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# SAMPLE: Web Analytics Buyer's Guide 2012

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# SAMPLE: Web Analytics Buyer's Guide 2012



Published December 2011

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# 1. Introduction

This guide assesses the UK marketplace for web analytics from the perspective of the buyer.

*Section 10* contains profiles of 14 companies offering **web analytics technology** and **web analytics services**.

## Econsultancy buyer's guides

Econsultancy's buyer's guides are the ideal starting place for anybody researching new suppliers in interactive 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 fulfill 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 Gregoriadis, Econsultancy's Research Director ([linus@econsultancy.com](mailto:linus@econsultancy.com)). We welcome feedback.

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## 1.1. About Econsultancy

Econsultancy is a [global independent community-based publisher](#), focused on best practice digital marketing and e-commerce, and used by over 240,000 internet professionals every month.

Our hub has 105,000+ members worldwide from clients, agencies and suppliers alike with over 90% member retention rate. We help our members build their internal capabilities via a combination of research reports and how-to guides, training and development, consultancy, face-to-face conferences, forums and professional networking.

For the last ten years, our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the way in best practice and innovation.

Econsultancy has offices in London, New York and Dubai and we are a leading provider of digital marketing training and consultancy. We are providing consultancy and custom training in the Middle East, and extensively across Europe and Asia. We trained over 3,000 marketers and ran over 200 public training courses in 2010.

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

Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).

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## 2. Executive Summary

The focus of this report is the **web analytics market**, including an analysis of market trends and challenges, as well as detailed profiles of 14 leading vendors. The report is particularly relevant for UK buyers, although much of the information is relevant globally.

According to Econsultancy, the UK market for web analytics grew by 12% in 2011, up from £93 million in 2010 through to an estimated value of £104 million by the end of 2011.

Collectively, the leading web analytics vendors are continuing to grow their revenues from technology and services although they are facing increased pressure from free tools offered by Google. Increasingly as web analytics becomes more of a commodity, vendors are looking to differentiate themselves from the competition and offer additional services, such as consulting and training.

Companies are getting better at using web analytics to drive business decision-making and this trend has been accelerated by the recession which has led to an even greater focus on understanding where money should be invested.

The increasing strategic importance of web analytics has been illustrated by the continuing consolidation within in the industry and also across other digital marketing and business intelligence sectors.

Trends within this market include:

- The continued investment in people to drive insight
- Businesses focus on integrating analytics and business intelligence
- Marketers seek new layer of insight from social analytics
- The democratization of data
- Vendors address the complexity of the multichannel customer journey
- The wider implications of Google Analytics

The impact of the EU Cookie Laws and how companies and vendors are addressing them is covered in the *threats* section of this guide.

This buyer's guide contains profiles of the following vendors:

Adobe, Alterian, AT Internet, Bango, Cognesia, comScore, DC Storm, etracker, Google Analytics, IBM, iJento, Lynchpin, RedEye, and Webtrends.

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## Other related Econsultancy reports:

Econsultancy / RedEye Conversion Rate Optimization Report

<http://econsultancy.com/reports/conversion-rate-optimization-report>

Measurement, Analytics and Optimization: Market Overview

<http://econsultancy.com/reports/measurement-analytics-and-optimization-market-overview>

Web Analytics Statistics

<http://econsultancy.com/reports/web-analytics-statistics>

Econsultancy / Lynchpin Online Measurement and Strategy Report 2011

<http://econsultancy.com/reports/online-measurement-and-strategy-report>

Web Analytics Digital Marketing Template files

<http://econsultancy.com/reports/web-analytics-digital-marketing-template-files>

Web Analytics Pitch Scorecard

<http://econsultancy.com/reports/web-analytics-pitch-scorecard>

Web Analytics Business Case

<http://econsultancy.com/reports/web-analytics-business-case>

Web Analytics Request for Proposal

<http://econsultancy.com/reports/web-analytics-request-for-proposal-rfp>



## 3. The Market

### 3.1. Market value and growth

#### Market Value

The UK market for web analytics grew by an estimated **12%** in 2011 to a value of **£104 million**.

Econsultancy

When the previous buyer's guide was published in January 2010, it was found that even with the economic outlook worsening the web analytics market continued to grow. This trend has continued. The reason for this is that web analytics offers the potential to address many of the challenges for marketers today...

