The Buyer's Guide to Digital Analytics Software

Including Web, Mobile and In-page Analytics Tools

#forusersbyusers

Curated from End-User Reviews on:
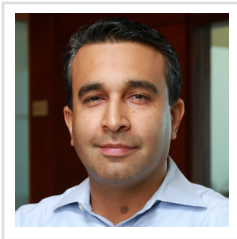
trustradius

First Published September 3, 2014

Table of Contents

Why You Should Read This Guide - Vinay Bhagat, Founder & CEO, TrustRadius

TrustRadius is excited to publish our first Buyer's Guide to Digital Analytics Software. It accompanies our Buyer's Guide to Conversion Rate Optimization Software and is based upon 230 in-depth reviews by authenticated users of digital analytics software on our site, www.trustradius.com. TrustRadius is the leading community for professionals to exchange candid insights about business software and help each other make smarter product selection decisions.

While traditional technology analysts cover digital analytics, we felt there was room for a fresh perspective based upon user insights. As demonstrated in articles like "The Recent Forrester Wave on Web Analytics … is Wrong," it seems we're not alone. There are several principles that have guided the writing of this report:

1. Small businesses and billion dollar enterprises have completely different needs.
Most technology analysts focus on the needs of large enterprises. In this guide we include a wide array of products ranging from those oriented towards SMBs to those designed for large enterprises. We present these products by their adoption in each market segment - small businesses, mid-size companies and enterprises – and how those customers rate them.

2. The most useful insights come from users.
Technology analysts are typically not product users, but infer insights by surveying vendors and a few clients. We believe that the most useful insights come from objective hands-on users of a product.

3. Ratings alone should not drive your decision.
User ratings indicate sentiment, but should not be the sole determinant for product selection. It is critical to understand which product(s) represent the best fit for your needs. In addition to analyzing products by market segment, we provide a distillation of the strengths and areas for improvement of each product as cited in reviews. This provides a launch pad for you to do more in-depth research by reading full reviews, running comparisons, connecting with other users, etc.

4. Technology success encompasses much more than just technology selection.
Selecting the right product is important but does not guarantee success. In this guide we include expert advice to help you maximize your chance for success.

5. Markets and vendors are dynamic.

Digital analytics software has seen a lot of change in the last five years. We believe that it is important for buyers to understand market trends and vendor visions and roadmaps when making a decision.

I would like to thank Megan Headley, Research Associate at TrustRadius, for methodically reading every review, conducting numerous expert and vendor interviews, and for writing this report. I would love to hear your feedback on this guide. Did you find it helpful? How can we improve it? Please email me at vinay@trustradius.com or find me on Twitter @vinaybhagat.

About this Digital Analytics Guide – Megan Headley, Research Associate, TrustRadius
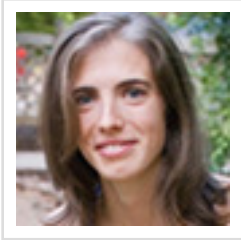
This guide is based upon 230 in-depth user reviews of Digital Analytics Software products on TrustRadius. Those insights are augmented by interviews with highly regarded consultants and executives from software vendors.

All TrustRadius reviewers are authenticated via their LinkedIn profile. We check every review to make sure the submission is genuine and meets our stringent criteria for publication: the reviewer must have actually used the product (not just seen a demo); the reviewer does not, and has not, ever worked for the vendor or its competitors; the reviewer used the product in the last 6 months; the review is substantive and not simply an advertorial or an unhelpful, personal venting or vendetta.

This guide is divided into five major sections:

1. Digital Analytics Software Market Overview
2. Five Key Factors for Digital Analytics Success
3. The Best Digital Analytics Software by Market Segment
4. User Ratings and Feedback by Product
5. Trends in Digital Analytics Software

Digital Analytics Software Market Overview

What Is Digital Analytics Software?

Digital analytics software tracks user activity on an organization's website and other online channels, for the purpose of optimization. The goal might be to optimize user experience, conversion, revenue, return on paid search or other marketing endeavors. Originally and more commonly called web analytics, the field has evolved to include forms of digital interaction beyond web usage, such as social media and mobile applications. As a response to this evolution, the Web Analytics Association officially changed its name to the Digital Analytics Association in 2012.

The data and reports derived from web analytics software are used to evaluate and improve the effectiveness of a company's online presence. Improvement is achieved by focusing on a specific business objective, such as attracting more visitors, increasing sales, or improving customer engagement and retention. Ultimately, the data drives actions—refining website content, adjusting website design, or reallocating marketing dollars, for example—that attempt to optimize for the desired objective.

How Digital Analytics Software Works

To track visitor activity online, most web analytics tools use page tagging. Tags are little pieces of JavaScript embedded in the web page's code. These tags allow analytics tools to detect when someone visits the page, clicks on a link or watches a video, as well as other information such as the visitor's IP address, web browser type, geographic location and screen size. Some tools use web log files rather than JavaScript to track activity.

Web analytics services also usually use cookies to track one person's entire session and any future visits from the same browser. A cookie is a small piece of data attached to each site visitor's web browser. This helps identify new versus returning visitors and allows analysts to better understand user behavior over time.

Most digital analytics tools track similar web, social and mobile metrics. Common metrics cover how many people are using a website (visits, unique visitors, pageviews), who they are (geolocation, browser or device type, new or returning, registered or not), where they came from (referring source, search keyword), and what they are doing while there (time on site, conversions, click paths, bounce rate). The information is usually presented through standard or customized dashboards that can segment data by user persona, date range, and other attributes.

Due to the nature of data collection on the Internet (people can delete cookies or disable JavaScript, for example), no analytics software vendor can offer 100 percent accuracy, and different tools will often produce slightly different results for the same metric due to different counting or tracking methods. Despite data imperfections, digital analytics can provide valuable insights into customer needs and online behavior, especially when used to evaluate trends over time.

Challenges of Digital Analytics Software

Tracking users across devices

With the explosive growth of smartphone and tablet use, companies are increasingly interested in tracking one person's activity across multiple devices. For example, an individual might first visit a website from his or her phone and then later return to make a purchase from a desktop computer. At this point, unless the individual logs in or authenticates in some way, digital analytics tools will see two unique visitors, one of which converted. If the individual eventually makes a purchase or authenticates on the phone, some analytics products can connect the previous activity on that phone, prior to logging in, to the individual's unique ID.

Connecting online and offline activity

Another challenge is the ability to connect online and offline activity. An offline ad can influence an online purchase, or vice versa, and web analytics software by itself usually cannot identify such influence. Many tools, however, integrate with other data systems, such as customer relationship management, in order to provide a more holistic picture of customer behavior.

How vendors are addressing these challenges

Many analytics vendors are working on these challenges. For example, Google recently acquired Adometry, an attribution tool that uses algorithms to attempt to identify how offline activity influences online behavior. comScore uses its panel data and census network to attempt to approximate connections between smartphone and desktop activity by one individual, as well as connections between offline and online activities. Adobe is focused on attribution and predictive marketing capabilities, as well as multi-device visitor measurement.

Differentiating Factors among Digital Analytics Tools

Most digital analytics products offer a similar set of basic metrics. There are some differentiating factors and capabilities to consider, however.

PRICE

There are a few free and freemium digital analytics tools, such as Google Analytics, Piwik, StatCounter and Flurry Analytics. Free analytics software can be quite robust and is almost always the right place to start if a company is just beginning to perform analytics. Many organizations, such as start-ups, SMBs, and those whose website is not the main point of revenue generation, find that a free analytics product suits their needs for a long time. Google Analytics, used on more than 25 million websites[1], is the most widely adopted web analytics tool; Flurry Analytics, which tracks 500,000 mobile apps[2], is widely used for mobile app analytics. Some organizations use a free web analytics tool alongside a paid one, either to cover a data gap or to allow individuals outside the analytics team access to an easy-to-use product.

> *"Many organizations start out with a tool that's cheap or free, and easy to understand, and then push it to its limits. Once you hit the limit and want more, such as better support or a multi-product suite approach, then you can choose to move on to something more robust."*
>
> — Digital Analytics Consultant

[1] Builtwith.com; http://trends.builtwith.com/analytics#
[2] Interview with Flurry representatives

Vendors offering analytics tools free of charge, such as Google and Flurry, earn revenue by using the data to power or monetize other products such as advertising. Often the vendor, not the customer, owns the data collected. Piwik offers a free, open-source tool where the customer hosts and owns the data; the company earns revenue by offering cloud-hosting options and professional services through Piwik Cloud and Piwik PRO.

Freemium web analytics tools such as StatCounter, GoSquared and Woopra charge for deeper functionality or higher traffic volumes. Paid solutions usually offer data ownership, higher or no limits on amount of traffic or data getting tracked, and longer-term data retention. Some niche web analytics solutions such as Mixpanel and KISSmetrics specialize in a particular capability such as event-based, individual-level tracking or cohort analysis. Enterprise-level web analytics tools are often higher-priced and more customizable, and offer robust support during implementation and use. Some freemium tools, such as GoSquared and Woopra, are shifting their focus to the enterprise.

DATA SAMPLING

Data sampling refers to the use of a randomly selected subset of available data to produce analysis and reports. Sampling can increase the speed of processing reports when working with a large volume of data. If done incorrectly, it can reduce the accuracy of reporting. Most web analytics tools do not sample data upon collection—i.e., they collect and store all of the data, and use sampling only when processing large amounts of data for reports. Most standard reports in Google Analytics are pre-processed and therefore do not need to use data sampling; however, sampling is triggered in reporting when users create complex, ad-hoc reports.

Data sampling usually does not undermine web analysis in aggregate; however, if an analyst wishes to use web data to send targeted campaigns to a segment of people or perform remarketing, data sampling will not provide a complete list of users to target. Some web analytics tools offer sampled data in reporting so that users can run faster queries, but still allow the option of downloading or analyzing the full dataset if needed. Remarketing in Google Analytics uses unsampled data, for example.

> *"Sampling can have some pretty big impacts. It's a great way to extrapolate what's happening on your website for analysis purposes, but when you want to do one-to-one marketing or more advanced data integrations, with sampling you don't have all the data to do it. For example, if you want to send an email to all the visitors who added to cart and didn't buy, and the email to be customized with the products added to cart—sampling doesn't allow you to do that."*
>
> — Digital Analytics Consultant

INDIVIDUAL-LEVEL DATA

In some analytics tools such as Google Analytics, the data remains anonymous for privacy reasons. These tools excel in presenting data in aggregate so users can analyze website health as a whole. Other tools, such as KISSmetrics, IBM Tealeaf and Mixpanel, attach behavior to specific browsers once they can be identified with an email address or other information. Google now enables user-level tracking with Universal Analytics, a revamp of Google Analytics launched in 2014, which allows companies to attach a unique ID to visitors (though not any PII or Personally Identifiable Information). Other data systems can connect the unique ID to an email address or other such information.

Individual-level data is useful for tracking, identifying and targeting a particular segment of visitors or customers (for example, sending an email to those who abandoned an item in their shopping cart or experienced a particular website error).

REAL-TIME TRACKING

Analytics tools vary in their real-time data capabilities. For example, Google Analytics offers a real-time dashboard based on the most commonly used reports. However, report generation outside of what's included in that dashboard can take up to 24 hours, in a worst case scenario (though the company says reports are usually processed in less than an hour).

Chartbeat, GoSquared and Clicky are well known for their focus on real-time analytics. Real-time data can be useful for taking advantage of short-term events like holidays or news mentions. Historical analysis, on the other hand, is useful for understanding how changes in website design or functionality affect long-term performance.

MULTI-CHANNEL ATTRIBUTION MODELING

In many situations, a customer will engage with a company at multiple touch points before converting. For example, an individual might land on the website after performing a search, browse the website, then leave and return a few days later via a display ad on Facebook to finally make a purchase.

Some analytics tools primarily use last-click attribution to determine which marketing effort (a display ad, email campaign, or paid search term, for example) caused a conversion. In the above example, this would be the display ad on Facebook. Last-click attribution is generally considered to be an insufficient form of measurement. Other tools offer various complex mathematical models to determine how much each touch point contributed to a purchase. Modeling can help companies establish their optimal portfolio of marketing endeavors through various channels.

CROSS-CHANNEL INTEGRATION

Digital marketers care about multiple channels of reaching customers, such as search engine results, social media, email marketing, display advertising, etc. They want to review, evaluate and possibly even execute marketing campaigns through various channels, preferably from one place. Digital analytics vendors offer integration with other marketing technologies, such as search engine marketing, social media management, email marketing, and customer relationship management, with varying levels of ease. This allows marketers to evaluate campaign effectiveness holistically, across all channels.

"The [digital analytics] ecosystem is getting very complex. The requirement to connect with the back-office is very strong, and the complexity of implementation is increasing accordingly. Tag management makes that easier, but at the same time, the expectation has increased so much that now you want to have a unique view of the customer across voice of customer, digital analytics and back-office systems."

Stephane Hamel, Director of Innovation, Cardinal Path
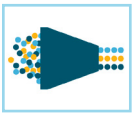
ARBITRARY OR ON-THE-FLY SEGMENTATION

Segmentation is the practice of analyzing how different types of visitors behave, rather than viewing all of a website's traffic in aggregate. Analysts might segment visitors based on traffic source, such as direct, search, social or email, or other factors such as geolocation, new vs. returning visitor, device or browser type, etc. Segmentation can surface insights such as which traffic acquisition channels bring the most valuable visitors, or what type of content prospects in different stages of the sales funnel are looking for.

In the past, many web analytics tools required companies to pre-select how to segment traffic and data prior to implementation and data collection. Now, many products allow analysts to explore data in multiple new ways even after the data has already been collected.

> *"One concept I've seen emerging is that, instead of tagging the website and saying, 'Here's what I want to track,' the tool is tracking all user interactions anyway. For example, through the HeapAnalytics.com interface you can say, 'Those clicks and those activities interest me.' It's an interesting approach. Typically you have to think about your business requirements first, then do the implementations."*

Stephane Hamel, Director of Innovation, Cardinal Path

MOBILE ANALYTICS

Mobile analytics involves tracking website visitors that use a mobile or tablet device, as well as users of a mobile application. Most web analytics tools can do the former, and many offer a software development kit for the latter. There are also some point solutions that focus on mobile analytics, such as Flurry Analytics or Localytics.

