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Clickstream Analytics - Global Market Outlook (2017-2023)

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Abstracts

According to Stratistics MRC, the Global Clickstream Analytics market is expected to grow from $ 556.92 million in 2016 to reach $ 1646.51 million by 2023 with a CAGR of 16.7%. Growing demand for eCommerce which leads to rise in consumer data, huge acceptance of traditional techniques to digital techniques is favouring the market. In addition, raise in data privacy issues and regulations are hampering the market.

Customers accessing the internet in huge number have acquired the largest market share which is dominating the basket analysis and personalization segment. By end user, retail and ecommerce segment is growing rapidly due to the increase of clickstream data in daily life and rising demand for online shopping. North America followed by Asia Pacific is dominating the clickstream market with the use of new technologies.

Some of the key players in global clickstream market include Webtrends, Vlocity, Inc, Verto Analytics, Inc, Talend S.A, Splunk, Inc, SAP SE, Oracle Corporation, Microsoft Corporation, Jumpshot, Inc, International Business Machines Corporation, Hewlett Packard Enterprise, Google, Inc, Connexity, Inc, At Internet and Adobe Systems Incorporated.

Applications Covered:

Website/Application Optimization

Click Path Optimization

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- Basket Analysis and Personalization
- Traffic Analysis
- Customer Analysis
- Other Business Applications

Organization Sizes Covered:
- Small Enterprises
- Large Enterprises
- Medium Enterprises

Types Covered:
- Services
- Managed Services
- Professional Services
- Software

Deployment Models Covered:
- On-Demand
- On-Premises

End Users Covered:
- Travel and Hospitality
- Transportation and Logistics
- Telecom and IT
- Retail and Ecommerce
- Media and Entertainment
- Government

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Energy and Utilities

Banking, Financial Services, and Insurance

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

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Rest of Asia Pacific

Rest of the World

Middle East

Brazil

Argentina

South Africa

Egypt

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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