

Today, large enterprises as well as small and medium businesses (SMBs) rely largely on the digital data gathered through their web portals. This is because of the rising need of the digital marketers, advertisers and publishers to segment their premium buyers from other customers, track the overall website visitor traffic, manage ad campaigns and improve the complete website performance. Web analytics market solutions cater to all these requirements, and help the enterprises in reforming their business strategies and add to the online sales. Enterprises across diversified verticals such as retail and consumer goods, healthcare, travel and tourism and others collect data from various sources to understand the customer needs, preference, and drivers for customer loyalty.

IBM, Adobe Systems, Oracle, SAS, Google and Yahoo are active vendors in the web analytics market. These vendors offer their solutions to capture all the interactions and apply big data technologies to derive valuable insights and trends of the customers' purchasing behavior. This report provides global market trends, overall adoption scenario, competitive landscape, and key drivers in this market. The report aims at estimating the current market size and the future growth potential of this market across verticals and regions based on the various types of applications.

This report has segmented the global web analytics market by solutions, services, deployment type, applications, verticals, and regions.

On the basis of solutions:

This market is segmented on the basis of solutions such as marketing automation, search engine tracking and ranking, heat map analytics; behavior based targeting solutions and others.

On the basis of applications:

This market is segmented on the basis of applications into social media management, targeting and behavioral analysis, display advertising optimization, multichannel campaign analysis, performance monitoring, and others.

On the basis of deployment type:

This market is segmented on the basis of deployment types including on-premise and on-demand.

On the basis of verticals:

The market for web analytics is classified into different industry verticals such as Banking, Financial Services and Insurance (BFSI), consumer goods and retail, healthcare and life science, government, travel and hospitality, telecommunication and Information Technology (IT), media and entertainment, and others.

On the basis of geographical regions:

Geographical regions are classified into North America (NA), Europe, Latin America (LA), Asia-Pacific (APAC), and Middle East and Africa (MEA).

Contents: 1 Introduction
1.1 Objectives
1.2 Report Description
1.3 Markets Covered
1.4 Stakeholders
1.5 Research Methodology
1.5.1 Key Data
1.5.2 Data Triangulation and Market Forecasting
1.6 Forecast Assumptions

2 Executive Summary
2.1 Abstract
2.2 Overall Market Size

3 Market Overview
3.1 Market Definition
3.2 Market Evolution
3.3 Market Segmentation
3.4 Market Dynamics
3.4.1 Drivers
  3.4.1.1 Increasing Shift to Data Driven Businesses
  3.4.1.2 Ceaseless Rise in Online Shopping
  3.4.1.3 Marketing Automation
  3.4.2 Restraints
  3.4.2.1 Data Privacy and Regulations' Compliance
  3.4.2.2 Open Source Vendors
  3.4.3 Opportunities
  3.4.3.1 Multi-Channel Marketing
  3.4.3.2 Increasing Cloud Adoption Trend
  3.4.3.3 Growth in Predictive Analytics Market
  3.4.4 Impact Analysis of Dros
  3.4.5 Value Chain

4 Web Analytics: Market Size, Analysis and Forecast By Solution
4.1 Introduction
4.2 Search Engine Tracking and Ranking
  4.2.1 Overview
  4.2.2 Market Size and Forecast
4.3 Heat Map Analytics
  4.3.1 Overview
  4.3.2 Market Size and Forecast
4.4 Marketing Automation
  4.4.1 Overview
  4.4.2 Market Size and Forecast
4.5 Behavior Based Targeting
  4.5.1 Overview
  4.5.2 Market Size and Forecast
4.6 Others
  4.6.1 Overview
  4.6.2 Market Size and Forecast

5 Web Analytics: Market Size, Analysis and Forecast By Services
5.1 Introduction
5.2 Professional Services
  5.2.1 Overview
  5.2.2 Market Size and Forecast
5.3 Support and Maintenance
  5.3.1 Overview
  5.3.2 Market Size and Forecast

6 Web Analytics: Market Size, Analysis and Forecast By Deployment Type
6.1 Introduction
6.2 On-Premise
  6.2.1 Overview
  6.2.2 Market Size and Forecast
6.3 On-Demand
  6.3.1 Overview
9.5.2 Market Size and Forecast
9.6 Latin America
9.6.1 Overview
9.6.2 Market Size and Forecast

