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Web Analytics Market Outlook - Global Trends, Forecast, and Opportunity Assessment (2014-2022)

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Abstracts

The Global Web Analytics market is accounted for $1.28 billion in 2014 and is poised to reach $5.12 billion by 2022 growing at a CAGR of 18.9% during the forecast period 2014 to 2022. One of the key drivers for the market growth is development of marketing activities to remain at equivalence with the competitors in the current cut throat environment. Progression of technology, amplified penetration of internet and mobile phones, and altering lifestyles of consumers are some of the factors fueling the market growth. However, scarcity of skilled labor is inhibiting the market.

The United States remains a prominent market for Web analytics. The U.S. market is witnessing healthy growth due to the rising acceptance of web analytics among small and medium scale firms. In contrast, European debt crunch, as well as political instability in the Middle East, could lead to decreased investment by companies for analytical tools. However, Asia-Pacific represents the fastest growing regional market. Web analytics market will persist to feel the hassle of privacy concerns, free analytical tools and the launch of browsers such as Google Chrome and internet explorer 8.

The key players in the Global Web Analytics Market include Google, IBM, SAS, Adobe Systems, Microstrategy, Tableau Software, Splunk, Teradata Corporation, At Internet and Webtrends

Types Covered:

Off-site web analytics

On-site web analytics

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Applications Covered

Traffic management

Social media management

Personalization

Online fraud detection

Online advertising

Performance monitoring

Multichannel campaign analysis

Display advertising optimization

Digital rights management

Business and market research

Behavioural targeting

Others

Deployment type Covered

On-premise

On-demand

Industries Covered

Retail

IT & Telecom

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Healthcare

Government

Entertainment and media

Banking, Financial Services and Insurance (BFSI)

Others

Solutions Covered

Marketing automation

Search engine tracking and ranking

Heat map analytics

Behaviour based targeting solutions

Others

Services Covered

Professional Services

Support & Maintenance

Regions Covered:

North America

US

Canada

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Europe
- Germany
- France
- Italy
- UK
- Spain

Asia Pacific
- Japan
- China
- India
- Australia
- New Zealand
- Rest of Asia

Rest of the World
- Latin America
- Middle East
- Africa
- Others

What our report offers:

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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 8 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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