> *"Many mobile analytics begin as more user experience related. Are people swiping or clicking, or using this feature, etc.? There may be additional KPIs over and above the traditional KPIs for a desktop website. On a website, it's more about whether the content is driving success. On mobile, it's more experiential—how long are they staying in this mobile app, etc."*

— Digital Analytics Consultant

> *"Google Analytics has recently shifted its naming conventions from visitors to users and from visits to sessions in order to converge the analytical vocabulary and use the same words for discussing the same concepts within mobile and site experiences. Previously the terms visitor and visits were used within site analytics profiles while users and sessions were used within mobile analytics profiles. This difference in terminology caused confusion when discussing customer behavior across channels, and the new vocabulary alleviates some confusion within the Google Analytics community. That said, many tools aren't following Google's lead and still use visitors and visits, and it is still possible to customize the rules and definitions for these concepts within various tools regardless of the naming applied."*

Judah Phillips, CEO and Founder, SmartCurrent;
Author of "Building a Digital Analytics Organization" and "Digital Analytics Primer"

"Whether you use a point tool specialized for mobile, or your web analytics tool with a mobile SDK, depends on how critical your mobile application is to your strategy. A responsive website typically doesn't require special treatment, but maybe you'll end up using Flurry or Localytics on top of GA or Adobe."

Stephane Hamel, Director of Innovation, Cardinal Path
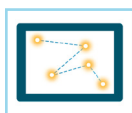
IN-PAGE WEB ANALYTICS

Many web analytics tools focus on clickstream analytics, or the tracking of movement from webpage to webpage. There are some point solutions, such as Crazy Egg, ClickTale, and IBM Tealeaf, which specialize in user interaction on one page. This includes things like heatmaps that show click activity on a page; mouse-tracking, which shows mouse cursor movement across the page; form analytics, which show visitor behavior in filling out forms even when not submitted; eye-tracking, which use either real people or algorithms to show eye movement across a page; and session replay, which are live recordings of an individual's website session. Some tools also offer visitor segmentation around these capabilities. Some web analytics solutions such as Google Analytics and comScore Digital Analytix include in-page analytics capabilities. Adobe offers integration with ClickTale.

In-page web analytics tools are often used to identify areas of confusion, technical errors, or barriers to conversion on a webpage. For example, visitors might be clicking a spot that is not an actual link, or user attention might be focused on the least important part of the page.

Five Key Factors for Digital Analytics Success

Being successful with digital analytics requires more than effective tool selection. Other factors, such as forming a strategy, building a team and understanding the connection to other tools, come into play as well. Below are some excerpts from interviews with web analytics experts on launching a successful analytics program.

1. Executive-level support.

"It starts at the top. From the highest level of the organization, there should be a mindset that they want to use digital data to improve their business and their website. And they follow that mindset by putting their staff and their people behind it. Those companies tend to do better versus those where analytics is more of an afterthought."

— Digital Analytics Consultant

2. Ask the right questions.

"Determining the right questions that you should be answering for your company is critical. Understanding those key questions leads to better choices in terms of which technology you'll use and better implementations."

— Digital Analytics Consultant

3. Build the right analytics team.

"To staff your program, you often have a head of web analytics and a team underneath, split up by country or department or brand. It depends on how big the end-user base is, how big the company is, etc. Say a company has seven departments, and each department has a portion of the website that's really important to them, plus four or five mobile apps. Then you might need seven web analysts, plus one for mobile apps, one manager, and one person in charge of implementation, devoted to doing tagging, etc. That's 10. Then you'd build up from there."

— Digital Analytics Consultant

4. Find the tool that fits your analytics maturity level.

"I've spent a lot of time looking into digital analytics maturity—a critical aspect in selecting the right tool. Too often we look only at the features of tool A versus tool B. We look at the technology side and say, 'Here's the solution, the magic tool that will make things happen.'

If you look at why some organizations are successful at doing analytics, and others are struggling, there are clear drivers of success by the concept of the digital analytics maturity model. How will you deal with governance? What are your objectives? What's the scope? Do you have the right resources and skills? What's the process for analysis? And lastly, to what extent are you leveraging the tools and technologies?

Instead of looking solely at the feature set, think about your ability to use the tool. What's your team skill set? Are they more marketers, data scientists or IT-oriented? What's your process and methodology to handle analysis requests or communicate insight? Do you use Tableau to create advanced dashboards, or do you use the dashboard straight out of the tool?

If you are mature enough, something like Adobe often makes a lot of sense. At the same time, there are a lot of organizations that are just not there, and even if they purchase Adobe and put a lot of money in the tool, it won't work, because the culture is not there."

Stephane Hamel, Director of Innovation, Cardinal Path

5. Other tools matter—web analytics is just one part of tracking the customer lifecycle.

"It's important to understand the full customer lifecycle and take advantages of tools that can help collect and analyze digital data as customers move across phases in their lifecycle. Thus, digital analytics tools are just one piece of the puzzle. For example, other measures are also important to digital experiences, such as brand awareness, recall and favorability, and metrics related to the performance of acquisition marketing campaigns and ad reach and frequency. Testing and optimization tools are part of the puzzle as well, as is the overall analysis of cost, revenue and profit.

Analytics in its most powerful form means discovering insights that drive economic value. It helps to have a 360-degree view of who the customer is and what they do before, during and after a commerce or content experience. You want a dataset and tools that help analyze customers, their behavior, marketing channel performance and outcomes, and the impact of products and content. All this work needs to be understood and analyzed within the context of the customer lifecycle in order to drive conversion, retention, and loyalty. None of the digital analytics tools are doing all of this work, i.e. attempting to measure qualitative aspects in the pre-purchase lifecycle, or upstream into digital advertising or even lifetime value or ROI.

Tracking the full customer lifecycle still requires multiple tools. The marketer is left to cobble together tools and datasets from many different products. For example, you'll need qualitative feedback tools for gathering verbatims and market research data from users; then, a digital analytics tool for understanding behavior and conversion; BI and data warehousing for customer, merchandise, forecast and transaction data; technology for measuring retention, loyalty and lifetime value; A/B and multivariate testing tools; predictive analysis tools for things like personalization and targeting; and even tools for dashboarding and presenting stories and narratives about the data and analysis created from all your other tools and sources."

Judah Phillips, CEO and Founder, SmartCurrent;
Author of "Building a Digital Analytics Organization" and "Digital Analytics Primer"

Methodology

Different companies have varying digital analytics needs. We have thus compared analytics tools across three different segments to help software buyers identify the solutions that most closely align with their needs. There are a few different ways one could segment the market. One method might be volume of website traffic or revenue generated by the website. Another might be the type of website, such as e-commerce, lead generating, brochure or advertising-based. For this guide, we have segmented by the size of the company using the product[3], based on number of employees, as that was the data readily available to us from reviews on TrustRadius. Our market segments are:

» Small businesses: 1-50 employees

» Mid-size companies: 51-500 employees

» Enterprises: >500 employees

Number of employees is a useful though imperfect way of approximating complexity of digital analytics needs. There are certainly exceptions. Some smaller companies might run high traffic websites that generate a lot of revenue and require more sophisticated tools. Some larger companies may be far less reliant on their websites. See the User Ratings and Feedback by Product section of this guide for more comprehensive coverage of each product, including the most common use cases.

Our goal was to create an objective visual depiction of which digital analytics tools offer the leading solutions in each market segment. We have created each TrustMap on two dimensions:

1. **Average User Ratings:** The average "Likelihood to Recommend" rating, which is a representation of overall satisfaction, by customers within that company-size segment who have written reviews on TrustRadius. All ratings and reviews come from authenticated end-users of the software.

2. **Segment Adoption:** The estimated relative number of websites using the product within that company size segment. It is intended to facilitate a rough comparison of market penetration by order of magnitude among the products, as exact customer data is unavailable.

Because customer counts are typically unavailable from vendors, we used public data from Builtwith.com, which estimates the number of websites using a particular technology. For the enterprise segment, we used data based upon the number of top 10k websites ranked by traffic using the software. For mid-size company market, we used the number of the top 100k websites using the software and subtracted those also in the top 10k, which are likely enterprises. For the small business segment, we used data from the entire Internet and subtracted those also in the top 100k, which are likely mid-size companies or enterprises. Segment adoption is plotted on the X or horizontal axis and uses a logarithmic scale in order to accommodate the widespread adoption of Google Analytics.

---

[3] Many consultants have written reviews of analytics products on TrustRadius. Often, the consultant's company is a small business, but the product is being used for an enterprise client. In that case, we re-classified those reviewers according to the client's probable company size, for the purposes of this report.

We draw lines for the median Average User Rating and Segment Adoption to create a graph with four quadrants. Products in the upper right area of the quadrant, which are at or above the median for both Average User Rating and Segment Adoption, are "Leaders" for that segment. Tools in the upper left quadrant, which have an Average User Rating at or above the median for the segment but below-median Segment Adoption, are "Strong Performers".

We have omitted products for which there are fewer than two reviews in a particular segment, but otherwise do not make our own judgments as to whether a product is an "enterprise" solution, for example. We include products solely based upon whether they are used by that type of company, per the mix of reviews on TrustRadius. The TrustMaps will evolve to become more statistically accurate as we gather more data for each product.

We have also omitted from the TrustMaps products that offer one discreet capability of digital analytics, such as click-tracking or mobile analytics. Some of those products are covered in the User Ratings and Feedback by Product section of this guide.

Important note on free tools: We have clearly marked the free tools on each TrustMap, because users of free products often judge them by different standards and rate them more highly. These high ratings don't always mean free tools are the best solution for a use case. Sometimes free analytics products are used in conjunction with a paid analytics tool, especially in enterprises.

The Best Digital Analytics Software for Small Businesses (<51 employees)

Digital Analytics TrustMap™ for Small Businesses

STRONG PERFORMERS   LEADERS

Google — FREE

StatCounter

wOopra   PIWIK — FREE

GoSquared

KISSmetrics

mixpanel

Adobe

Median 4.2

Median 165,737

Average User Rating (vertical axis): 2.5, 3.0, 3.5, 4.0, 4.5, 5.0

Small Business Segment Adoption
(Estimated Number of Websites in Small Business Segment Using Product)

Horizontal axis: 10,000 — 100,000 — 1,000,000 — 10,000,000 — 100,000,000

trustradius™

Most digital analytics software used by small businesses are positively rated by them. The median "Likelihood to Recommend" rating in this segment is 4.2 out of 5. Small businesses tend to use free or low cost tools, which are often easy to implement and use. Small businesses often lack the resources to utilize a comprehensive paid analytics tool, as well as the ability to produce a return on investment for the cost of the tool. Therefore, a free or low cost tool is usually sufficient for companies in this segment.

All of the digital analytics "Leaders" in the small business segment are either totally free (Google Analytics, Piwik) or offer a widely adopted free version (StatCounter says 90% of its customers are using the free version). The Strong Performers (GoSquared, Woopra) and near Strong Performers (KISSmetrics, Mixpanel) all score above 4 out of 5. KISSmetrics and Mixpanel have an average rating about 0.1 below the median.

Many of the products used in this segment have a unique positioning or focus on a specific capability. Because they are all so highly rated, selecting among these tools should involve a deeper look at one's own business needs as compared with each vendor's unique value proposition (listed in table below). Another potential factor to consider is the vendor's focus on this segment (i.e., percent of customers that are small businesses). Based on the mix of reviews on TrustRadius, StatCounter, Mixpanel and GoSquared are the companies most highly focused on the small business segment, closely followed by KISSmetrics and Woopra (see table).

	PRODUCT	AVG. SMALL BUSINESS RATING	SMALL BUSINESS FOCUS*	SMALL BUSINESS SEGMENT ADOPTION**	UNIQUE VALUE PROPOSITION
LEADERS	StatCounter	4.8	86%	863k	Very simple, easy to use
	Piwik	4.7	42%	766k	Open-source, self-hosted, data ownership
	Google Analytics	4.6	42%	25 million	Most widely used, comprehensive feature set
STRONG PERFORMERS	Woopra	4.3	67%	39k	Individual-level tracking; real-time focus
	GoSquared	4.2	75%	29k	Ease of use, real-time focus
	KISSmetrics	4.1	68%	21k	Individual-level tracking, funnel analysis
	Mixpanel	4.1	83%	18k	Event-based tracking
	Adobe Analytics	3.8***	8%	293k ****	Used mostly by enterprises

*Percent of clients that are small businesses as indicated by the mix of reviews on TrustRadius

**The number of websites using a product across the entire Internet, minus the number of websites using the product among the top 100k websites, per Builtwith.com. Note: This method is intended to facilitate a rough comparison of market penetration by order of magnitude among the products, rather than present an exact number of customers or websites, as that data is unavailable to us.

***Based on 2 reviews only, in this segment

****This number is likely highly inflated, due to enterprise customers using the tool on a large number of websites with low traffic.

The Best Digital Analytics Software for
Mid-Size Companies (51-500 employees)

Digital Analytics TrustMap™ for Mid-Size Companies
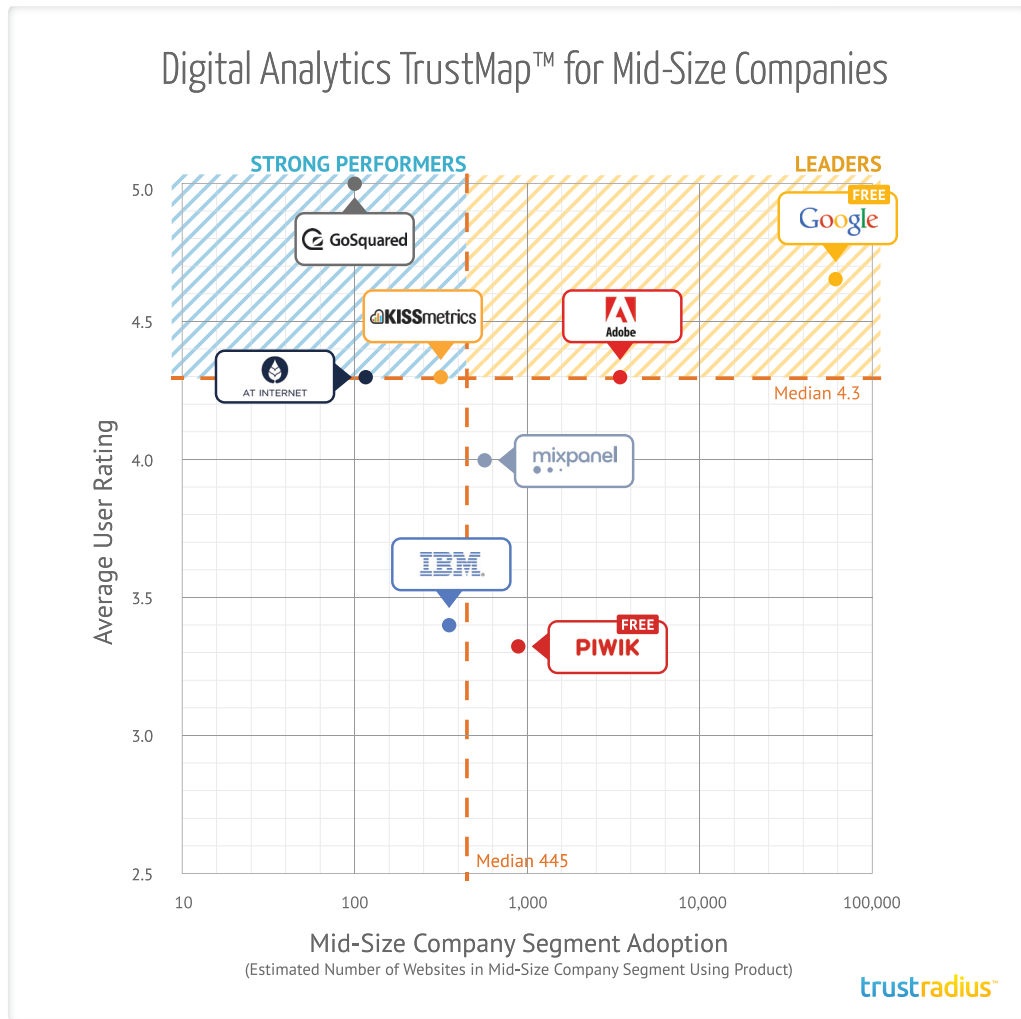
The digital analytics "Leaders" for mid-size companies are Adobe Analytics and the free tool Google Analytics. Google Analytics is sometimes used as a second analytics tool next to a paid one, especially in mid-size companies and enterprises. Adobe Analytics is highly focused on the enterprise (83% of their customers are enterprises, per the mix of reviews on TrustRadius). However, the product is also highly rated among mid-size companies, albeit with a small sample size.

