55. Bottom-up and Top-down Approaches for This Report

Figure 56. Data Triangulation

Figure 57. Key Executives Interviewed

## I would like to order

Product name: Covid-19 Impact on Global Marketing Analytics Tools Market Size, Status and Forecast 2020-2026

Product link: <https://marketpublishers.com/r/CDEE03059B00EN.html>

Price: US\$ 3,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CDEE03059B00EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