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#### 3.1.1. Size of market compared to other digital areas

For the purposes of comparison, previous estimates of the other areas of digital marketing are provided below. Valuations are listed in the other related buyer's guides.

- The UK market for email marketing platforms and services was worth £292 million in 2009 and has estimated to have grown 15% year-on-year, reaching a value of £336 million by the end of 2010.
- The UK market for e-commerce technology grew by 14% during 2011 to a value of £690m.
- Econsultancy estimates that affiliate marketing drove £4.62 billion in online sales during 2010, a 12% increase on 2009 when the sector was responsible for £4.13 billion in e-commerce sales.
- The UK user experience market grew by an estimated 8% in 2011 to a value of approximately £222 million.

#### Voice of the expert

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## 3.2. Market trends

### 3.2.1. The continued investment in people to drive insight

The importance of people cannot be overstated when it comes to business success. This fact is demonstrated strongly within the web analytics sphere.

For Econsultancy's *Online Measurement and Strategy Report* companies were asked, "How is your web analytics spend split between the following areas?". The findings illustrated that less than a third of web analytics spending was on technology...

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### 3.2.2. Businesses focus on integrating analytics and business intelligence

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### 3.2.3. Marketers seek new layer of insight from social analytics

Previously, social analytics and buzz monitoring were seen as separate kinds of products to web analytics. Social listening platform vendors tended to be treated as a different area. However, as consolidation has increased over time...

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### 3.2.4. The democratization of data

One of the continual shifts we have seen is an increased emphasis on the accessibility of data from web analytics programs. This shift has placed an emphasis on web analytics tools being used by technical teams, through to their use by marketers.

As previously discussed, part of the reason for the consolidation in the industry is the desire for small teams and marketing decision makers to have all of their marketing metrics in one place, ready to inspect at will. This desire has been in part driven by the need for marketers to become financially accountable and demonstrate a realistic return on investment.

Despite the emphasis on skilled, intelligent people being required to derive the correct insight from data, the reality is...

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### 3.2.5. Vendors address the complexity of the multichannel customer journey

Prior to the internet, the channels through which companies connected with consumers were limited – direct marketing, print ads, and in-store promotions were the main opportunities. The web has led to a huge number of different ways in which consumers can research, discuss, and purchase products and services. Marketing is increasingly becoming joined up, with the line between digital and traditional marketing blurring. This presents both threats and opportunities for companies.

Vendors have recognized that to comprehensively track marketing efforts in a way to provide maximum insight, the entire path of a customer journey must be understood.

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### 3.2.6. The wider impact of Google Analytics

In terms of a market force, Google is almost undoubtedly the most influential and powerful company on the web. Whilst its main source of power is its search engine and its constantly changing algorithms, Google Analytics has undoubtedly shaped the nature of the web analytics market. The ease at which Google appears to move into digital industries and take a huge market share, from Gmail through to Android, gives competitors constant cause for concern. As a result it remains closely watched, particularly with the launch of Google Analytics Premium. Lynchpin Managing Director Andrew Hood observes the following:

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### 3.3. 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.

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## 4. Strengths, Weaknesses, Opportunities and Threats (SWOT)

This section contains a 'SWOT' analysis for the web analytics sector. It also serves as a summary of some of the points made above.

### 4.1. Strengths

- As mentioned in last year's Buyer's Guide, the **economic downturn** has provided a boost to the web analytics industry. The measurability of web data through analytics allows marketers to further account for their spend. This also represents a move towards web analytics becoming an increasingly integral part of business strategy.

#### Voice of the expert

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**Ben Gott, Head of Web Analytics, Periscopix**



<http://econsultancy.com/reports/web-analytics-buyers-guide>

**Jim Sterne, Chairman, Web Analytics Association**

### 4.2. Weaknesses

- **Skills shortage** continues to limit the potential of web analytics.
  - 25% of respondents to the Econsultancy/Lynchpin Online Measurement and Strategy Report 2011 said they had no dedicated web analysts, whilst 62% stated they had no regular contractors doing analysis of web data.

