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# SAMPLE: Web Analytics

## Buyer's Guide 2008

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<http://www.e-consultancy.com/publications/web-analytics-buyers-guide-2008>

# SAMPLE: Web Analytics



**Published November 2008**

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# 1. Introduction

Econsultancy's buyer's guides are the ideal starting place for anybody researching new suppliers in digital market sectors. They contain **in-depth vendor profiles**; to help you quickly evaluate suppliers and service providers, as well as **market analysis** to help you put things into perspective. Vendors are selected for the report based on a combination of factors, *not limited to but including*:

- **Analysis of capabilities** (services / products)
- **Clients**
- **Experience** (qualifications / trade bodies / case studies / client lists)
- **Expertise** (by sector / topic),
- **UK status** (a UK office is preferred, occasional exceptions are made)
- **Ability to take on and fulfil new projects**
- **Recommendations from trusted sources** (or anecdotal evidence to the contrary)
- **Google visibility**
- **Business model** (a high % of turnover should be related to these services)
- **Company website**

Econsultancy does not explicitly recommend any of the suppliers featured in these guides, principally because it is impossible for us to work with all of them to form a first-hand opinion. But we do believe - based on an intensive and careful selection process - that the chosen vendors represent quality.

Buyer's Guides are updated on an annual basis, so the information contained within is recent and thus valid. Send any questions or comments to [linus@econsultancy.com](mailto:linus@econsultancy.com).

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<http://www.e-consultancy.com/publications/web-analytics-buyers-guide-2008>



## 1.1 About Econsultancy

Econsultancy is the leading source of independent advice and insight on digital marketing and ecommerce.

Our reports, events, online resources and training programmes help a community of over 75,000 registered marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data and supplier selection aimed at internet professionals that want practical advice on all aspects of ebusiness.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. We provide training across all areas of digital marketing and at all levels from one day courses to diplomas to Masters in Digital Marketing.

In addition, we host more than 100 events a year, such as The Online Marketing Masterclass, regular Supplier Showcases and Roundtables, an annual Future of Digital Marketing event, Digital Cream and a range of social events.

The [Econsultancy](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through our directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's client-side members include: Google, Yahoo, MSN, MySpace, BBC, BT, Shell, Vodafone, Yell.com, Dell, Oxfam, Virgin Atlantic, TUI, Barclays, Carphone Warehouse, IPC Media, Deloitte and Touche, T-Mobile and Estée Lauder.

**[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.**

Call us to find out more on +44 (0)20 7681 4052 or [contact us online](#).

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## 2. Executive Summary

The focus of this report is the **UK Web Analytics market**, including an analysis of market trends and challenges, as well as detailed profiles of the leading vendors.

**Econsultancy: the UK market for web analytics will grow by 12% in 2008, from £70 million in 2007 to an estimated value of £78 million.**

Web analytics continues to play an essential role in driving business decision-making and, in a period of economic instability, understanding where value is added becomes even more critical.

The leading web analytics vendors are continuing to grow their revenues although the increased availability and improvement of free tools, such as those offered by Google and Yahoo!, is forcing them to review their proposition.

Trends within this market include:

- The credit crunch puts the spotlight on this sector, as companies become more focused on understanding return on investment and critical success factors.
- Consolidation of industry continues as bigger players acquire to broaden offering - but there are still opportunities for niche players who take a specialised approach.
- Increased sophistication of free tools increases competition in the industry and puts pressure on paid-for web analytics vendors.
- Privacy continues to be a contentious issue; the introduction of new browser settings creates challenges for the industry.

### Further Econsultancy Reading:

Measurement, Analytics and Optimisation Roundtable Briefing 2008

<http://www.e-consultancy.com/publications/analytics-measurement-optimisation-briefing-october-2008/>

Online Measurement and Strategy Report 2008

<http://www.e-consultancy.com/publications/online-measurement-and-strategy-report-2008/>

Web Analytics Request for Proposal Template File

<http://www.e-consultancy.com/publications/web-analytics-rfp-request-for-proposal/>

Web Analytics Business Case Template File

<http://www.e-consultancy.com/publications/web-analytics-business-case>



## 3. The Market

### 3.1 Market Definition and Focus of Report

The focus of this report is the UK web analytics market, including an **analysis of market trends and challenges**, as well as **detailed profiles of the leading vendors**. Vendor profiles are included for those companies offering technology which enables organisations to measure and analyse data relating to their online channel.