10 Competitive Landscape
10.1 Competitive Landscape
10.1.1 Ecosystem and Roles
10.2 End-User Landscape
10.2.1 Market Opportunity Analysis
10.2.2 End-User Analysis
10.2.2.1 Web Analytics For E-Commerce
10.2.2.2 Increasing Online Shopping
10.2.2.3 Demand For Digital Marketing

11 Company Profiles
11.1 Adobe Systems
11.1.1 Overview
11.1.2 Products & Services
11.1.3 Strategies & Insights
11.1.4 Developments
11.1.5 MNM View
11.2 At Internet
11.2.1 Overview
11.2.2 Products & Services
11.2.3 Strategies & Insights
11.2.4 Developments
11.2.5 MNM View
11.3 Google
11.3.1 Overview
11.3.2 Products & Services
11.3.3 Strategies & Insights
11.3.4 Developments
11.3.5 MNM View
11.4 Ibm
11.4.1 Overview
11.4.2 Products & Services
11.4.3 Strategies & Insights
11.4.4 Developments
11.4.5 MNM View
11.5 Microstrategy
11.5.1 Overview
11.5.2 Products & Services
11.5.3 Strategies & Insights
11.5.4 Developments
11.5.5 MNM View
11.6 SAS
11.6.1 Overview
11.6.2 Products & Services
11.6.3 Strategies & Insights
11.6.4 Developments
11.6.5 MNM View
11.7 Splunk
11.7.1 Overview
11.7.2 Products & Services
11.7.3 Strategies & Insights
11.7.4 Developments
11.7.5 MNM View
11.8 Tableau Software
11.8.1 Overview
11.8.2 Products & Services
11.8.3 Strategies & Insights
11.8.4 Developments
11.8.5 MNM View
11.9 Teradata
11.9.1 Overview
11.9.2 Products & Services
11.9.3 Strategies & Insights
11.9.4 Developments
11.9.5 MNM View
11.10 Webtrends
11.10.1 Overview
11.10.2 Products & Services
11.10.3 Strategies & Insights
11.10.4 Developments
11.10.5 MNM View