#### What the vendors say

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<http://econsultancy.com/reports/web-analytics-buyers-guide>

**Andrew Hood, Managing Director, Lynchpin**



## 4.3. Opportunities

- One of the largest opportunities for web analytics (and one which vendors are working towards exploiting) is that of **data integration**. Not only will this benefit companies in being able to gain further insight and create better business goals and strategy, but consumers will benefit.

### Voice of the expert

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**Jim Sterne, Chairman, Web Analytics Association**



## 4.4. Threats

- The most widely discussed threat to the web analytics industry is the impact of privacy laws, more specifically the impact of the recent “**Cookie law**” passed by the European Parliament. As web analytics programs rely on cookies to track internet users, any significant limitation on their use is potentially highly detrimental. Whilst their impact is beyond the scope of this guide (and will be better seen in May 2012, when the deadline for compliance arrives), some key points are listed below:

### What the vendors say

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**Paul Cook, CEO and Founder, TagMan**



## 5. Cost and Pricing Models

The costs associated with web analytics can vary enormously, depending on the type of tool employed.

There are various factors that marketers need to consider prior to purchasing a web analytics solution.

### 5.1. Licensing

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## 5.2. ASP model / hosted service / SaaS model

In the ASP model, the vendor takes responsibility for hosting the servers and software required for measurement.

The costs of the web analytics solution will depend on the extent of functionality included in the package. Beyond just the basic level of software, vendors can customize the technology according to individual requirements by adding additional modules.

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<http://econsultancy.com/reports/web-analytics-buyers-guide>

## 5.3. Summary of costs and pricing models 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 10* include the full pricing information for each vendor provided to Econsultancy.

Although specific pricing information was requested for this buyer's guide, many vendors have not provided such details.

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

Adobe

---

Alterian

---

AT Internet

---

Bango

---

Cognesia

---

comScore

---

DC Storm

---

Etracker

---

Google Analytics

---

IBM

---

iJento

---

Lynchpin

---

RedEye

---

Webtrends

---



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

### 6.1. Introduction

Choosing a suitable web analytics supplier is an iterative process.

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

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## 6.2. What are your goals with web analytics?

- What business objectives are linked in to web analytics?
- What are your KPIs online? Will your chosen vendor be able to provide metrics for these?
- What ROI will you have to achieve to break even on the quoted cost of your web analytics?
- What is your future company strategy and vision? Does your vendor's offering tie in with this?
- Will you get the budget for the staff required to get the most out of web analytics?
- What long term plans might you have for the data? What metrics do you need for both short term and long term success? How will these guide incremental and transformative change?

### Voice of the expert

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**Andrew Hood, Managing Director, Lynchpin**

6.3. Should you opt for a licensed or hosted (ASP) web analytics package?

6.4. Will the vendor and its product help you to drive business insights?

#### Voice of the expert

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**Mathieu Llorens, CEO, AT Internet**



## 6.5. Do you have the right level of internal knowledge and buy-in?

### Voice of the expert

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**Jim Sterne, Chairman, Web Analytics Association**

## 6.6. Will you be able to make comparisons between different online and offline channels?

- How easily will the analytics solution under consideration dovetail with other aspects of online marketing such as SEM, email marketing and ad serving platforms?
- Does the provider enable you to managed campaigns – as well as measure – across email, search and ad serving?

### Voice of the experts

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**Gary Lee, Director of Analytics and Usability, RedEye**

## 6.7. Choosing a suitable mobile analytics vendor

Mobile analytics comes with its own set of challenges and issues. In order to choose a suitable supplier, it is important to understand the differences between traditional analytics solutions and mobile specialists, and some of the issues associated with mobile measurement.

These include the following factors:

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### 6.7.1. Questions to ask mobile analytics vendors

Back in 2009, Nedstat (now owned by comScore) published a white paper entitled “The Truth about Mobile Analytics” in association with Eric Peterson (now available via [archive.org](http://archive.org)<sup>1</sup>). While not extremely recent, of note were 10 key questions to ask a potential web analytics supplier.