As well as offering technology (either through a licence or the “software-as-a-service”/hosted model), many of the vendors also offer consultancy services which help companies get the most out of their chosen technology.

### 3.2 Market Value and Growth

#### Market Value

The UK market for web analytics will grow by 12% in 2008, from £70 million in 2007 to an estimated value of £78 million.

Econsultancy

The main web analytics vendors are continuing to grow their revenues despite the increased availability of free software such as Google Analytics and (Yahoo!) IndexTools.

Research by Econsultancy and **Lynchpin** carried out in 2008 found that only 21% of organisations are using Google Analytics exclusively<sup>1</sup>. Google’s offering is typically viewed as a complementary tool rather than one which is replacing paid-for solutions.

Sample only, please download the full report from:



<http://www.e-consultancy.com/publications/web-analytics-buyers-guide-2008>

#### More notes on valuation methodology:

- We made our calculations after conducting interviews with executives from major analytics providers, as well as an analysis of turnover figures where they are available.
- In reviewing financial information, it has sometimes been necessary to estimate UK revenue figures for individual companies, for example where a breakdown of income by country is not made public.
- Our market valuation has been partly informed by the following data which appeared in the [Online Measurement and Strategy Report 2008](http://www.e-consultancy.com/publications/online-measurement-and-strategy-report-2008/).

<sup>1</sup> <http://www.e-consultancy.com/publications/online-measurement-and-strategy-report-2008/>



## 3.2.1 Size of market compared to other online marketing channels

It is interesting to compare the size of this market with other online channels and sectors. For comparison, Econsultancy has previously made the following estimates:

- The UK market for [Search Engine Marketing](#) will be worth an estimated £2.75 billion in 2008.
- The UK market for [email marketing platforms and services](#) was worth £221 million in 2007 and will grow by an estimated 24% to a value of £274 million by the end of 2008.
- The UK market for [Online Reputation and Buzz Monitoring](#) technology and services will grow by around 30% in 2008, to an estimated value of £60 million.
- The combined UK [Usability and Accessibility](#) markets will grow by an estimated 20% in 2008 to a value in excess of £200 million.
- The UK market for [Affiliate Marketing](#) grew by 45% last year, taking the total value of online sales generated by this channel in 2007 to more than £3 billion.

## 3.3 Market Trends

### 3.3.1 Credit crunch drives companies to adopt strategic approach to web analytics

It is likely that a global recession will accelerate the trend towards better use of web analytics for driving decision-making within organisations. As organisations become more focused on allocating resources and spending as efficiently as possible, organisations will work harder to understand where real value is being added and which online levers should be pulled to increase business success.

As things stand, many companies have web analytics in place but are not making the best use of their data. Web analytics author and blogger<sup>2</sup> **Avinash Kaushik** asserts that many are “*are paying z millions for (web analytics) and using it to report page views.*”<sup>3</sup>

Sample only, please download the full report from:



<http://www.e-consultancy.com/publications/web-analytics-buyers-guide-2008>

### 3.3.2 Consolidation of industry continues as bigger players acquire to broaden offering

Sample only, please download the full report from:



<http://www.e-consultancy.com/publications/web-analytics-buyers-guide-2008>

<sup>2</sup> <http://www.kaushik.net/avinash/>

<sup>3</sup> <http://www.kaushik.net/avinash/2008/04/how-to-excite-people-about-web-analytics-five-tips.html>



## 3.4 Return on Investment

Effective use of web analytics can offer businesses a range of advantages ...

Readers should also refer to our [Web Analytics Business Case](#) template document.