The "Strong Performers" are GoSquared, AT Internet and KISSmetrics. GoSquared was founded in 2006 in London; its focus is ease of use and real-time capabilities, and, more recently, catering to e-commerce customers. Based in France, AT Internet launched a web analytics product in 1998 and began focusing on enterprise clients in 2007. KISSmetrics was founded in 2008 and focuses on person-based tracking.

Piwik is placed similarly to Google Analytics in the Small Business and Enterprise TrustMaps; however, there are only three reviews of Piwik in this segment, so the lower rating here is possibly an anomaly due to insufficient data.

No vendor is truly focused on the mid-size company segment, according to the mix of reviews on TrustRadius; however, AT Internet is the most focused at 40%. Many of the company's clients are based in Europe, which could explain why some of their customers are smaller in terms of employee count.

	PRODUCT	AVG. MID-SIZE COMPANY RATING	MID-SIZE COMPANY FOCUS*	MID-SIZE COMPANY SEGMENT ADOPTION**
LEADERS	Google Analytics	4.7	32%	60,898
	Adobe Analytics	4.3***	8%	3,428
STRONG PERFORMERS	GoSquared	5.0***	25%	100
	AT Internet	4.3	40%	115
	KISSmetrics	4.3	14%	314
	Mixpanel	4.0***	17%	525
	IBM Digital Analytics	3.4	26%	364
	Piwik	3.3	25%	955

*Percent of clients that are mid-size companies as indicated by the mix of reviews on TrustRadius

**The number of websites using a product in the top 100k websites, minus the number of websites using the product among the top 10k, per Builtwith.com. Note: This method is intended to facilitate a rough comparison of market penetration by order of magnitude among the products, rather than present an exact number of customers or websites, as that data is unavailable to us.

***Based on 2 reviews only, in this segment

The Best Digital Analytics Software for Enterprises (>500 employees)

Digital Analytics TrustMap™ for Enterprises

STRONG PERFORMERS | **LEADERS**

- Google — FREE
- comSCORE
- AT INTERNET
- Google Premium
- Adobe
- PIWIK — FREE
- KISSmetrics
- IBM
- webtrends

Average User Rating (vertical axis): 2.5, 3.0, 3.5, 4.0, 4.5, 5.0

Median 4.1

Median 98

Enterprise Segment Adoption
(Estimated Number of Websites in Enterprise Segment Using Product)

Horizontal axis: 1, 10, 100, 1,000, 10,000

trustradius™
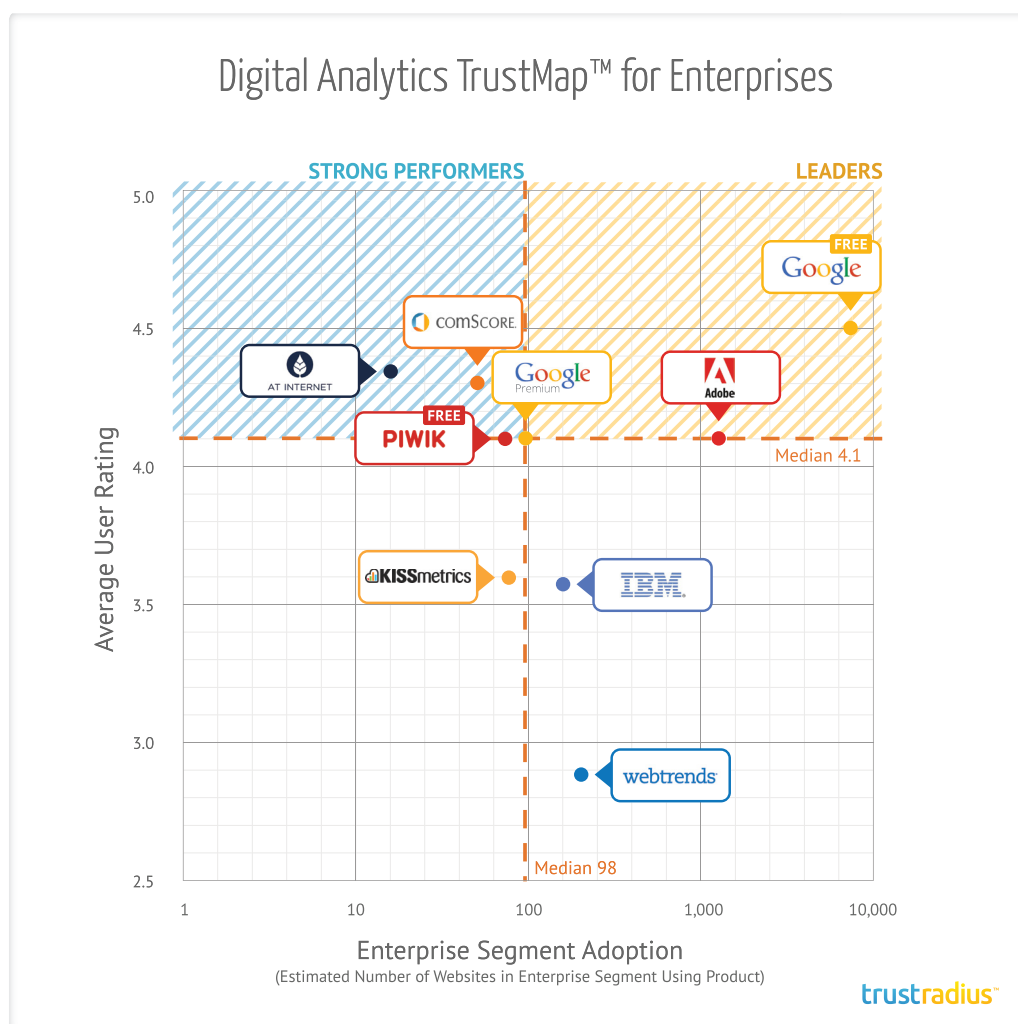
The digital analytics "Leaders" for the enterprise are Adobe Analytics, Google Analytics Premium and the free tool Google Analytics. Free solutions, as we've mentioned before, are sometimes used in conjunction with a paid tool. Paid or enterprise-focused tools often offer additional features, allow for larger traffic volumes and provide extra support and other professional services.

Adobe Analytics, previously called SiteCatalyst, was formed after Adobe acquired Omniture in 2009. It is part of the Adobe Marketing Cloud, and is often adopted by companies looking for a suite-based approach to their digital analytics. It is a strong player in the marketplace, and the most widely adopted paid tool among enterprises.

Google Analytics Premium, built on the same platform as Google Analytics, was launched in 2011. Compared to the free edition, it offers dedicated support and training options, eliminates data sampling, offers integrations with other enterprise tools, and has the ability to measure greater quantities of traffic. Many of the thought leaders we interviewed confirmed that they see the majority of new enterprise-level analytics customers in the U.S. opting for either Adobe or Google as their vendor. Our data shows that Google Analytics Premium is right at the median and therefore not as widely adopted yet, having only been on the market for three years.

The "Strong Performers" for the enterprise are AT Internet, comScore Digital Analytix, and the free tool Piwik. Based in France, AT Internet focuses on the European market, and is currently attempting to expand in Latin America and Asia before moving into the United States, where competition is tougher. The company launched a free web analytics product in 1998, but shifted focus to the enterprise in 2007.

comScore is a digital media measurement company perhaps best known for their panel-based measurement product. The company purchased Dutch company Nedstat in 2010 to create Digital Analytix, a tag-based web analytics product. The tool also syncs with the company's panel-based and census network data. It is often used by companies who want to combine their website data with the deeper demographic data available through comScore's panel participants.

IBM Digital Analytics received similar ratings among enterprises as it did in the mid-size company segment. Webtrends Analytics is almost exclusively focused on the enterprise, but received the lowest ratings. KISSmetrics is not focused on the enterprise, which perhaps explains its lower rating here as compared to its performance in the other two segments.

According to the mix of reviews on TrustRadius, Webtrends Analytics is the product most highly focused on the enterprise, followed closely by Google Analytics Premium and Adobe Analytics.

	PRODUCT	AVG. RATING AMONG ENTERPRISES	ENTERPRISE FOCUS*	ENTERPRISE SEGMENT ADOPTION**
LEADERS	Google Analytics	4.5	26%	7,113
	Google Analytics Premium	4.1	90%	98***
	Adobe Analytics	4.1	83%	1,340
STRONG PERFORMERS	AT Internet	4.3	60%	16
	comScore Digital Analytix	4.3	50%****	58***
	Piwik	4.1	33%	74
	KISSmetrics	3.6	18%	89
	IBM Digital Analytics	3.6	74%	165
	Webtrends Analytics	2.9	96%	207

*Percent of clients that are enterprises as indicated by the mix of reviews on TrustRadius

**The number of websites using a product in the top 10k websites, per Builtwith.com. Note: This method is intended to facilitate a rough comparison of market penetration by order of magnitude among the products, rather than present an exact number of customers or websites, as that data is unavailable to us.

***Estimated; BuiltWith data unavailable

****Vendor provided due to insufficient review data

Digital Analytics Software:
User Ratings and Feedback by Product

Adobe Analytics Profile

Adobe Analytics was formerly Omniture SiteCatalyst. Omniture was acquired by Adobe in October 2009 for $1.8 billion. The product has been incorporated into the Adobe Marketing Cloud, which includes Adobe Target (a testing solution), Adobe Social, Adobe Campaign Management (formerly Neolane, a marketing automation solution), and other components. Adobe Analytics customers tend to be large enterprises, and the product has a strong reputation in the marketplace.

Company status	Public
2013 revenue*	$1.02 billion (Adobe Marketing Cloud)**
Growth 2012-2013	26% (Adobe Marketing Cloud)**
Customers	N/A
Employees	1,200***
Pricing	N/A

*For indication of product line revenue, Omniture's annual revenue at time of acquisition by Adobe in 2009 was $345 million: http://www.wikinvest.com/stock/Omniture_(OMTR)/Data/Revenue

**http://www.adobe.com/aboutadobe/pressroom/pressreleases/201312/Q413Earnings.html

***At the time of acquisition by Adobe in 2009: http://www.adobe.com/aboutadobe/invrelations/faq_omniture.html

Aggregate User Ratings of Adobe Analytics on TrustRadius

RATING ATTRIBUTE	ADOBE ANALYTICS	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8.2	24	8.2
Likelihood to renew	8.5	24	8.3
Product usability	7.8	4	7.8
Product availability	9.3	4	9.4
Product performance	8	4	8.8
Support	5.4	5	7.8
In-person training	4.3	3	7.4
Online training	4.7	3	8.1
Implementation satisfaction	4.6	5	8.3

Source: (24) User reviews of Adobe Analytics on TrustRadius

Summary of Adobe Analytics Reviews

ADOBE ANALYTICS STRENGTHS	ADOBE ANALYTICS AREAS FOR IMPROVEMENT
Intuitive reporting interface Versatile visual interface makes it easy to navigate, manipulate data sets and explain data to non-expert users.	**Support** Significant issue with support responsiveness. Some users complain that it takes more than 24 hours to get a response from overseas support center.
Segmentation Powerful segmentation engine allows users to be grouped by virtually any variable.	**Dashboards** Some users say that dashboards are limited in the data they display and are not as attractive as dashboards in some other digital analytics tools.
Reporting Very robust reporting tools, especially for ad-hoc reporting. Reports are visually appealing and easy to share and schedule.	**Cost/complexity** The product is expensive and, although highly customizable and powerful, does require considerable technical know-how for deployment and effective use.
Integration/Data extraction Integrates seamlessly with other Adobe products like Target. Also provides many data export options.	**Video integration** Some users report that Adobe Analytics does not support integration with all video platforms.

Source: (24) User reviews of Adobe Analytics on TrustRadius

Interview with Nate Smith, Senior Product Marketing Manager

Positioning

Adobe Analytics is focused on marketing analytics, says Nate Smith, Senior Product Marketing Manager. "Analytics is not just about pushing out website reports. Analytics is about data discovery – integrating data from all your channels and then easily sifting through it to answer business questions," he says. "Ultimately, organizations collect data so that they can take action, usually to provide a better experience for customers."

By offering a suite-based solution, Adobe enables better collaboration across business units in an organization, Smith says. "The solutions in Adobe Marketing Cloud rely on data that comes in from Adobe Analytics. We provide a collaboration medium for the entire marketing organization. For instance, someone on the analytics team can identify a really high value audience and immediately share it with the campaign or advertising team," he says. This helps especially with organizations where business units are siloed. "Whether large or small, there's different challenges to get insights to the right team at the right time. Adobe Marketing Cloud facilitates that."

Competitive Differentiation

"Google is very invested in advertising and AdWords. A lot of the capabilities released target the top of the funnel," Smith says. "For Adobe, we're very invested in understanding the entire marketing funnel—not just acquisition but all the way through to conversion and loyalty. Acquisition is expensive. We feel that keeping customers loyal is where businesses are going to see the best bang for their buck."

Target Customers

Main verticals served are retail, financial services, media and entertainment, B2B and high tech. "Because we provide advanced analytics capabilities, enterprise organizations are a natural fit for our solution," Smith says. "However, we have small businesses up to large enterprises using Adobe Analytics. More important is the organization's level of maturity in their analytics practice, as well as their ability to monetize marketing through analytical insight."

Product Priorities

The company is focused on developing the product's attribution and predictive capabilities, as well as what Smith calls "visitor enrichment," or adding other datasets and metadata to analytics. "Say I'm a retailer and I have a certain product SKU that generates a lot of revenue. I can key off that SKU and upload metadata to understand that it's a certain shoe model of a certain color. It powers richer segmentation and provides really good insight," he says. "We're going to see more automated capabilities there."