Some of these questions, with additions, are included below:

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<sup>1</sup>

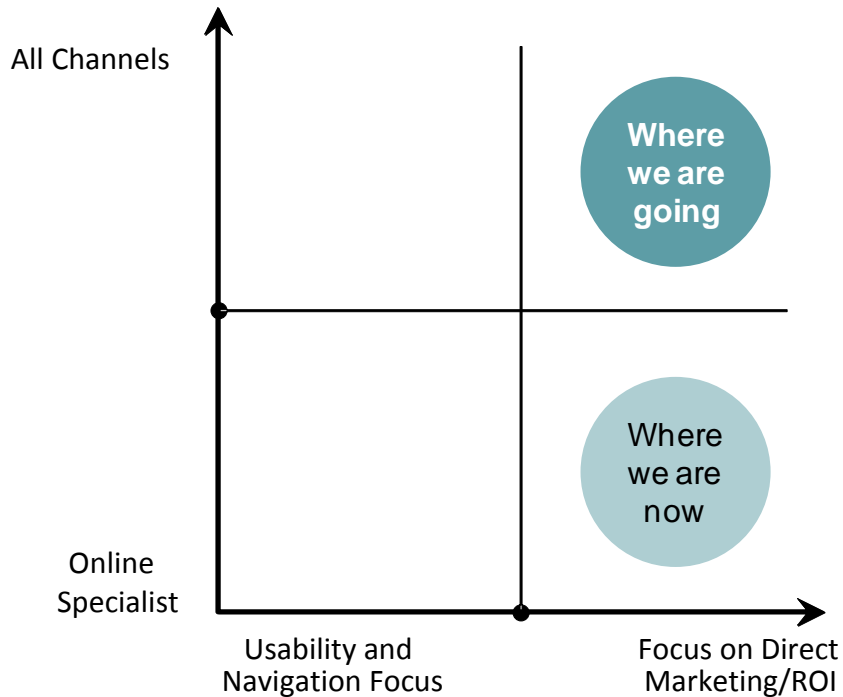
[http://web.archive.org/web/20100705121242/http://www.nedstat.com/downloads/resources/the-truth-about-mobile-analytics\\_en.pdf](http://web.archive.org/web/20100705121242/http://www.nedstat.com/downloads/resources/the-truth-about-mobile-analytics_en.pdf)



# 7. Market Positioning Charts

## 7.1. Explanation for Chart 1 – Company Focus

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 analyzing 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:**