Appendix
Mergers and Acquisitions (M&A)
Venture Capital Trends
Social Trends

List of Tables (65 Tables)
Table 1 Web Analytics Market Size, By Region, 2014 - 2019 ($Million)
Table 2 Web Analytics: Market, By Region, 2015-2019 (Y-O-Y %)
Table 3 Market Size, By Solution, 2014-2019 ($ Million)
Table 4 Market, By Solution, 2015-2019 (Y-O-Y %)
Table 5 Web Analytics Solutions Market, By Region, 2014-2019 ($ Million)
Table 6 Search Engine Tracking and Ranking Market Size, By Vertical, 2014-2019 ($Million)
Table 7 Heat Map Analytics Market Size, By Vertical, 2014-2019 ($Million)
Table 8 Marketing Automation Market Size, By Vertical, 2014-2019 ($Million)
Table 9 Behavior Based Targeting Market Size, By Vertical, 2014-2019 ($Million)
Table 10 Other Solutions Market Size, By Vertical, 2014-2019 ($Million)
Table 11 Market Size, By Services, 2014-2019 ($ Million)
Table 12 Market, By Services, 2015-2019 (Y-O-Y %)
Table 13 Web Analytics Services Market, By Region, 2014-2019 ($ Million)
Table 14 Professional Services Market Size, By Vertical, 2014-2019 ($Million)
Table 15 Support and Maintenance Market Size, By Vertical, 2014-2019 ($Million)
Table 16 Market Size, By Deployment Type, 2014-2019 ($ Million)
Table 17 Market, By Deployment Type, 2015-2019 (Y-O-Y %)
Table 18 On-Premise Market Size, By Type, 2014-2019 ($Million)
Table 19 On-Demand Market Size, By Type, 2014-2019 ($Million)
Table 20 Web Analytics: Market Size, By Application, 2014-2019 ($ Million)
Table 21 Market, By Application, 2015-2019 (Y-O-Y %)
Table 22 Social Media Management Market Size, By Region, 2014-2019 ($Million)
Table 23 Targeting and Behavioral Analysis Market Size, By Region, 2014-2019 ($Million)
Table 24 Display Advertising Optimization Market Size, By Region, 2014-2019 ($Million)
Table 25 Multichannel Campaign Analysis Market Size, By Region, 2014-2019 ($Million)
Table 26 Performance Monitoring Analysis Market Size, By Region, 2014-2019 ($Million)
Table 27 Other Applications Market Size, By Region, 2014-2019 ($Million)
Table 28 Web Analytics: Market Size, By Vertical, 2014-2019 ($ Million)
Table 29 Market, By Vertical, 2015-2019 (Y-O-Y %)
Table 30 Retail and Consumer Goods Market Size, By Application, 2014-2019 ($Million)
Table 31 Retail and Consumer Goods Market Size, By Region, 2014-2019 ($Million)
Table 32 BFSI Market Size, By Application, 2014-2019 ($Million)
Table 33 BFSI Market Size, By Region, 2014-2019 ($Million)
Table 34 Government Market Size, By Application, 2014-2019 ($Million)
Table 35 Government Market Size, By Region, 2014-2019 ($Million)
Table 36 Travel and Hospitality Market Size, By Application, 2014-2019 ($Million)
Table 37 Travel and Hospitality Market Size, By Region, 2014-2019 ($Million)
Table 38 Media and Entertainment Market Size, By Application, 2014-2019 ($Million)
Table 39 Media and Entertainment Market Size, By Region, 2014-2019 ($Million)
Table 40 Healthcare and Life Sciences Market Size, By Application, 2014-2019 ($Million)
Table 41 Healthcare and Life Sciences Market Size, By Region, 2014-2019 ($Million)
Table 42 Telecommunication & It Market Size, By Application, 2014-2019 ($Million)
Table 43 Telecommunication & It Market Size, By Region, 2014-2019 ($Million)
Table 44 Other Verticals Market Size, By Application, 2014-2019 ($Million)
Table 45 Other Verticals Market Size, By Region, 2014-2019 ($Million)
Table 46 NA Market Size, By Solution, 2014-2019 ($Million)
Table 47 NA Market Size, By Service, 2014-2019 ($Million)
Table 48 NA Market Size, By Vertical, 2014-2019 ($Million)
Table 49 NA Market Size, By Deployment Type, 2014-2019 ($Million)
Table 50 Europe Market Size, By Solution, 2014-2019 ($Million)
Table 51 Europe Market Size, By Service, 2014-2019 ($Million)
Table 52 Europe Market Size, By Vertical, 2014-2019 ($Million)
Table 53 Europe Market Size, By Deployment Type, 2014-2019 ($Million)
Table 54 APAC Market Size, By Solution, 2014-2019 ($Million)
Table 55 APAC Market Size, By Service, 2014-2019 ($Million)
Table 56 APAC Market Size, By Vertical, 2014-2019 ($Million)
Table 57 APAC Market Size, By Deployment Type, 2014-2019 ($Million)
Table 58 MEA Market Size, By Solution, 2014-2019 ($Million)
Table 59 MEA Market Size, By Service, 2014-2019 ($Million)
Table 60 MEA Market Size, By Vertical, 2014-2019 ($Million)
Table 61 MEA Market Size, By Deployment Type, 2014-2019 ($Million)
Table 62 LA Market Size, By Solution, 2014-2019 ($Million)
Table 63 LA Market Size, By Service, 2014-2019 ($Million)
Table 64 LA Market Size, By Vertical, 2014-2019 ($Million)
Table 65 LA Market Size, By Deployment Type, 2014-2019 ($Million)

List of Figures (13 Figures)

Figure 1 Web Analytics: Data Triangulation
Figure 2 Evolution
Figure 3 Segmentation
Figure 4 Time Impact Analysis
Figure 5 Value Chain
Figure 6 Web Analytics: Market Size, By Solution, 2014-2019 ($ Million, Y-O-Y %)
Figure 7 Market Size, By Services, 2014-2019 ($ Million, Y-O-Y %)
Figure 8 Market Size, By Deployment Type, 2014-2019 ($ Million, Y-O-Y %)
Figure 9 Market Size, By Application, 2014-2019 ($ Million, Y-O-Y %)
Figure 10 Market Size, By Vertical, 2014-2019 ($ Million, Y-O-Y %)
Figure 11 Web Analytics: Ecosystem
Figure 12 Web Analytics: Opportunity Plot
Figure 13 Web Analytics: Social Trends

Ordering:

Order Online - http://www.researchandmarkets.com/reports/2900376/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/2900376/
Office Code: SCPL1HRL

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 7150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 9000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________________ Last Name: ___________________________________
Email Address: * ___________________________________
Job Title: ___________________________________
Organisation: ___________________________________
Address: ___________________________________
City: ___________________________________
Postal / Zip Code: ___________________________________
Country: ___________________________________
Phone Number: ___________________________________
Fax Number: ___________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World