<http://www.e-consultancy.com/publications/web-analytics-business-case>

- **Drive sales and build revenue.**
  - Understand which levers to pull to increase revenue streams.
    - i. Optimise cross-channel performance.
    - ii. Compare effectiveness and ROI across different online channels.
  - Enhance interactions with customers.
  - Improve ability to predict revenue potential of customers.
  - Understand how to acquire and convert customers.
  - Improve ability to cross-sell and up-sell.
  - Increase effectiveness of search, display advertising and email campaigns.
  - Improve usability and architecture of site to drive more traffic and actions.

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## 3.5 Strengths, Weaknesses, Opportunities and Threats (SWOT)

This section contains a 'SWOT' analysis for the web analytics sector.

### 3.5.1 Strengths

- In the current economic climate, there is a greater need to understand where the sources of ROI are coming, which will fuel **further investment** in the industry.
- More organisations are investing in paid-for analytics tool, as web analytics becomes more strategic and is increasingly seen as a core component of multi-channel business intelligence.



## 4. Costs and Pricing Models

The **costs charged by web analytics vendors can vary enormously**, depending on the type of technology and services which are required.

Some vendors offer separate costing models depending on whether you are operating at **SME** or **enterprise** level.

Clients will typically either purchase or rent a software **licence** or opt for a **hosted solution**, paying for their software as a service.

Many of the vendors profiled in this guide give detailed information about their pricing while others prefer to give a break-down of costs only on request.

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<http://www.e-consultancy.com/publications/web-analytics-buyers-guide-2008>

### 4.4 Summary of costs by vendor

The table below shows a summary of the prices and costs for each vendor, repeating some of the information contained within the company profile itself. The profiles in *section 8* include full pricing information for each vendor.

#### Cost & Pricing Information – what the vendors say (summarised)

Amethon Solutions

AT Internet

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# 5. Tips and Pitfalls: how to find the right web analytics supplier

## 5.1 Introduction

In order to identify the right web analytics provider it is important to understand that different companies have different approaches and technologies.

To get the right fit with your own organisation, the first step is to **identify exactly what you need**. The detailed company profiles and market positioning charts contained in this guide will help you to find the right match.

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<http://www.e-consultancy.com/publications/web-analytics-buyers-guide-2008>

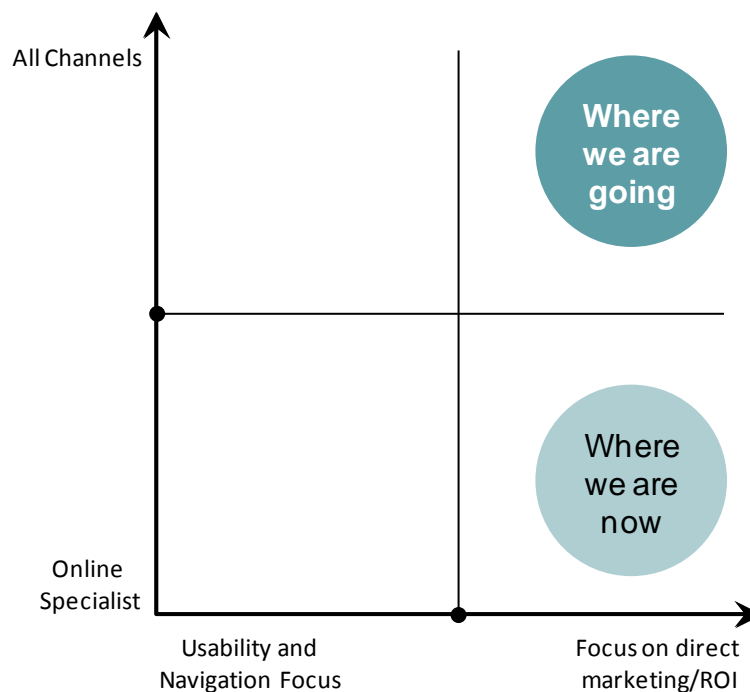
Readers should also refer to our [Web Analytics Request for Proposal](#) template document.