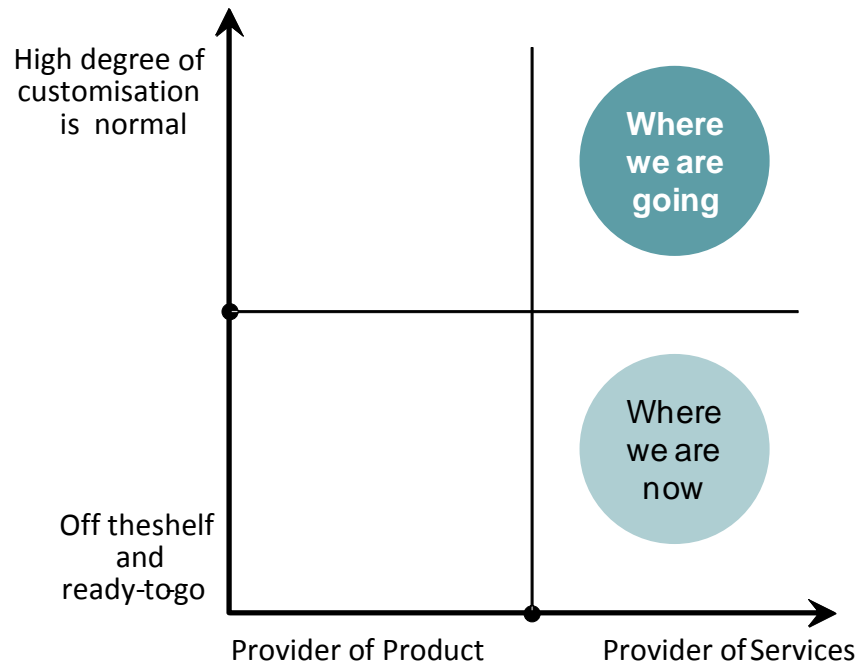


<http://econsultancy.com/reports/web-analytics-buyers-guide>



## 7.2. Explanation for Chart 2 – Type of Solution

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:**

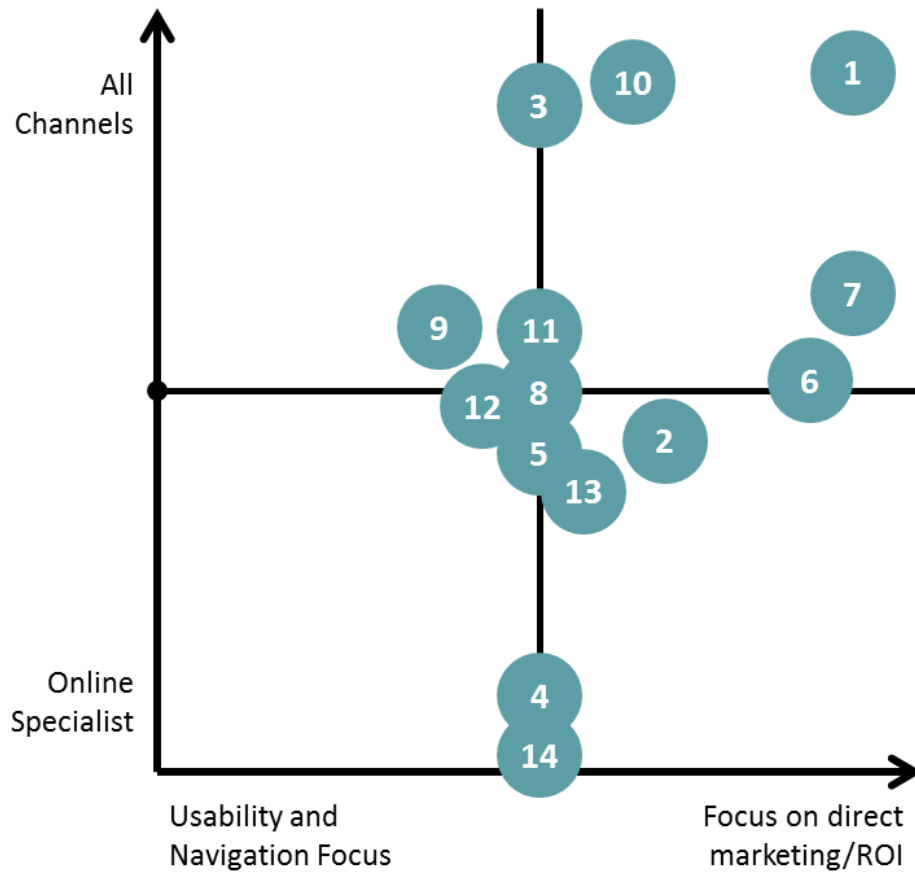


<http://econsultancy.com/reports/web-analytics-buyers-guide>



# 8. Supplier Positioning Summary

## 8.1. Current company focus



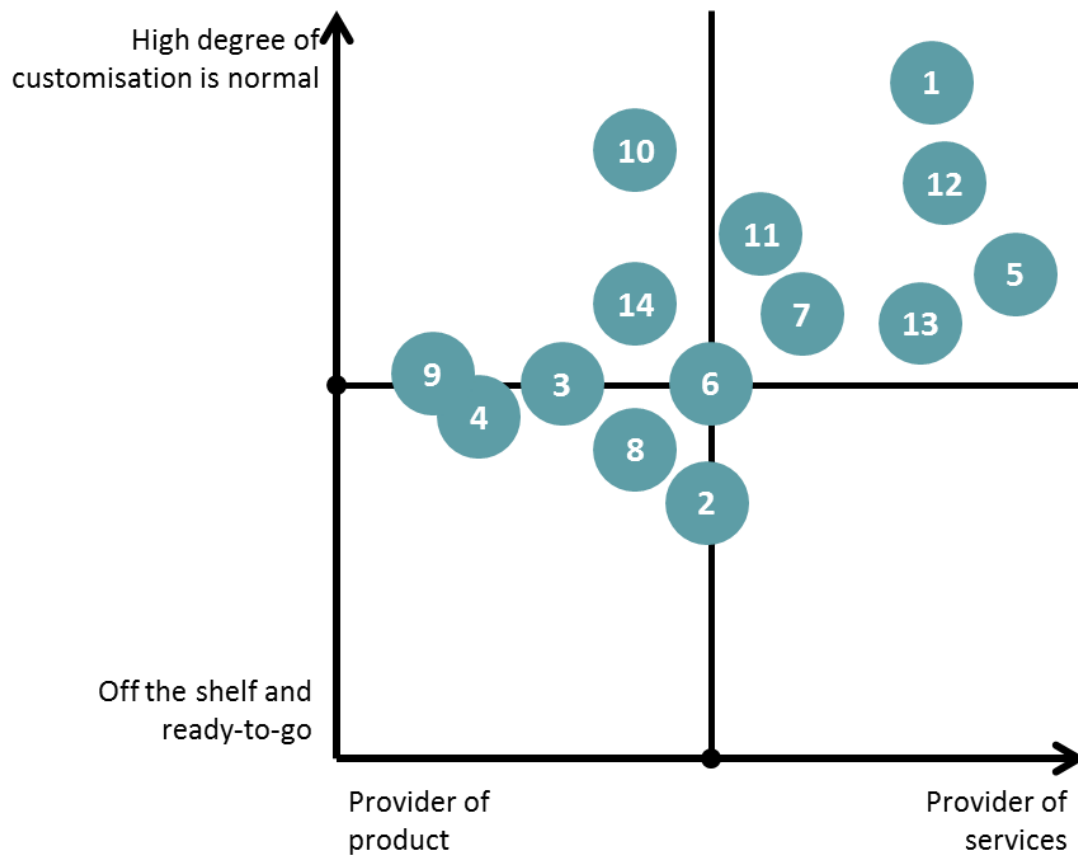
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## 8.2. Current company proposition