Response to Feedback from Adobe Analytics Reviews

"In terms of dashboards, I would say that was a fair point in the past. However, we've placed significant emphasis on the UI experience and role based workflows, making it accessible to the novice as well as the advanced analyst. We've done tremendous work in the UI in Adobe Analytics as well as the rest of Adobe Marketing Cloud," Smith says. In terms of price, "we are competitive with all the other players that charge on volume—even Google Analytics Premium—depending on traffic volume," he says. [Google charges a flat fee for Google Analytics Premium]. "Additionally, our clients turn down "free" solutions because they get significant value out of the analytics capabilities Adobe provides and they know how to monetize their business—in ways that just aren't possible with those products."

AT Internet Profile

AT Internet is a privately held French company founded in 1995 as a marketing agency. They switched to a focus on web analytics three years later. A large percentage of their customers are based in Europe. The company originally launched a free web analytics product, which is still in use, but focus shifted to the enterprise space in 2007 in response to the emergence of Google Analytics and customer requests for more advanced features. They are currently expanding in Latin America and Asia. The company raised $9 million in funding last year and has raised a total of $17 million to date.

Company status	Private
2012 revenue	$20 million*
Growth 2012-2013	>15%*
Customers	3,500; 400-500 are enterprise class*
Employees	200*
Approximate Pricing	From 30k to 300k euros per year*

*Interview with AT Internet CEO Mathieu Llorens

Aggregate User Ratings of AT Internet on TrustRadius

RATING ATTRIBUTE	AT INTERNET	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8.6	10	8.2
Likelihood to renew	8.3	10	8.3
Product usability	N/A	N/A	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	N/A	N/A	7.8
In-person training	N/A	N/A	7.4
Online training	N/A	N/A	8.1
Implementation satisfaction	N/A	N/A	8.3

Source: (10) User reviews of AT Internet on TrustRadius

Summary of AT Internet Reviews

AT INTERNET STRENGTHS	AT INTERNET AREAS FOR IMPROVEMENT
Support and Client Services Product consultants are excellent, and customer support is free and highly responsive.	**User Interface** Although the user interface receives some criticism, it is much improved in the latest version.
Reliable data/segmentation There is no data sampling and the product allows for full segmentation and filtering.	**Cost** AT Internet is more of an enterprise-level product and is correspondingly expensive.
API The system includes an easy-to-use REST API for custom development work.	**Reporting** Some users would like to see more details and greater flexibility in the reporting and analysis capabilities.
Innovation The team works hard to improve the product and innovate. They have a promising roadmap.	**Speed** One user mentions long response times for reports based on large datasets.

Source: (10) User reviews of AT Internet on TrustRadius

Interview with Mathieu Llorens, CEO

Positioning
"AT Internet CEO Mathieu Llorens says the company is well positioned to compete with the large U.S.-based analytics tools like Adobe and Google, because they can offer more flexibility and a closer relationship with their team, including executives. "We are the only independent company with global reach," Llorens says. "Analytics is a long-term project. You don't want to commit for one or two years. We've had customers for 12 years. You want to know who you are working with."

Competitive Differentiation
They believe their main differentiation from Adobe Analytics is total cost of ownership. "While they're priced similarly in terms of traffic volume, the total cost of ownership ends up being about 50 percent less," Llorens says. This is because AT Internet places no limit on the number of users on an account, and also provides customer support at no extra cost. "Ask a question any time if you have a problem with your solution, and we will answer you," he says. "You only have to pay if you want people coming on site."

Their main differentiation from Google is data ownership and privacy. "A lot of customers in finance, media, healthcare, etc., are more comfortable working with a European and independent company. We can give them clear guarantees on data ownership and privacy," he says. "The data is stored in our own European data center. It's very important for enterprise class customers."

Target Customers
While 75 to 80 percent of their customers are in Europe, they are growing internationally. "We are expanding in Latin America and Asia first. We opened three offices last year, in Moscow, Singapore and Brazil," Llorens says. "We'll confirm our presence there before we move into the U.S., where the competition is focused."

Main verticals served include banks and financial services, travel and hospitality, technology, retail and media.

API

Llorens emphasizes the importance of the product's API, of which they're releasing a new version this year that allows for more scalability and real-time capacity. "We see a lot of need from our customers for importing and exporting data from our solution to their CRM, CMS, etc," he says. "The API is the core of our system." It also allows AT Internet to build partnerships with other tools, such as e-mail marketing platforms, multivariate testing solutions, SEO and search marketing platforms, behavioral targeting solutions and business intelligence.

Response to Feedback from AT Internet Reviews

"We have recently introduced new features to help streamline how customers extract, analyze and share their data, most notably an intuitive new workspace and an innovative dashboard tool allowing customers to build fully customizable dashboards in minutes," Llorens says. "These new features offer a simplified user experience and enable customers to rapidly analyze and share the data that's most important to them, facilitating smarter decision-making."

comScore Digital Analytix Profile

comScore is a $285m annual revenue (2013) public company with multiple lines of business and products. They are best known as an audience measurement vendor, but they also have an enterprise analytics division, which includes their Enterprise Digital Analytix solution along with other digital measurement tools. The Digital Analytix product emerged from acquisition of Dutch company Nedstat in 2010. Digital Analytix is somewhat different from other tools in the category as customers can combine their analytics data with data from comScore's census network and research panel. The tool can also ingest disparate datasets and store data in un-aggregated form.

Company status	Public
2013 revenue*	$285.5 million (total company)
Growth 2012-2013	16%** (total company)
Customers	2,368** (total company)
Employees	1,000+ (total company)***
Pricing	$50k to $500k per year****

*Note: For an approximate indication of product line revenue, at the time of the acquisition, comScore indicated that the Nedstat business was expected to contribute $4 million in revenue for the last quarter of 2010:
https://www.comscore.com/Insights/Press-Releases/2010/9/comScore-Acquires-Nedstat-Global-Analytics-and-Online-Optimization-Provider
**http://ir.comscore.com/releasedetail.cfm?ReleaseID=824699
***http://www.comscore.com/About-comScore/comScore-Fact-Sheet
****Vendor provided

Aggregate User Ratings of comScore Digital Analytix on TrustRadius

RATING ATTRIBUTE	COMSCORE DIGITAL ANALYTIX	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8.8	5	8.2
Likelihood to renew	7.2	5	8.3
Product usability	N/A	N/A	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	N/A	N/A	7.8
In-person training	N/A	N/A	7.4
Online training	N/A	N/A	8.1
Implementation satisfaction	N/A	N/A	8.3

Source: (5) User reviews of comScore Digital Analytix on TrustRadius

trustradius

Summary of comScore Digital Analytix Reviews

COMSCORE STRENGTHS	COMSCORE AREAS FOR IMPROVEMENT
Flexible implementation Platform implementation is very flexible allowing for a completely custom schema. Reporting can be completely customized.	**Complexity** With flexibility comes complexity. For example, it can be difficult to keep track of custom variable names.
Virtual sites Large sites can be broken into several separate entities for faster and more accurate reporting.	**User Interface** Although the user interface is being improved, the learning curve is very steep. It would be useful to have a simplified UI for novice users.
Real-time reporting Platform is capable of reporting and segmentation in real time. In addition, StreamSense is an excellent add-on for video counting.	**Customer support/Resources** Support responsiveness could be improved. One user reports that the latest documentation and libraries can be hard to find.
User-level data The product stores raw user-level data, which can be extracted via the user interface or the export API.	

Source: (5) User reviews of comScore Digital Analytix on TrustRadius

Interview with Jodi McDermott, Group Vice President of Product Management

Positioning

"The genesis of our company has been around measuring digital relationships between companies and their customers," says Jodi McDermott, Group Vice President of Product Management. comScore does this in three ways, she says. First, their audience measurement vertical calibrates data from the company's panel and census networks to estimate web traffic and help with media planning and buying, as well as benchmarking, she says. Second, they work with companies to evaluate advertising campaign effectiveness. Finally, the analytics pillar—Digital Analytix—allows clients to combine their own website and other data with research data from comScore.

"It's not traditional web analytics where it's measure, report and segment. Our clients utilize other assets from comScore to build a stronger dataset," McDermott says. "We collect a trillion events a day through our audience and advertising measurement platforms, so we're able to see things that pure web analytics companies don't see. By understanding patterns and usage across the web, a publisher or a broadcaster or a retailer can have insights into an entire category versus only looking at their own business."

For example, one of their clients uses Digital Analytix to combine their user data with panel data from comScore to understand demographics and activity across the Internet, not just on their website.

Competitive Differentiation

"Pureplay web analytics is becoming more of a commodity. We compete with some of them, but increasingly we compete in the digital intelligence space, where you bring in research data and methodology," she says.

In terms of differentiation from Adobe specifically, McDermott says that comScore customers do not have to purchase a suite, and that Digital Analytix enables segmentation down to the level of one individual record. "There is no pre-aggregation required for the platform to run," she says.

Integrations

"We've chosen to partner with multiple solutions in the testing space," including Maxymiser, Optimizely, SiteSpect, Visual Website Optimizer and SDL Tridion, McDermott says. Partners' tags match directly with the visitor ID in Digital Analytix. "There are pros and cons to buying your own company," she says. "The companies that are stand-alone are dedicated, with a well-preserved roadmap behind them. Suite solutions have minor hooks put into place and don't get the solid roadmap that pure-play products do."

Response to Feedback from comScore Digital Analytix Reviews

"As an enterprise solution, comScore's Digital Analytix aims to offer an analytics platform that provides unparalleled flexibility for maximum client benefit. To ensure that clients see immediate results, user guides are comprehensive in describing functionality and capabilities, and our Client Services team is at the ready to offer personalized assistance," McDermott says.

"We are constantly working with our clients to understand how they use Digital Analytix, how we can increase usability, and what features and benefits are most needed," she says. "Most recently we have rolled out a second user interface, Digital Analytix Focus. This simplified UI provides easy access to frequently requested, pre-formatted reports in a user-friendly format that democratizes data and insights throughout the enterprise. Additionally, we are working with clients to provide access to product information and user guides in a variety of form factors, such as video training and online documentation."

Google Analytics Profile

Completely free, Google Analytics is the most widely adopted web analytics program, used by about half of the top 1 million websites. It was born from Urchin, a web statistics analysis product that Google acquired in 2005. It integrates with other Google products such as Google AdWords, Google Display Network, and Google Tag Manager. The company also has a paid analytics product, Google Analytics Premium, which uses the same infrastructure and interface as this standard version, but includes additional features, integrations and support options.

Company status	Public
2013 revenue	$55.5 billion* (total company)
Growth 2012-2013	22%* (total company)
Customers	N/A
Employees	43,862* (total company)
Pricing	Free

*http://investor.google.com/earnings/2013/Q4_google_earnings.html

Aggregate User Ratings of Google Analytics on TrustRadius

RATING ATTRIBUTE	GOOGLE ANALYTICS	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	9.2	38	8.2
Likelihood to renew	9.5	38	8.3
Product usability	8	2	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	5	3	7.8
In-person training	N/A	N/A	7.4
Online training	10	1	8.1
Implementation satisfaction	8.3	3	8.3

Source: (38) User reviews of Google Analytics on TrustRadius

Summary of Google Analytics Reviews

GOOGLE ANALYTICS STRENGTHS	GOOGLE ANALYTICS AREAS FOR IMPROVEMENT
Free and powerful GA is an extremely powerful free tool that can compete with many paid analytics tools.	**Overwhelming for first-time users** Although relatively user-friendly, the sheer quantity of data and options within the tool can be overwhelming for first-time users.
Visitor and conversion tracking GA does an excellent job of tracking where site visitors come from and conversion rate metrics to help allocate marketing spend judiciously.	**Data sampling** Data sampling can be an issue for large websites with high traffic volumes.
Dashboards The tool is very customizable, and it's simple to set up dashboards with specific query data for sharing across an organization.	**Lack of update communication** Although the constant improvement is a plus, communication of new features or changes is lacking, which can cause certain users' current configurations to break.
Constant improvement The product is constantly being developed and improved with innovative new features.	

Source: (38) User reviews of Google Analytics on TrustRadius

Interview with Jody Shapiro, Global Head of Google Analytics Premium, and Justin Cutroni, Analytics Evangelist

On Universal Analytics

In 2014, Google launched a Universal Analytics, a wholly new version of Google Analytics. "It's really a repositioning of our entire platform," says Justin Cutroni, Analytics Evangelist at Google. "The focus of Universal Analytics is moving to purely digital measurement—a screen- and device-agnostic measurement system that's user-centric. It's really critical for marketers to understand the cross-device journey at a deeper level. Give me a true count of users regardless of the device that they're on."

"We've moved beyond a web only world," says Jody Shapiro, Global Head of Google Analytics Premium. "It's becoming easier and easier to measure things and put all these channels together for marketers—call center data, point of sale system data, etc. Universal Analytics is about bringing all that data together so you can look at things not through data silos but all together."
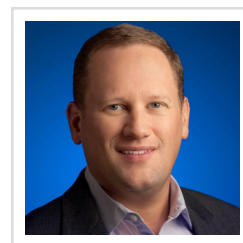
Competitive Differentiation

"We have a solid track record of focusing on our users," Cutroni says. "Our continued focus on what marketers and analysts need in today's business environment is what motivates us to create innovative and unique features."

"Often times a point solution can do a great job," Shapiro says. "However, we regularly see people mature out of that and want a more powerful analytics tool."

"There is a rising demand for the integrated marketing platform, which is good for the industry as a whole," Shapiro says. "But it's not a bundling and packaging question. What customers want is the ability to move their data fluidly and accurately across all of these platforms. That's the power of integration. We put a lot of investments into the fluidity of data and the ability to do more integrated marketing."

Response to Feedback from Google Analytics Reviews
Some reviewers on TrustRadius mention a lack of communication from Google when new features are released that affect their implementations. "We understand that GA has a lot of really advanced features and when new things come out, we want to make sure all users understand how to use them," Cutroni says. "We've invested heavily in education. We've divided documentation into help centers for front-end users and developers, and we launched the Analytics Academy, which offers massive online courses." Google Analytics Premium customers get advanced notice of upcoming features and changes, so they have time to prepare for the changes before they're released, Cutroni says.

Google Analytics Premium Profile

Google™ Analytics Premium

Google released a paid version of its analytics product in 2011. Google Analytics Premium eliminates data sampling, allows for the creation of more custom variables, has a decreased delay in data processing for reporting, and includes some additional features such as data-driven attribution. Arguably the biggest differentiation from the free version is the addition of dedicated support and training options, as well as integrations with other enterprise-level tools, such as BigQuery for data mining. Google also acquired marketing analytics platform Adometry in 2014 and launched additional e-commerce tracking capabilities.