<http://www.e-consultancy.com/publications/web-analytics-rfp-request-for-proposal/>



## 6. Market Positioning Charts

### 6.1 Explanation for Chart 1 – Company Focus



The **vertical** axis charts whether the vendor is geared purely towards online measurement or whether the company also has the capability to measure across different channels by collecting and analysing data from multiple sources (e.g. telephone, point-of-sale etc).

The **horizontal** axis charts to what extent the analytics vendor is focused on measurement for usability and navigation purposes compared to being focused on direct marketing and return on investment.

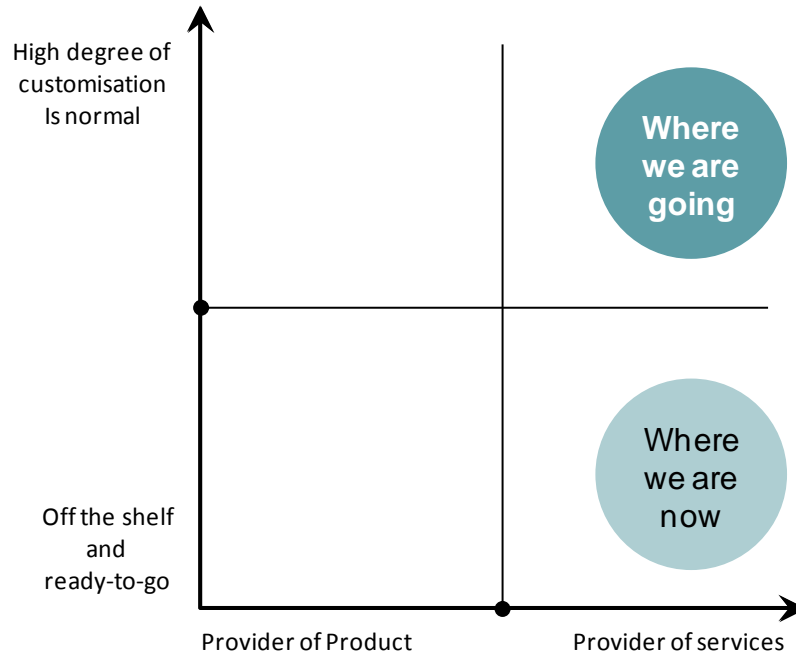
Sample only, please download the full report from:



<http://www.e-consultancy.com/publications/web-analytics-buyers-guide-2008>



## 6.2 Explanation for Chart 2 – Company Proposition



The **vertical** axis charts to what degree the vendor typically tailors its service offering according to the requirements of the customer.

The **horizontal** axis charts whether the provider sees itself as delivering a product or a service.

Sample only, please download the full report from:



<http://www.e-consultancy.com/publications/web-analytics-buyers-guide-2008>



# 7. Supplier Matrix

An at-a-glance overview of who's doing what ...

vendor matrix: a fast guide to services	Amethon	AT Internet	Coremetrics	DC Storm	eVisit Analyst	Facilitate Digital	Google Analytics	IndexTools	Intellitracker	iPerceptions	Lynchpin	Marketwave	NedStat	Nielsen Online	Omniure	RedEye	Site Intelligence	Speed-Trap	TagMan	Unica	WebAbacus	WebTrends	WiredMinds
<b>Technology, Services and Functionality</b>																							
ASP																							
In-House Solution																							
Open API																							
Training																							
Consulting & Business Analysis																							
ABCE audits																							
<b>Data Collection &amp; Tracking Capabilities</b>																							
IP user agent based																							
Cookies based (1st party)																							
Cookies based (3rd party)																							
Unique User based																							
Page Tagging																							
Log-file Analysis																							
Mouse movement/ Keystrokes																							
Non-human Traffic Identification																							
Custom links/ landing pages																							
Products Bought																							
Personal Information/ Form Data																							
<b>Reporting Capabilities</b>																							
Bespoke Reporting																							
Fixed Reporting																							
Real-Time Reporting																							
Report Builder																							
Report Automation																							
Triggered Reporting																							
API for Reporting																							
Path Analysis																							
Customer Profile/ Segmentation Based Reporting																							