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# 9. Supplier Matrix

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

## Vendor matrix: A fast guide to services

	Adobe	Alterian	AT Internet	Bango	Cognesia	ComScore	DC Storm	etracker	Google Analytics	IBM	iJento	Lynchpin	RedEye	Webtrends
<b>Technology, services and functionality</b>														
ASP	●	●	●	●	●	●	●	●	●	●	●	●	●	●
In-house solution														
Open API														
Training														
Consulting & business analysis														
ABCE audits														
<b>Data collection and tracking abilities</b>														
IP user agent-based														
Cookies based (1 <sup>st</sup> party)														
Cookies based (3 <sup>rd</sup> 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														



## Vendor matrix: A fast guide to services

	Adobe	Alterian	AT Internet	Bango	Cognesia	ComScore	DC Storm	etracker	Google Analytics	IBM	iJento	Lynchpin	RedEye	Webtrends
Path analysis														
Customer profile/ segmentation based reporting														
Unique Users ( <i>any period</i> )														
Unique Users ( <i>fixed period</i> )														
Campaign analysis														
Data extracts/data feeds														
<b>Different channels (reporting and campaign management)</b>														
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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# 10. Supplier Marketplace and Profiles

## 10.1. Sample Company

<URL>

<Company Logo>

**Company Proposition**

**COMPANY OWNERSHIP**

**CLIENTS**

**SECTOR SPECIALISATION**

**Brief Company History**

**HEAD OFFICE ADDRESS**

**USP – What sets you apart from competitors?**

**OTHER OFFICE LOCATIONS**

**UK / Europe CONTACT**

<Name>

<Role>

<Telephone>

<Email>

**Case study and/or testimonials**

**SAMPLE ONLY - Please download the full report from:**

**US / CONTACT**

<Name>

<Role>

<Telephone>

<Email>



<http://econsultancy.com/reports/web-analytics-buyers-guide>



<b>Company information</b>	
Number of UK full time employees ( <i>including breakdown for key functions</i> )	
Turnover for 2010 ( <i>or last accounting period including dates</i> )	
2010 year-on-year growth ( <i>compared to 2009</i> )	
Projected turnover 2011	
Projected year-on-year growth for 2011	
<b>Technology, services and functionality (<i>Answer yes, no, n/a, or add more details where relevant</i>)</b>	
ASP	
In-house solution	
Open API	
Training	
Consulting and business analysis ( <i>helping businesses to understand and action data</i> )	
ABCE audits	
<b>Data collection and tracking capabilities (<i>Answer yes, no, n/a, or add more details where relevant</i>)</b>	
IP user agent based	
Cookies based (1 <sup>st</sup> party)	
Cookies based (3 <sup>rd</sup> party)	
Unique user based ( <i>e.g. log-in</i> )	
Page tagging	
Log file analysis	
Mouse movement/ keystrokes	
Non-human traffic identification	
Custom links/landing pages	