Company status	Public
2013 revenue	$55.5 billion* (total company)
Growth 2012-2013	22%* (total company)
Customers	N/A
Employees	43,862* (total company)
Pricing	$150k per year for up to 1 billion hits per month, with additional pricing tiers available for higher volume sites

*http://investor.google.com/earnings/2013/Q4_google_earnings.html

Aggregate User Ratings of Google Analytics Premium on TrustRadius

| RATING ATTRIBUTE	GOOGLE ANALYTICS PREMIUM	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8.4	10	8.2
Likelihood to renew	8.7	10	8.3
Product usability	8.3	3	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	7.8	4	7.8
In-person training	9	1	7.4
Online training	7	1	8.1
Implementation satisfaction	10	1	8.3

Source: (10) User reviews of Google Analytics Premium on TrustRadius

Summary of Google Analytics Premium Reviews

GOOGLE ANALYTICS PREMIUM STRENGTHS	GOOGLE ANALYTICS PREMIUM AREAS FOR IMPROVEMENT
Powerful segmentation Building segments and applying them to reports is intuitive. It's very easy to build custom reports. Far more custom variables are available than in GA standard.	**E-commerce tracking** Some users say the tool is not suitable for retailers, as it's missing some key e-commerce metrics. However, the company launched a revamp of the e-commerce capabilities in 2014.
Attribution modeling A number of pre-set models are provided and custom models can be created.	**A/B testing and in-page analytics** Although users like having A/B testing and in-page analytics functionalities embedded within the tool, neither feature is robust enough for users who want to do anything beyond the basics.
No data sampling Absence of data sampling allows the construction of statistically valid trends and datasets.	**Custom reporting** Users like the ability to create custom reports, but doing so often requires regex, which can be difficult for non-technical users.
Very fast processing Performance is excellent. Even very complex reports load in seconds.	**Online documentation** Online training and documentation is robust for the free version, but there is little additional documentation for the Premium version.
Service and Support Although there is general agreement that the product is intuitive for an enterprise product and easy to implement, there is some difference of opinion about the quality of service and support. Some feel that it is excellent, while others have been disappointed, feeling that answers to technical or implementation questions were a bit generic.	

Source: (10) User reviews of Google Analytics Premium on TrustRadius

Interview with Jody Shapiro, Global Head of Google Analytics Premium
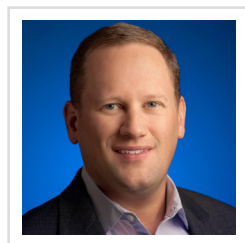
Positioning

Jody Shapiro, Global Head of Google Analytics Premium, emphasizes the difference between the free and Premium versions of the product. "Both are extremely successful products, and the same broader team is building them," he says. "But they are targeted at different market segments. The Premium version is for the enterprise customer. It's about helping them to see the full customer journey and enabling them to act on all the analytics they have. For that we are building powerful, sophisticated, flexible features with very tight integration with Google's full suite of advertising technology products, as well as other data sources such as CRMs."

He says Google Analytics Premium offers algorithmic attribution tools that are able to assign value to different marketing touch points so that marketers can understand the impact of each channel. There is also a service component to the product that fits well with the enterprise software data model, Shapiro says. "These are not self-serve products. Customers have reasonable expectations of training, implementation and product support."

Competitive Differentiation

"Other platforms force you to do upfront planning and get your implementation exactly right to get the results you need, so you might think those platforms are more customizable. Google Analytics is about letting you explore your data as needed, without having to reconfigure things or have any regrets about your initial implementation."

Target Customers

Shapiro says Fortune 1000 companies are an ideal fit, but they work with clients outside of that group as well. "It comes down to a question of, are you a large business with large marketing departments, and are you really engaged with analytics to become a data-driven business?" he says. "If the answer is yes, we should be talking to you."

The company's top four verticals served are travel, financial services, retail, and technology.

Integrations

"We believe integrations with sister Google products need to be outstanding," Shapiro says. "For example, Google Tag Manager is an amazing tag management product. That said, if you've already made your investment in another TMS, GA works perfectly well with them as well." Google Analytics Premium offers a rich set of APIs that allow customers to import and export data, he says.

Response to Feedback from Google Analytics Premium Reviews

"We recognize feature needs, as well," Shapiro says. "E-commerce is a critically important area, and we just launched a big revamp around that. Historically we focused on measuring transactions, but without all of the insights into pre-purchase activity. We want any e-commerce marketer or retailer to have that visibility."

GoSquared Profile

GoSquared is based in London, UK. The company was founded in 2006 with a strong focus on ease of use and product design. It recently raised $1 million in funding. GoSquared has shifted focus to the ecommerce segment and has built an integration to Shopify. A large proportion of its customer base is on a free version of the product, but the company is now focused on acquiring paying customers. The company reports that more than 50 percent of its customer base is in the United States.

Company status	Private
2013 revenue estimate	N/A
Growth 2012-2013	N/A
Customers	50,000 (including free)*
Employees	<10*
Pricing	From $264 to $20,000 per year**

*Interview with James Gill, CEO
**GoSquared website + interview with James Gill

Aggregate User Ratings of GoSquared on TrustRadius

RATING ATTRIBUTE	GOSQUARED	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8.8	8	8.2
Likelihood to renew	8.6	8	8.3
Product usability	7	1	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	N/A	N/A	7.8
In-person training	N/A	N/A	7.4
Online training	N/A	N/A	8.1
Implementation satisfaction	N/A	N/A	8.3

Source: (8) User reviews of GoSquared on TrustRadius

Summary of GoSquared Reviews

GOSQUARED STRENGTHS	GOSQUARED AREAS FOR IMPROVEMENT
Real-time data GoSquared provides real-time statistics and trends, which allows for immediate engagement and troubleshooting. Live data can be displayed on customizable dashboards.	**Cost of e-commerce analytics** Although this is an excellent addition, it requires a plan upgrade to use, which is very expensive.
User-level data GoSquared offers individual-level data on website visitors, including details like the browser they are using and where they came from.	**Advanced features** The downside of the product's simplicity is the absence of advanced functionality like conversion funnels.
Daily email Daily emails are very useful for seeing what was popular the previous day.	**Developer documentation** One user felt that better development documentation and a sandbox to test API calls would be a good addition.

Source: (8) User reviews of GoSquared on TrustRadius

Interview with James Gill, CEO

Positioning

James Gill, CEO of GoSquared, says the company is obsessively focused on design and ease of use, so that everyone in a business can benefit from access to analytics. "Our approach is, how can we get more valuable information to more people at an organization?" he says. "We do it by providing a brilliant user interface that people want to use and offering the easiest out-of-the-box experience out there."

Gill also says that GoSquared provides a more accurate picture of visitor activity than other tools, because it does not sample data and because it continuously checks whether a visitor is still engaged. "Most analytics tools track visitors when they first visit a page, and then estimate time on site with averages and imprecise methodology," he says. "GoSquared pings continuously to check whether a visitor is still actively engaged with every pageview, meaning you have the most accurate metrics for engagement available."

Competitive Differentiation

"A year or two ago, we were commonly compared with real-time focused services, because we offer a powerful, real-time dashboard that's great for customers who need an up-to-the-second accurate picture of what's going on on their website," Gill says. Recently, however, GoSquared introduced e-commerce analytics. "None of our competitors focus on doing a great job for e-commerce businesses," he says.

"It's a great opportunity for us to make our mark and raise the bar in a relatively poorly served industry." The company just launched an integration with Shopify, an e-commerce platform, to help serve the needs of e-commerce customers.

In terms of Google Analytics specifically, Gill says GoSquared is focused more on ease of use. "Every site has GA installed, but a lot of people have it installed but don't really use it and don't know how to use it," he says. "While GoSquared may have a smaller marketshare, people who install it actually use it, and you don't need an instruction manual. GA is a great tool for deep diving on specific points, answering questions such as, 'How did our SEO changes in January affect site conversion?' GoSquared is better for seeing high-level metrics, keeping the whole team engaged, keeping everyone excited about the latest post or update."

Real-time Analytics API
Through the GoSquared API, companies can customize the website experience to particular segments of customers, Gill says. This can mean product or content recommendations or things like triggering discounts under certain conditions.

Target Customers
Previously, the company has focused on medium-sized businesses, he says. However, in the last few months, they have seen a shift toward medium to large customers. The fastest-growing segment is e-commerce. Fifty percent of their customers are in the U.S., and the next biggest region is the UK. They also have a number of legacy customers using the free product.

Response to Feedback from GoSquared Reviews
"Despite comments on costs, GoSquared is by far the most affordable solution out there for e-commerce stores looking for state-of-the-art real-time analytics," Gill says. "Especially when compared to enterprise level offerings, GoSquared is offering cutting edge technology in a sublime interface, with fanatical support, at a tiny fraction of the price of other services out there. Having such a technically superior infrastructure means we can move incredibly quickly, and often customers reporting a missing feature are wowed by our speed of response in product updates. Our roadmap is very fast-paced, and GoSquared is evolving at an unprecedented rate."

IBM Digital Analytics Profile

IBM acquired Coremetrics in 2010 and eventually re-named it Digital Analytics. The platform has a particular strength in e-commerce analytics and is one component in a broad array of products offered by IBM in the digital analytics and enterprise marketing management space. IBM continues to make acquisitions that build on the original Coremetrics platform. Digital Analytics integrates with IBM Tealeaf, a customer-focused analytics tool also featured in this buyer's guide, as well as other marketing products from IBM.

Company status	Public
2013 revenue*	$98.5 billion (total company)**
Growth 2012-2013	-5% (total company)**
Customers	N/A***
Employees	N/A****
Pricing	N/A

*For an indication of product line revenue, prior to acquisition, Coremetrics earned $30 to $40 million in annual revenue in 2008: http://www.sramanamitra.com/2008/07/16/deal-radar-2008-coremetrics/

**http://www-03.ibm.com/press/us/en/pressrelease/43008.wss

***2000, at time of acquisition in 2010: https://www-03.ibm.com/press/us/en/pressrelease/32248.wss

****230, at time of acquisition in 2010: http://www.internetretailer.com/2010/06/15/analytics-play-ibm-announces-deal-buy-coremetrics

Aggregate User Ratings of IBM Digital Analytics on TrustRadius

RATING ATTRIBUTE	IBM DIGITAL ANALYTICS	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	7.1	19	8.2
Likelihood to renew	7.1	19	8.3
Product usability	9.0	1	7.8
Product availability	10.0	1	9.4
Product performance	8.0	1	8.8
Support	8.3	3	7.8
In-person training	N/A	N/A	7.4
Online training	7.5	2	8.1
Implementation satisfaction	9.5	2	8.3

Source: (19) User reviews of IBM Digital Analytics on TrustRadius

Summary of IBM Digital Analytics Reviews

IBM DIGITAL ANALYTICS STRENGTHS	IBM DIGITAL ANALYTICS AREAS FOR IMPROVEMENT
E-commerce focus Powerful e-commerce reporting for retail brands with out-of-the-box reports for basket analysis, cart abandon, etc.	**Segmentation limitations** There is a limitation on the number of segments that can be active at one time (max. 10) and on the length of time they can run.
Attribution modelings Strong marketing attribution modeling reports providing a holistic view of marketing channel performance.	**Custom reporting limitations** The Explore module is limited to a certain number of credits for each month, beyond which additional costs are involved.
Implementation Implementation is relatively straightforward with helpful documentation.	**Complex UI** The user interface is flash-based, which is slow and difficult to use on mobile; it's also too complex for anyone outside the analytics department to use with ease.
Customer support Although there are some dissenters, most feel that customer support is helpful and effective.	**Benchmark module** Although the benchmark module is a real strength, it is somewhat neglected and has a poor UI.

Source: (19) User reviews of IBM Digital Analytics on TrustRadius

Interview
The company declined to participate.

KISSmetrics Profile

The KISSmetrics platform is focused on tracking individual site visitors across devices, rather than aggregate data. KISSmetrics, founded in 2008, has raised two rounds of venture funding totaling more than $10m and has approximately 1,500 paying customers. The company targets the mid-market segment but has customers across all segments.

Company status	Private
2013 revenue estimate	~$5 million
Growth 2012-2013	N/A
Customers	1,500*
Employees	60*
Pricing	From $150 to $599 per month**

*Interview with Hiten Shah, Co-founder of KISSmetrics
**KISSmetrics Website

Aggregate User Ratings of KISSmetrics on TrustRadius

RATING ATTRIBUTE	KISSMETRICS	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8.1	28	8.2
Likelihood to renew	8.1	27	8.3
Product usability	7.5	6	7.8
Product availability	9.2	6	9.4
Product performance	9.3	6	8.8
Support	8.2	6	7.8
In-person training	10	1	7.4
Online training	9	3	8.1
Implementation satisfaction	8.7	7	8.3

Source: (28) User reviews of KISSmetrics on TrustRadius

Summary of KISSmetrics Reviews

KISSMETRICS STRENGTHS	KISSMETRICS AREAS FOR IMPROVEMENT
Funnel analysis KISSmetrics is great at tracking visitor progression through a specific flow. Funnels paths do not have to be pre-defined and can be changed on the fly.	**Ease of use** While onboarding videos and resources are useful, more in-depth training is required. The learning curve is steep and users need more help to get started.
Individual visitor tracking KISSmetrics is able to track known individuals across visits and devices to provide a composite view at the individual level.	**Barebones API** The API is functional but basic. Anyone attempting advanced customization will need lots of help from technical support.
Attribution tracking KISSmetrics helps users understand which campaigns drive visitors to the site so that they can optimize marketing spend.	**Data integrity** Some users have misgivings about the accuracy of the data reported, particularly when compared to data reported by other tools.
Integration Ease of integration with Optimizely for A/B split testing.	**A/B Testing** It's difficult to set up A/B testing without integrating with a separate testing tool. Users have to write some code using the JavaScript library.

Source: (28) User reviews of KISSmetrics on TrustRadius

Interview with Hiten Shah, Co-founder

Positioning

KISSmetrics is focused on individual-level or person-based tracking. "Our goal is to give the marketer the opportunity to get very granular," says Hiten Shah, Co-founder of KISSmetrics. "When you look at reports in other systems, you can see counts and not people. Our funnel reports and cohort analysis let you go right back and see the people. When you look at a funnel, we can tell you the exact people who dropped off. You can understand groups of users much better."

In addition to understanding segments, marketers using KISSmetrics can identify and target individuals within a segment, Shah says. "If you're trying to make an improvement to your website, you usually want to know why people haven't done something; you want to learn more about them. Who are those thousand people who haven't taken that action? You want to segment them and email them. Our product will let you do that." KISSmetrics can easily sync with customers' databases and other technology systems like email service providers, he says.

Target Customers
Most of their customers are e-commerce or software-as-a-service businesses, as well as other businesses interested in cross-platform tracking, Shah says. They target mid-market companies, which make $10 million in annual revenue or more, although they have some smaller customers as well.

Competitive Differentiation
"Analytics historically was about reporting more and more data," Shah says. "We're trying to show the right data, and help organize and manage that data. We're seeing people want the answers—more insight and analysis on top of the data versus getting a bunch of numbers, analyzing them in your own brain and then going out and making the decision."

