
Description:


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).

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