Products bought <i>(undistinguished and/or by category and product ID, value, price)</i>	
Personal information/form data <i>(please specify what data you can capture including name, address etc.)</i>	
How do you support cross-domain tracking?	
What functionality/ libraries are provided for tracking Flash?	
What functionality/ libraries are provided for tracking mobile apps (iOS, Android etc.)?	
<b>Reporting capabilities (Answer yes, no, n/a, or add more details where relevant)</b>	
Bespoke reporting	
Fixed reporting	
Real-time reporting	
Report builder	
Report automation	
Triggered reporting	
API for reporting	
Path analysis <i>(please specify if this is aggregate, can be segmented by past viewing or response behavior and/or can be segmented by personal details)</i>	
Customer profile/ segmentation based reporting	
Unique users <i>(any period)</i>	
Unique users <i>(fixed period)</i>	
Campaign analysis	
Data extracts/data feeds <i>(e.g. for email, CRM system, via SOAP API or CSV export)</i>	
Please provide details around data management <i>(e.g. for how long you keep the data)</i>	

Is access provided to raw (non-summarized) data collected? Is this chargeable?	
<b>Different channels (reporting and campaign management) (Answer yes, no, n/a, or add more details where relevant)</b>	
Email reporting	
Email campaign management	
PPC reporting	
PPC campaign management	
Organic search listings reporting	
Ad server reporting	
Ad server campaign management	
3G/mobile reporting	
Affiliate reporting	
Rich media reporting	
RSS reporting	
Ajax/Web 2.0 (and how do you track this?)	
<b>Cost and pricing</b>	
What is your charging model/pricing method (e.g. license/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.)	
<b>Support</b>	
Details of support	
How many UK support staff do you have?	
How many US support staff do you have?	
During what hours are your support lines manned?	



<b>Partners and integration</b>	
Do you work with any partners?	
Does your tool directly integrate with any other product?	
<b>Attribution</b>	
What attribution models does your web analytics tool support out of the box?	
<b>Other background information</b>	
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?	
<b>Product details</b>	
Product name(s)	
Product overview	
Charging model and pricing guide	
<b>Additional supporting information</b>	
Any other relevant information	

**SAMPLE ONLY - Please download the full report from:**



<http://econsultancy.com/reports/web-analytics-buyers-guide>



# Market Positioning Charts

Chart 1: Company focus

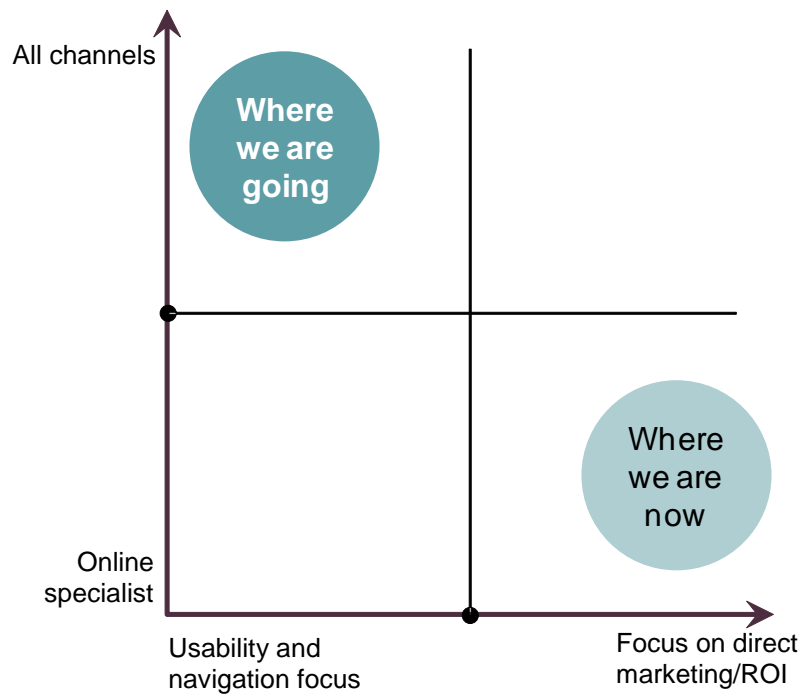


Chart 2: Company proposition