Product Changes

KISSmetrics recently added an A/B testing report, Shah says. "If you're using Optimizely or Visual Website Optimizer or doing testing on your own, typically, the tool will see the data for the lifetime of the test you're running," he says. "In our system, we have all your data. So we can help you understand the impact the A/B test in the long-term, for things that happen a long time after the test is run."

The company is building more reports like this one that help make the marketer's job easier, he says.

Response to Feedback from KISSmetrics Reviews

"Half the people that integrate analytics products have integrated them sub-optimally or incorrectly," Shah says. "That's a challenge across all providers and can lead to reporting inaccuracies. That's why we're putting a lot of focus on customer success and customer onboarding."

Mixpanel Profile

Mixpanel is a private company founded in 2009. It recently raised $12 million in funding. The Mixpanel platform is designed to track user action on both mobile devices and on the web. Their pricing structure is usage-based.

Company status	Private
2013 revenue estimate	N/A
Growth 2011-2012	50%*
Customers	N/A
Employees	55**
Pricing	Free to $2,000 per month***

*http://gigaom.com/2012/05/10/mixpanel-raises-10m-in-bid-to-dominate-data-geekery/
**Employees on LinkedIn
***Mixpanel Website

Aggregate User Ratings of Mixpanel on TrustRadius

RATING ATTRIBUTE	MIXPANEL	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8.1	12	8.2
Likelihood to renew	8	12	8.3
Product usability	9	1	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	8	3	7.8
In-person training	N/A	N/A	7.4
Online training	9	1	8.1
Implementation satisfaction	8.3	3	8.3

Source: (12) User reviews of Mixpanel on TrustRadius

Summary of Mixpanel Reviews

MIXPANEL STRENGTHS	MIXPANEL AREAS FOR IMPROVEMENT
Funnel analysis Excellent for setting up behavior funnels with specific events you want to track by cohort with the goal of increasing conversion and retention.	**Time frame restrictions** There is a limit of 60 days for funnel tracking data. There are similar limitations in the Segmentation and Retention features.
Usability Clean, intuitive user interface and strong data visualizations. It's easy to add events to Funnels and Segmentation.	**Data export** It would be nice to be able to export the raw data to Excel without having to use the API. The API could also be a bit more open.
Segmentation Site visitors can be segmented based on where they came from and actions they take on the site.	**Website integration** Mixpanel requires some technical skill to integrate effectively with a website.
Customer service Excellent, responsive customer service. The support team will usually respond in one day.	

Source: (12) User reviews of Mixpanel on TrustRadius

Interview

The company did not respond to interview requests.

Piwik Profile

Piwik is a free, open-source tool, which launched in 2007 and is written by developers from all over the world. The free tool is not a SaaS solution like Google Analytics, and therefore requires hosting, but the team behind the product offers a managed hosting option called Piwik Cloud. They also offer yearly support plans and professional services through Piwik PRO. A number of third-party plug-ins can be used to augment the solution.

Company status	Private
2013 revenue estimate	N/A
Growth 2012-2013	N/A
Customers	1 million+ websites*
Employees	20 for Piwik PRO*
Pricing	Free

* Interview with Maciej Zawadzinski, CEO, Piwik PRO

Aggregate User Ratings of Piwik on TrustRadius

| RATING ATTRIBUTE	PIWIK	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8.3	12	8.2
Likelihood to renew	7.7	12	8.3
Product usability	9	3	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	N/A	N/A	7.8
In-person training	N/A	N/A	7.4
Online training	N/A	N/A	8.1
Implementation satisfaction	N/A	N/A	8.3

Source: (12) User reviews of Piwik on TrustRadius

Summary of Piwik Reviews

PIWIK STRENGTHS	PIWIK AREAS FOR IMPROVEMENT
Open source Free, open-source software with the advantage of data ownership and data privacy.	**E-commerce functionality** E-commerce capabilities need to be more flexible and better documented.
Customizable dashboards As an open source solution, Piwik is highly customizable. Dashboards can be completely customized via widget configuration.	**Documentation** Some tasks like creating custom data sets are not straightforward and would benefit from better documentation.
Data drill-down Clear data visualizations and the ability to drill down to very granular data without the need for customization.	**Technical skills** Unlike commercially packaged products, Piwik does require some familiarity with web technologies, particularly for on-premise deployments.

Source: (12) User reviews of Piwik on TrustRadius

Interview with Maciej Zawadziński, CEO, Piwik PRO
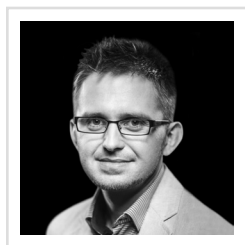
Positioning

Maciej Zawadziński, the CEO of Piwik PRO, says Piwik.org has several differentiators. Free and open-source, the platform is extensive and highly customizable, and there is complete transparency over how the software works, he says. "Every Piwik installation may be unique. Also, you have control over your own data; you can host it yourself and it does not get shared with third parties," he says. The product complies with privacy regulations, which can be stricter in different countries.

The platform has all of the typical analytics capabilities, including individual-level data, click paths, and the ability to build visitor profiles and connect them to other systems such as customer relationship management. Because it is self-hosted, the platform can be used on intranet websites as well. Their product roadmap is public and driven by the community, and includes an upcoming A/B testing feature.

Business Model

The company also offers consulting and other professional services based on the Piwik platform through Piwik PRO, as well as hosting services through Piwik Cloud. They also accept donations for the free platform and have done some crowdfunding to support new feature development.

The largest revenue stream is from Piwik PRO, Zawadziński says.

Reach

Piwik is translated into 53 languages and used on 1.1 million websites. "In Germany, we have 16 percent of market share and it's the second most used analytics platform after Google Analytics," Zawadziński says. "The U.S. is a much larger market, so we see a lot of U.S. customers as well."

Target Customers

Because Piwik is free and open-source, the company collects no data on its customers. However, Piwik PRO customers are often enterprises or government agencies—organizations where data ownership is key, Zawadziński says. Ten percent of all .gov websites use Piwik, he says. Piwik Cloud customers are often medium-sized businesses based in the U.S. or the UK.

Response to Feedback from Piwik Reviews

"Piwik currently excels at measuring websites, intranet and e-commerce," Zawadziński says. "Very soon, it will become better at measuring apps in general: web apps, mobile apps and desktop apps, as well as connecting offline data: for example, letting users track their retail shop by providing businesses with a way to measure e-commerce and offline commerce data in the same platform. Our ultimate goal is to transform Piwik into a generic analytics platform that will let you measure the usage and performance of objects associated with the Internet of Things."

StatCounter Profile

StatCounter was founded in 1999 as a web-stat tracking tool and is based in Dublin, Ireland. Basic services are free but paid accounts are available for customers with more than 250,000 page-loads a month, or for deeper analysis. StatCounter uses log files to track website activity unlike Google Analytics, which uses JavaScript; this means that StatCounter can count visitors who have JavaScript disabled, whereas GA cannot. It also means that StatCounter counts some bots or non-human visitors. The company has been completely self-funded from the beginning.

Company status	Private
2013 revenue estimate	N/A
Growth 2012-2013	N/A
Customers	3 million websites*
Employees	10*
Pricing	Free or $5 to $119 per month**

*Interview with Aodhan Cullen, Founder and CEO
**StatCounter Website

Aggregate User Ratings of StatCounter on TrustRadius

| RATING ATTRIBUTE	STATCOUNTER	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	9.6	7	8.2
Likelihood to renew	9.9	7	8.3
Product usability	10	1	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	N/A	N/A	7.8
In-person training	N/A	N/A	7.4
Online training	N/A	N/A	8.1
Implementation satisfaction	N/A	N/A	8.3

Source: (7) User reviews of StatCounter on TrustRadius

Summary of StatCounter Reviews

STATCOUNTER STRENGTHS	STATCOUNTER AREAS FOR IMPROVEMENT
Ease of use StatCounter excels in usability with a logical organization and clear charts. Compared to competitive products, it's much more intuitive and easy to use and understand.	**Data presentation** Manual manipulation is required to prepare the data for offline presentation; data visuals are not as compelling as compared to other tools.
Basic feature set The product provides the major features found in other similar tools, such as keyword analysis, visitor sourcing, time on site, historical data, etc. It also provides a few additional things like reverse IP lookup.	**Lack of breadth** StatCounter is very simple and easy to use, and therefore does not provide some of the complex capabilities that other tools do. Many reviewers use it for a set of simple stats and rate it very highly.
Fast Very fast real-time data loads, even for large sets of historical data.	

Source: (7) User reviews of StatCounter on TrustRadius

Interview with Aodhan Cullen, Founder and CEO
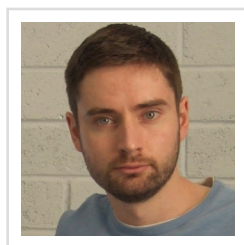
Positioning

Aodhan Cullen, Founder and CEO of StatCounter, says he was designing websites for local businesses as a teenager in 1999, and many of his customers would ask who was visiting their websites. "I thought, that's a great question," Cullen says. "I launched StatCounter to service that need, and continued to work on it throughout college. We've been growing organically ever since."

The company is focused on keeping the product self-explanatory and easy to use, he says. "We concentrate on providing a functional, intuitive interface," he says. "We are incredibly lucky to have a loyal membership base. We constantly respond to their feedback and suggestions and every decision at StatCounter is made with our members in mind."

In addition to basic website stats, StatCounter offers segmentation filters, individual-level tracking, mobile device tracking, raw data, and the ability to drill down and create new reports. Implementation involves placing a snippet code on each webpage. Unlike many web analytics tools, StatCounter tracks page views from all devices whether JavaScript is enabled or not. "This distinction is very important in the mobile space and allows StatCounter to track all mobile devices, not just smartphones," Cullen says.

Target Customers

StatCounter is used across many different verticals and company sizes, as well as different personas within an organization, Cullen says. The biggest chunk of their customers are in the United States, but they have an even spread across other countries as well. Ninety percent of their customer base is at the free tier level, he says.

Product Changes

The company has recently launched a new feature that imports data from a customer's Google Webmaster Tools account into StatCounter. "The Google 'not provided' keyword issue is a real concern for our members," Cullen says. "Our new tool gives them efficient and streamlined access to all available keyword data through the StatCounter interface."

The company is also working on enhancing its mobile device tracking. "Since we track views from all devices whether JavaScript is enabled or not, we see mobile traffic that other providers don't see," Cullen says.

Response to Feedback from StatCounter Reviews
"We favor simplicity and ease-of-use over a multiplicity of complicated features. That said, we also have many advanced features that people sometimes overlook e.g. segmentation filters," Cullen says. "We've also been improving our data visuals. I'm confident that anyone who hasn't looked at StatCounter for a while will be pleasantly surprised by the changes."

Webtrends Analytics Profile

Webtrends is a private company founded in 1993, and their analytics product was one of the pioneers in the web analytics space. They offer additional products to their core analytics platform including Webtrends Optimize for A/B and multivariate testing. The company has been through several senior management shakeups in recent years, and has been under the leadership of a new CEO since February.

Company status	Private
2013 revenue estimate	~$100 million* (total company)
Growth 2012-2013	N/A
Customers	~2,000**
Employees	>400* (total company)
Approximate Pricing	N/A

*http://www.oregonlive.com/siliconforest/index.ssf/2013/09/webtrends_says_new_ceo_marks_s.html
**Webtrends website

Aggregate User Ratings of Webtrends Analytics on TrustRadius

RATING ATTRIBUTE	WEBTRENDS ANALYTICS	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	5.8	24	8.2
Likelihood to renew	6.3	24	8.3
Product usability	6.7	6	7.8
Product availability	9.7	3	9.4
Product performance	9	3	8.8
Support	9.3	8	7.8
In-person training	9	3	7.4
Online training	9.5	4	8.1
Implementation satisfaction	9.6	5	8.3

Source: (24) User reviews of Webtrends Analytics on TrustRadius

Summary of Webtrends Analytics Reviews

WEBTRENDS ANALYTICS STRENGTHS	WEBTRENDS ANALYTICS AREAS FOR IMPROVEMENT
Integration/Data extraction It's relatively easy to export data and integrate with third-party data. Webtrends 10 also integrates with Facebook, Twitter and YouTube.	**No on-demand, real-time data** There is no ability to segment data on the fly. You have to first build reports then analyze data. Also, the data refreshes only every 12 hours. However, the company launched Webtrends Explore in 2014, which allows for on-the-fly data exploration and may address this area for improvement.
Flexible platform Highly customizable and configurable platform that can be made to do whatever you need. A lot of configuration can be done in the UI, but some technical know-how is required. There is no limit on custom variables.	**Cost** The product is expensive and hard to justify to management when there are excellent free tools like Google Analytics.
On-premise version advantages The fact that there is an on-premise version in addition to the SaaS version is attractive for users with data privacy concerns.	**On-premise version disadvantages** Webtrends has prioritized the SaaS version, and there is currently no upgrade path for the on-premises solution.
	Steep learning curve Despite good documentation and an improved user interface, the product is difficult to use for those coming from simpler tools.
Customer support Opinion is sharply divided on the quality of customer support with some users highlighting this as a significant problem, while others feel that it is of excellent quality.	

Source: (24) User reviews of Webtrends Analytics on TrustRadius

Interview

The company declined to participate.

Woopra Profile

Woopra markets itself as a solution that goes beyond traditional web analytics toward more of a live-data, action-oriented platform. The product tracks customer behavioral data from a variety of sources and stores it in a centralized repository for customer behavior data. Woopra was founded in 2009. They raised a seed-financing round, and went to market with a freemium model. The company's recent focus is on paid solutions for the enterprise. The company says they are cash flow positive.

Company status	Private
2013 revenue estimate	N/A
Growth 2012-2013	N/A
Customers	3,000 (paying); <100 are enterprise*
Employees	10*
Pricing	Free to $1,200 per month for small business tier; Enterprise pricing starts at $24k per year*

*Interview with Elie Khoury, Founder and CEO

Aggregate User Ratings of Woopra on TrustRadius

| RATING ATTRIBUTE	WOOPRA	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8.5	6	8.2
Likelihood to renew	8.8	6	8.3
Product usability	N/A	N/A	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	N/A	N/A	7.8
In-person training	N/A	N/A	7.4
Online training	N/A	N/A	8.1
Implementation satisfaction	N/A	N/A	8.3

Source: (6) User reviews of Woopra on TrustRadius

Summary of Woopra Reviews

WOOPRA STRENGTHS	WOOPRA AREAS FOR IMPROVEMENT
Powerful segmentation Use of labels to segment customers into meaningful buckets like "at risk" customers. It also handles retro-active on-the-fly segmentation.	**Dashboard and report customization** Changing the layout and visual presentation of reports and dashboards can be difficult.
Funnel/cohort analysis Easy to track conversion rates across multiple dimen-sions like by day/platform/industry, etc. and by cohort.	**User experience** Onboarding videos could be improved and would help novice users learn the tool.
Real-time tracking Real-time tracking of customer analytics by cohort or segment with very useful triggers and alerts provid-ing real-time notification of relevant site activity.	**Desktop client** One user feels that discontinuation of the desktop client was a major loss.