**vendor matrix:  
a fast guide to services**

Amethon  
AT Internet  
Coremetrics  
DC Storm  
eVisit Analyst  
Facilitate Digital  
Google Analytics  
IndexTools  
Intellitracker  
iPerceptions  
Lynchpin  
Marketwave  
NedStat  
Nielsen Online  
Omniture  
RedEye  
Site Intelligence  
Speed-Trap  
TagMan  
Unica  
WebAbacus  
Web Trends  
WiredMinds

Unique Users (any period)

Unique Users (fixed period)

Campaign Analysis

Data Extracts/ Datafeeds

**Other Channels (Reporting & Campaign Mgt)**

Email Reporting

Email Campaign Management

PPC Reporting

PPC Campaign MGT

Organic Search Listings  
Reporting

Ad Server Reporting

Ad Server Campaign MGT

3G/ Mobile Reporting

Affiliate Reporting

Rich Media Reporting

RSS Reporting

Ajax/ Web 2.0

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# 8. Supplier Marketplace and Profiles

## 8.1 BLANK TEMPLATE - Company & Service Details

### Company Details

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Company Name

Company Logo

URL

UK Head Office Address

Other office locations

Contact Name

Contact Telephone

Contact email

Company Proposition

Brief Company History  
(including number of years  
of business in UK)

Number of UK Full Time  
Employees (including  
breakdown for key  
functions)

Turnover for 2007 (or last  
accounting period including  
dates)

2007 year-on-year growth  
(compared to 200)

Projected turnover 2008

Projected year-on-year  
growth for 2008

### USP

What sets you apart from  
competitors?

### Clients (current)

Examples of UK clients

### Sector focus

Do you specialise in any  
particular business  
sectors/verticals?

### Case Study

UK Case Study

### Technology, services and functionality

ASP



## Company Details

In-house solution

Open API

Training

Consulting & business analysis (*helping businesses to understand and action data*)

ABCE audits

## Data Collection & tracking capabilities

IP user agent based

Cookies based (1<sup>st</sup> party)

Cookies based (3<sup>rd</sup> party)

Unique User based (e.g. *log-in*)

Page tagging

Log file analysis

Mouse movement/  
keystrokes

Non-human traffic  
identification

Custom links/landing  
pages

Products bought  
(*undistinguished and/or by  
category and product ID,  
value, price*)

Personal information/form  
data (*please specify what  
data you can capture  
including name, address  
etc*)

Other (*please specify*)

## Reporting capabilities

Bespoke reporting

Fixed reporting

Real-time reporting

Report builder

Report automation

Triggered reporting

API for reporting

Path analysis

Customer profile/  
segmentation based  
reporting

Unique Users (*any period*)

Unique Users (*fixed  
period*)

Campaign analysis

Data extracts/data feeds  
(*e.g. for email, CRM  
system, via SOAP API or  
CSV export*)

Please provide details



## Company Details

around data management  
(e.g. for how long you keep  
the data)

Other (please specify)

## Different channels (reporting and campaign management)

Email reporting

Email campaign  
management

PPC reporting

PPC campaign mgt

Organic search listings  
reporting

Ad Server reporting

Ad Server campaign mgt

3G/Mobile reporting

Affiliate reporting

Rich Media Reporting

RSS reporting

Ajax/Web 2.0 (and how do  
you track this?)

## Cost & Pricing Information

What is your charging  
model/pricing method (e.g.  
licence /monthly fee)

How much does your  
technology/services cost?  
(Please be as specific as  
possible)

Additional costing  
information (details of any  
other costs, including  
consultancy, training etc)

## UK Support

Details of UK support

How many UK support  
staff do you have?

During what hours are your  
UK support lines manned?

## Partners and Integration

Do you work with any  
partners? (e.g.  
consultants/service  
providers)

Does your tool directly  
integrate with any other  
product?

## Other background information

Details of best practice  
policy and ethical approach

White Papers/publications

In terms of your product  
roadmap, what is the next  
feature you are looking to  
add?



## Company Details

## Product Details

Product Name (s)

Product Overview

Charging model and  
pricing Guide

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