Source: (6) User reviews of Woopra on TrustRadius

Interview with Elie Khoury, Founder and CEO
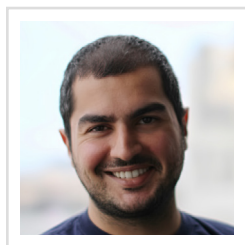
Positioning

Woopra focuses on customer analytics, says Elie Khoury, Founder and CEO. "We believe that web analytics is kind of old school," he says. "There are so many other channels besides web that we collect data from that have visibility in the customer behavior."

Many businesses are engaging with their customers via multiple channels. "The problem is that the customer data is now sitting in silos where you can't understand the engagement of the customer across the board," Khoury says. "We create connectors to mobile app and web applications, to start building a behavior profile for every customer." Woopra users can see a Facebook-like timeline of each customer's behavior, almost like a CRM, he says. "This allows you to do any kind of analytics across all these devices."

Once a customer logs in on a device, Woopra can connect historical data from that device to that customer's profile. Woopra clients can also create triggers and webhooks to enable action via the Woopra interface, he says.

Target Customers
Woopra launched in 2008 with a freemium business model, Khoury says. They have 220,000 total registrants, including free and paying customers. "Now our goal is to sell to the enterprise," he says. "It's a long way to go. Less than 1 percent of our customer base is generating 40 percent of our revenue."

The company is focused first on enhancing the product rather than aggressively growing the customer base. Their target customers are SaaS and e-commerce enterprises.

Integrations
The platform offers an API and plug-ins for content management systems like Wordpress, Drupal and Magento. They built an integration with Zendesk, a customer service / helpdesk platform, which allows users to build profiles of customers submitting tickets, and offer integrations with Salesforce, Optimizely and other tools.

Response to Feedback from Woopra Reviews

"Our team strives to create a frictionless user experience for our customers and we truly appreciate all feedback. We do our best to address user feedback provided to us through all mediums," Khoury says. "Our custom reports and dashboard have both self-serve and full service options at no additional fee. We give customers both choices as some prefer to set these up themselves, while others prefer for us to take care of it based on their exact requirements."

"We are actively creating more tutorial videos to supplement our written documentation and user guides, and currently offer training to Enterprise accounts," he says. "We replaced the desktop app with a web app in order to deliver a more portable experience once browsers became powerful enough to support all the features and real-time speed that wasn't previously available."

We've also included some related analytics tools that are not necessarily full or direct competitors to the above vendors, because they either cover a discrete feature or are complementary to traditional web analytics tools.

ClickTale Profile

ClickTale was founded in 2006 and is based in Tel Aviv and New York. The software offers click-tracking, mouse-tracking, heatmaps and session replay, among other in-page analytics capabilities. They are currently focused on enterprise-level customers, and price is partly based on number of webpages a customer wants to track. They also offer professional consulting services and account support. The company has raised nearly $18 million in funding since inception.

Company status	Private
2014 revenue estimate	N/A
Growth 2013-2014	N/A
Customers	80,000*
Employees	>100**
Pricing	N/A

*In 2013: http://techcrunch.com/2013/04/30/clicktale-series-b/
**Interview with Yael Tolub, Director of Business Strategy, and Sam Green, Chief Content Editor

Aggregate User Ratings of ClickTale on TrustRadius

| RATING ATTRIBUTE	CLICKTALE	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8	11	8.2
Likelihood to renew	7.5	11	8.3
Product usability	7	1	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	N/A	N/A	7.8
In-person training	N/A	N/A	7.4
Online training	N/A	N/A	8.1
Implementation satisfaction	N/A	N/A	8.3

Source: (11) User reviews of ClickTale on TrustRadius

Summary of ClickTale Reviews

CLICKTALE STRENGTHS	CLICKTALE AREAS FOR IMPROVEMENT
Useful feature set Users mentioned mouse mapping, scroll mapping, recorded sessions, heatmaps, conversion funnels, form drop-off reports, and page duration vs. cursor engagement duration as helpful features provided by the tool.	**Setup and integration** Some users mentioned complications or requiring extra support in implementing the tool and integrating it with other technologies. One user mentioned a steep learning curve.
Visuals ClickTale offers appealing visuals and data pre-sentations that provide a high-level view of visitor behavior and website performance.	**Time-consuming** One user said ClickTale requires a certain investment of time and resources to surface insights, and another said building reports was time-consuming.
User interface Some users said the tool has an intuitive interface and is easy to learn.	

Source: (11) User reviews of ClickTale on TrustRadius

Interview with Sam Green, Chief Content Editor, and Yael Tolub, Director of Business Strategy
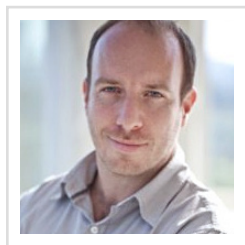
Positioning

Sam Green, Chief Content Editor, says the company is focused on the digital customer experience. "It's all about how customers experience your website—whether they're getting frustrated, whether they enjoy the experience. It's not just about the initial conversion. It's about how they enjoyed the journey, whether they identified with your brand and whether they become loyal followers and repeat customers that really count," he says.

"We are part of an ecosystem of technologies that helps optimize the website and improve the online customer experience," says Yael Tolub, Director of Business Strategy at ClickTale. "We work together with traditional analytics, A/B testing and Voice of Customer tools to help companies understand the real user experience and resolve optimization issues that people don't even know need to be resolved."
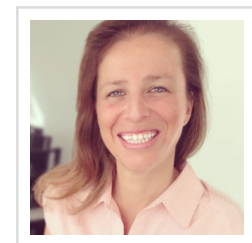
Competitive Differentiation

ClickTale's main competitor is IBM Tealeaf, Tolub says. "Tealeaf is a great tool for IT and error tracking," she says. "Our sole focus is to dig deeper to truly understand customer experience and thereby make valuable improvements to conversion and online revenue." ClickTale is also a SaaS solution that's fast and easy to deploy and agnostic in its integrations, she says.

Target Customers

The company recently shifted focus to enterprise-level customers, especially in retail, telecom, insurance, finance and media, Tolub says. Though they still have legacy small and mid-sized customers, they are now only selling to enterprise clients who want to develop their online business, she says. Current clients include Logitech, Walmart, MetLife, and the New York Times, she says.

Integrations
ClickTale integrates with traditional analytics, A/B testing and Voice of Customer tools, among other technologies, Tolub says. "We're one of the main technology partners of Adobe, for example," she says. "It's a two-way integration." Customers can view ClickTale session replays within Adobe Analytics, and can also import custom visitor segments from Adobe into ClickTale.

When integrated with Voice of Customer tools, ClickTale allows customers to see live session replays of website users who submitted support tickets or reported website errors. "Instead of trying to understand what the person means when they fill out feedback, you can click the link to view the user's recording and feel the experience the customer went through," Tolub says. "It saves hours of time."

In terms of A/B testing tools, ClickTale can help customers identify the right elements of a webpage to test and optimize, Green says. "Many people start testing from a point of complete uncertainty. With ClickTale, you start by understanding how the user interacts with the page, then move forward to a stronger hypothesis and faster conclusion," he says.

Response to Feedback from ClickTale Reviews
"In the reviews ClickTale has been acknowledged for our strong feature-set," Tolub says. "This is something that we pride ourselves on – the ability to provide a qualitative and data-rich view of every page element. This enables our clients to really understand their customers' experience and prioritize their optimization tasks. We're also pleased to hear that customers like the usability and visual aspect of the tool. Unlike other enterprise tools in the market, ClickTale was designed from the ground up as a marketing tool. So the focus is really on ease of use, and the ability to visualize user experience patterns, without the need for heavy data mining."

"ClickTale is constantly working to make the setup, feature-set and integrations as simple as possible for our users," she says. "In addition to making product improvements, we have also expanded our professional and consulting services to provide an impressive level of support to enterprise customers."

Crazy Egg Profile

Crazy Egg was founded in 2005 by Neil Patel and Hiten Shah as a simple tool to visualize visitor behavior on a website. It provides heatmaps and confetti maps to show how visitors interact with a website. According to Shah, it was originally used by designers interested in website usability, but with the growing popularity of conversion optimization, it is now used by marketers as well. The same pair later founded KISSmetrics, a web analytics tool focused on individual-level tracking.

Company status	Private
2014 revenue estimate	N/A
Growth 2013-2014	N/A
Customers	200,000 websites*
Employees	5*
Pricing	$108 to $1,188 per year**

*Interview with Hiten Shah, Co-founder
**Crazy Egg website

Aggregate User Ratings of Crazy Egg on TrustRadius

RATING ATTRIBUTE	CRAZY EGG	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	9	12	8.2
Likelihood to renew	9.2	12	8.3
Product usability	8.5	2	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	10	1	7.8
In-person training	N/A	N/A	7.4
Online training	N/A	N/A	8.1
Implementation satisfaction	10	1	8.3

Source: (12) User reviews of Crazy Egg on TrustRadius

Summary of Crazy Egg Reviews

CRAZY EGG STRENGTHS	CRAZY EGG AREAS FOR IMPROVEMENT
Ease of use Crazy Egg is simple and easy to implement and use. The tool is "marketer-friendly," as one user put it.	**Small feature set** The company is focused on a very tight feature set. Some additional features users said they would like to see include: A/B testing, custom segmentation, archiving, account permissions and management, and integrations with data from other tools such as Google Analytics.
Useful visuals Crazy Egg provides appealing and easy-to-under-stand visuals of visitor behavior that can provide useful insights and be presented to executives.	**Support** Customer support is understaffed, though knowledgeable and helpful.
Affordable Most users said Crazy Egg is affordable. However, one user said the prices are slowly rising, and another said the tool is expensive.	**Plan limits** Crazy Egg offers various tiers based on the number of pages tracked and the number of visits to that page. Some users mentioned running into those limits quickly.
Advanced features Users can segment visitors, perform advanced target-ing, and schedule future tests/snapshots.	**Heatmap shortcoming** Some users mentioned that the heatmaps don't work as well on pages with tabs, drop-down menus or re-sortable lists, as well as pages that are responsively designed.

Source: (12) User reviews of Crazy Egg on TrustRadius

Interview with Hiten Shah, Co-founder

Positioning

Crazy Egg purposefully keeps its feature set tight, says the company's co-founder, Hiten Shah. "When we founded the company in 2005, our goal was simple," he says. "We wanted to provide something a lot easier to understand than the data people usually got out of analytics tools. We wanted to provide a visual representation of what people are doing on your website."

The company has no sales team and one customer support person. "Every single competitor has turned their product into a whole suite of features," Shah says. "Our goal is to make it as easy as possible to go online and sign up and get value out of Crazy Egg."

Target Customers

Their customers include enterprises such as SAP and Home Depot as well as start-ups and mom and pop websites, Shah says. "It's like GA. Everybody can use it."

Response to Feedback from Crazy Egg Reviews

Per the company's positioning, they aren't developing new features. "It's all about improving the interface. Our most recent release was a mobile heatmap that shows only your mobile traffic," Shah says.

They are also focusing on product improvements that reduce the need for customer support even further, he says.

Flurry Analytics Profile

Flurry is a mobile analytics company founded in 2005 and was recently acquired by Yahoo! The company offers three products: Flurry Analytics (a free mobile analytics product), Flurry for Advertisers, and Flurry for Publishers. The mobile analytics product tracks user behavior in native apps or on the mobile web, providing high-level data, behavioral analytics and industry-based benchmarking. It is used on more than 500,000 mobile apps and provides Flurry with data that allows its advertiser and publisher customers to target specific segments.

Company status	Just acquired by Yahoo!
2014 revenue estimate	$100m*
Growth 2013-2014	25% (estimate)**
Customers	150,000***
Employees	150*
Pricing	Free

*http://www.businessinsider.com/flurry-ipo-and-ceo-simon-khalaf-2013-9
**Estimate based upon Nov 2013 article stating $100m run rate and Sept 2012 article (http://allthingsd.com/20121102/investors-plug-another-25-million-into-ipo-bound-flurry/) stating expected 2012 revenue of $80-100 million
***Flurry website

Aggregate User Ratings of Flurry Analytics on TrustRadius

| RATING ATTRIBUTE	FLURRY ANALYTICS	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	7	5	8.2
Likelihood to renew	5.8	5	8.3
Product usability	N/A	N/A	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	N/A	N/A	7.8
In-person training	N/A	N/A	7.4
Online training	N/A	N/A	8.1
Implementation satisfaction	N/A	N/A	8.3

Source: (5) User reviews of Flurry Analytics on TrustRadius

Summary of Flurry Analytics Reviews

FLURRY ANALYTICS STRENGTHS	FLURRY ANALYTICS AREAS FOR IMPROVEMENT
Mobile app tracking Effective tracking of users' interactions with mobile apps across multiple vendor platforms and form factors.	**Data accuracy** Data does not always tally with data from vendor platforms.
Benchmark data Provides mobile app tracking benchmark data so that companies can compare their performance to industry norms.	**User Interface** One user complained of inability to see roll-up data from multiple apps; data has to be looked at for individual apps and then aggregated by hand.
SDK integration It's very simple to integrate the SDK into mobile for both Android and iOS.	

Source: (5) User reviews of Flurry Analytics on TrustRadius

Interview with Jarah Euston, Vice President of Analytics & Marketing
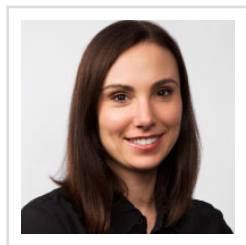
Mobile App Focus

Flurry Analytics is a free mobile app analytics product that powers the company's paid solutions for advertisers and publishers. Because cookies don't work on mobile applications, it's difficult to track user activity across multiple apps. "We track over 500,000 apps on our analytics platform, which is over one-third of all app activity. Because of this, we can understand what users are doing across their device, and provide superior targeting for advertisers and publishers," says Jarah Euston, Vice President of Analytics & Marketing at Flurry.

"Flurry is optimized for apps. It allows developers to see everything from really high-level metrics, such as daily and monthly active users, and location of users, to really deep behavioral data. Developers can tag every action with an event so you can understand what users are doing in your app," she says. "Because we are tracking so many apps, we can also provide data on how your app fits into the broader ecosystem, with benchmarking and age and gender estimates, which no one else does."

Competitive Differentiation

The primary competitor to Flurry Analytics is the mobile app capabilities that Google Analytics provides, Euston says. "Flurry is mobile first, and app first. You can integrate us in five minutes, and the reports are intuitive. We're built for mobile, so it works better," she says. "And we provide the benchmarking information, which no one else can do."

Target Customers

Flurry Analytics' customer mix fits the app ecosystem, Euston says. "We track everything from the hobbyist's first app to the hottest and largest apps today. That includes gaming, retail, travel, news media, social, photo and video—all the popular categories, because we follow the market."

Industry Trends

"There is a shift from this idea that I already know the questions I want to ask, to being able to have a system that can respond on demand to my new queries—the idea that I want to be able to freely explore my data," Euston says. "That's something we care a lot about and are working hard to bring to life."

Response to Feedback from Flurry Analytics Reviews

"There is a difference in how Flurry and iTunes track things," Euston says. "We track downloads on new devices, whereas if a user downloads an app they already had on a new device, iTunes doesn't count it. We're comfortable with that difference."

IBM Tealeaf Profile

IBM acquired Tealeaf, a customer experience analytics tool, in 2012. The software was originally developed by SAP AG and spun off as an independent company in 1999. The tool captures and can replay all visitor sessions to surface website errors and help companies understand and improve user experience. The product is one component of IBM's broader Enterprise Marketing Management and Customer Analytics suites, and integrates with other IBM products such as Digital Analytics. At the time of acquisition, Tealeaf had raised $12 million in funding.

Company status	Public
2014 revenue estimate	$98.5 billion (total company)*
Growth 2013-2014	-5% (total company)*
Customers	N/A**
Employees	N/A
Pricing	N/A

*http://www-03.ibm.com/press/us/en/pressrelease/43008.wss
**450 at time of acquisition in 2012:
http://techcrunch.com/2012/05/02/ibm-acquires-tealeaf-to-add-customer-buying-analytics-to-smarter-commerce-products/

Aggregate User Ratings of IBM Tealeaf on TrustRadius

RATING ATTRIBUTE	IBM TEALEAF	# OF REVIEWERS CONTRIBUTING TO EACH RATING	DIGITAL ANALYTICS CATEGORY AVERAGE
Likelihood to recommend	8.4	5	8.2
Likelihood to renew	8	5	8.3
Product usability	N/A	N/A	7.8
Product availability	N/A	N/A	9.4
Product performance	N/A	N/A	8.8
Support	N/A	N/A	7.8
In-person training	N/A	N/A	7.4
Online training	N/A	N/A	8.1
Implementation satisfaction	N/A	N/A	8.3

Source: (12) User reviews of IBM Tealeaf on TrustRadius

Summary of IBM Tealeaf Reviews

IBM TEALEAF STRENGTHS	IBM TEALEAF AREAS FOR IMPROVEMENT
Useful IBM Tealeaf is great at tracking all visitor sessions, surfacing website errors, helping developers understand and debug website issues, and helping customer support work with individuals encountering errors.	**Data analysis** IBM Tealeaf collects a large amount of data. Analyzing and making sense of the data can require some effort.
Ease of search It's easy to find an individual's session by searching based on email address, IP address, or some other unique identifier.	**Expertise required** The tool is complex and can require some prior knowledge or formal training to use.
Misc. The tool is fast, reliable, customizable, and quick to implement. They also offer integrations with other analytics systems and good customer service.	**Mobile tracking** One user mentioned that IBM Tealeaf is not able to track mobile sessions as well as it tracks web-based sessions.

Source: (5) User reviews of IBM Tealeaf on TrustRadius

Interview

The company declined to participate.

Trends in Digital Analytics Software

The Google Effect

Since it was first released in 2005, Google Analytics has had a massively disruptive impact on the web analytics industry. With a free and relatively easy-to-use product, Google democratized access, enabling organizations who previously could not afford an analytics program, as well as different, non-analyst business units within a company, to perform some basic data crunching. This powered a culture shift in marketing toward data-driven decision making.

> *"Traditionally you had a dedicated web analyst. Now you have marketing managers and CEOs using analytics tools."*
>
> James Gill, CEO, GoSquared

It also forced some analytics vendors to double-down on enterprise customers, who needed the extra training, implementation, support and data volumes not offered by free analytics tools. Niche tools such as KISSmetrics and Mixpanel emerged filling in specific capability gaps left by Google Analytics or other free products.

> *"In 2007 and 2008, the free and mid-market customers almost disappeared because of Google Analytics. We saw our future was only in the high-end, and we developed more advanced features."*
>
> Mathieu Llorens, CEO, AT Internet

> *"The various analytics tools each have a role because they're all different flavors. They have different ways of presenting the data. Every analytics tool has some kind of bias, so there's always room for those alternative options to Google Analytics."*
>
> Bryan Eisenberg, Keynote Speaker, Advisor, Bestselling Author

Having penetrated the market so much, Google is still able to change the industry with innovations such as their recent launch of Universal Analytics, which is a new version of Google Analytics that aims to focus on tracking people, through a unique ID, rather than devices. Universal Analytics could potentially force other tools focused on person-based tracking to re-think their value propositions.

"Universal Analytics will certainly put pressure on user-level tracking tools to evolve. Their main selling point was, 'we give you the full user profile,' and now Google can do it, with a little bit of work."

Stephane Hamel, Director of Innovation, Cardinal Path

However, some analytics vendors disagree.

"Google still isn't letting customers pass in email addresses, and therefore, you can't merge all the data. We've focused on the accuracy of the data and being able to see all of a customer's activities, no matter how long ago it took place. Our method of doing person-based tracking is better for certain use cases."

Hiten Shah, Co-founder, KISSmetrics and Crazy Egg

Data-Driven Actions and the Rising Importance of Integration

Most digital marketers are now using data to drive decision-making around things like website changes, traffic acquisition efforts, advertising and other marketing endeavors. The next step is a more focused use of the data: the ability to take direct action off of data, in real time and even in an automated fashion.

This requires data collection technology, such as digital analytics, to be integrated with action-based technology, such as email marketing, customer relationship management, targeting and personalization, and marketing automation. The integration is not only about pulling data from those systems into an analytics tool, but also sending data from analytics to those systems to enable action—whether manually or, preferably, automatically. This elevates the importance of real-time capabilities in analytics tools.

"Customers are saying, 'I don't want my measurement, planning and execution tools siloed.' This rising demand for the integrated marketing platform is good for the industry as a whole. Customers ultimately want the ability to move data fluidly and accurately across all of these platforms, so that they can do more automated marketing, more personalization."

Jody Shapiro, Global Head of Google Analytics Premium
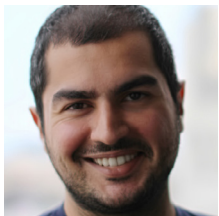
"There are two ways to act on data: (1) by looking at the data and using it to make decisions, and (2) by leveraging real-time data to instantly personalize experiences, allowing you to, for example, display a certain promotion to a particular segment of visitors."

Elie Khoury, Founder & CEO, Woopra

The goal is usually to provide a better, more relevant experience for consumers, based on what is known about them. This could include things like automatically sending an email to customers who abandoned a particular item in their shopping cart, surfacing the most relevant products or articles for a website visitor based on what he or she has purchased or read in the past, or showing images or language that are more likely to resonate with an individual based on demographics, preferences or geographic location.

"The purpose of analytics is to report on what happened, develop insights on why things happened, and then finally I can take action on those insights. Usually the challenge on the last part is resources. This is where the machine-learning tools that automate tasks come in—to make actions happen on the data without a heavy human dimension. Amazon for example has tools that will automatically change search results based on what they know about a customer."

Bryan Eisenberg, Keynote Speaker, Advisor, Bestselling Author

Following a Customer across Devices and Channels

In addition to wanting to take direct action based on customer data, marketers are increasingly focused on optimizing the individual customer's experience. This includes shaping each customer's interaction based on that customer's previous experiences. When visiting a website, an individual who has never heard of a brand, for example, is looking for something very different than a legacy customer. Certain words will resonate with a company's B2C customer, while the same company's B2B customer will be interested in something entirely different.

Treating each customer with relevant content based on everything a company knows about that individual means customer data needs to be unified across various marketing technologies—including those that track offline activity. Unifying customer data requires a universal customer ID. To truly join web analytics data with other customer data, companies will need to entice website visitors to log in or authenticate in some way, as well as entice store visitors to use person-based coupons or loyalty cards.

We're going to see more websites enticing visitors to log in with Facebook, Twitter or Google accounts, just so they can have that unique ID and gradually enrich the information they know about visitors. It's a tradeoff. I'm willing to authenticate myself in exchange for a feature or something I didn't have before"

Stephane Hamel, Director of Innovation, Cardinal Path

For businesses with a physical store, connecting an individual's online and offline activity is perhaps the most difficult, yet it can lead to important revelations.
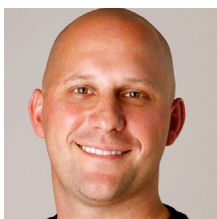
"Apple is the best example of creating a consistent, relevant customer experience across online and offline platforms. I can make an appointment on my phone to go to a retail store, and when I get there, I check in with my device, they come over and show me things on my computer and my phone, I can check out, it emails over a receipt. It's easier, because it's fairly closed environment—they own the stores, they own where you get your content, and they own the device. But there are ways for other companies to strive for this…

There are a lot of situations where you have to include offline in your analysis. We had a large client that created a lot of expensive videos, and only a small percentage of their traffic was watching them. The first inclination might be to stop producing those videos, but when we looked at the likelihood to visit a store location to try one of their products out, the video turned out to be the most valuable aspect on the entire site."

Jason Burby, President, Americas at POSSIBLE

"The more difficult work in cross-channel integration comes when decisions need to be made based on the results of the integration. Companies have to align goals and cultural norms between channels or divisions of a company for the 'common good'. Too often, not enough work is done in this area. For example, what will happen if, when the cross-channel evidence begins to come in, the company finds decisions that maximize value on the digital side actually restrict value creation for the offline channel? How will this conflict be resolved, and what are the rules of this resolution game? The answers to such questions often require new ways of thinking about customer and supplier relationships, and companies need to be prepared to resolve these issues or the benefits of cross-channel integration will likely be hindered by internal conflict."

Jim Novo, Owner and Principal Consultant, The Drilling Down Project

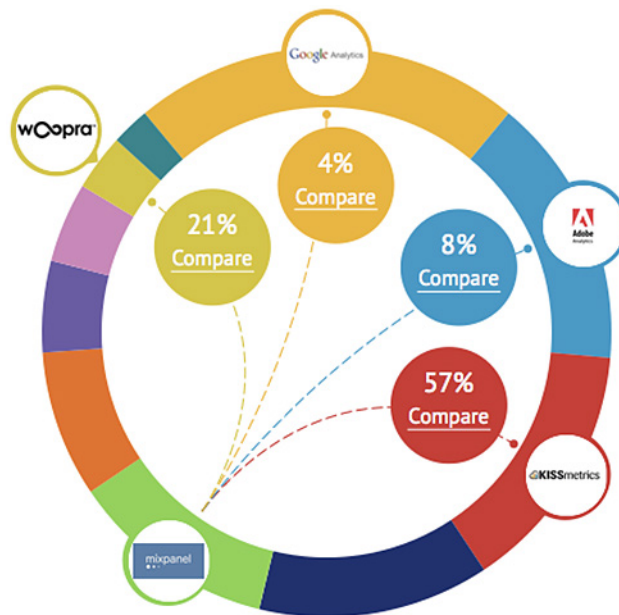# Further Resources for Your Evaluation of Digital Analytics Software

TrustRadius.com has hundreds of in-depth reviews of digital analytics software and several great tools to aid your evaluation.

Review Filters—The quickest and easiest way to find valuable reviews that are relevant to you and your specific needs. Filter reviews to quickly find ones in your industry, as well as those from similarly sized companies. You can also filter by the reviewer's department and even role to find the reviews that are as close as possible to your own perspective.
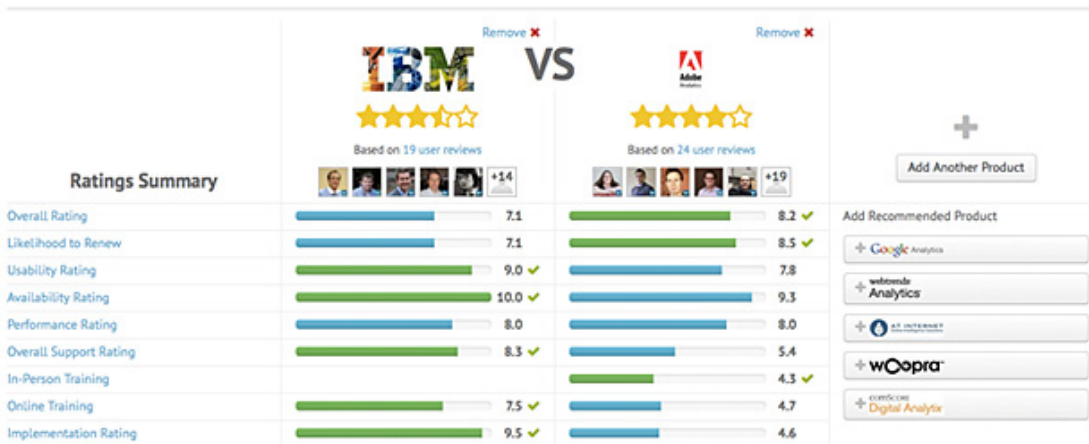

In-Depth Structured Reviews—Reviewers respond to a series of questions to create their reviews. This leads to rich, high-quality insights. It also makes it easier for you to compare one person's perspective to another's.

Comparison Ring—If you're looking at a particular product, find out which others it is most often compared with and see how they stack up against each other. In this example, the Comparison Ring shows the four products that are most often compared to Mixpanel, with KISSmetrics leading by a wide margin.

Google Analytics

wOopra

Adobe Analytics

4% Compare

21% Compare

8% Compare

57% Compare

KISSmetrics

mixpanel

Side-by-Side Comparisons —Quickly flip through the same portions of different reviews to evaluate and compare how each product stacks up on usability, integration, training and much more.

IBM Digital Analytics vs Adobe Analytics Comparison Based on 43 user reviews

IBM VS Adobe Analytics

Remove ✖   Remove ✖

Based on 19 user reviews   Based on 24 user reviews

+14   +19

Add Another Product

Ratings Summary	IBM	Adobe	Add Recommended Product
Overall Rating	7.1	8.2 ✔	Google Analytics
Likelihood to Renew	7.1	8.5 ✔	webtrends Analytics
Usability Rating	9.0 ✔	7.8	AT INTERNET
Availability Rating	10.0 ✔	9.3	wOopra
Performance Rating	8.0	8.0	comScore Digital Analytix
Overall Support Rating	8.3 ✔	5.4	
In-Person Training		4.3 ✔	
Online Training	7.5 ✔	4.7	
Implementation Rating	9.5 ✔	4.6	

Final Note
We'd love to hear your opinion. When you're done reading this report, let us know what you think.