



Popular Web Analytics Solutions used by Web Analytics Agencies

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When it comes to the kind of platforms Web analytics agencies use, broadly speaking, there are two types - standalone web analytics platforms and analytics platforms that are part of a marketing cloud or multichannel marketing software.

Standalone Analytics Platforms

Here are some standalone analytics platforms that are used by web analytics agencies.

1. Google Analytics
2. Matomo
3. Hotjar
4. Crazyegg
5. Optimizely

Google Analytics



Google Analytics can give you statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The market leader with 31.5% of market share, Google offers this free service as a part of its Marketing Platform to anyone with a Google account.

Google Analytics is used by agencies to track the performance and collect insights about visitors to their clients' websites. This helps businesses determine the top sources of user traffic, gauge the success of their marketing activities and campaigns, track goal completions (such as purchases, adding products to carts), discover patterns and trends in user engagement and obtain other visitor information such as demographics.

Businesses large and small use Google Analytics to get and analyse various customer behaviour analytics, which can then be used to improve marketing campaigns, drive website traffic and help retain visitors.



Matomo



Matomo, formerly known as Piwik, is a free downloadable, (GPL licensed) web analytics software platform. It can give you detailed reports on your website and its visitors (including the search engines and keywords they used, the language they speak, which pages they like, the files they download and so much more). Matomo (Piwik) aims to be an open source alternative to Google Analytics and is a PHP MySQL software which you download and install on your own webserver. 1708 companies reportedly use Matomo in their tech stacks, including Strava, Wongnai, and StockX.

Matomo offers you 100% Data Ownership – it lets you keep your data in your own hands (data privacy), offers Flexibility, Reliability & security, is an easy to use tool, gives you User-privacy protection, lets you Self-host On-Premise or Cloud host, is compliant with GDPR requirements and has 100+ Integrations.



Hotjar



Hotjar is an industry-leading behavior analytics software that deals with the behavioral aspects of visitors to a company's website. Hotjar is used widely for businesses with high traffic, and helps businesses identify what needs to change on their websites through heat maps, session replays etc. so visitors can have the best possible online experience.

Unlike Google analytics that only tells you what is happening, Hotjar concentrates on the why – for example - why do certain setbacks happen to your business such as a drop in conversion rates and an increase in bounce rates?

Hotjar not only helps you get a better understanding of why there are bounces and why people eventually leave the website but also identifies bugs that can impact your visitors



Crazyegg

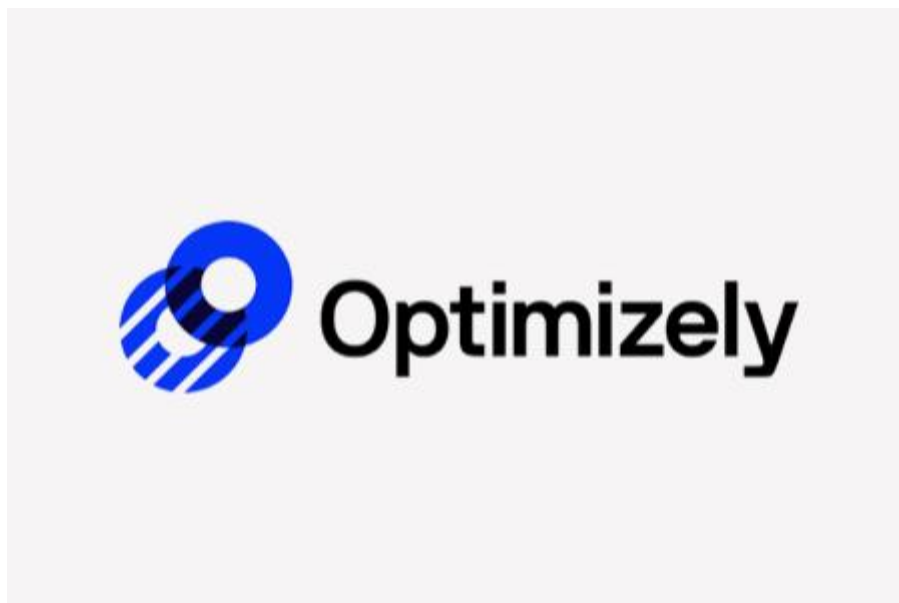


Crazyegg is an analytics application that has been around since 2006 and tracks user behavior, working on the JavaScript code that is usually placed on the pages you track.

Once the code is placed, servers create a report that shows you the clicks on the pages you track. Apart from tracking, Crazyegg offers heatmaps, scroll maps, overlay tool, and confetti that's essential for improving user experience for customers and website visitors



Optimizely



Optimizely, founded in 2010, can be considered a digital experience platform that combines content, commerce, and real-time intelligence. It is estimated that over 9000 brands use Optimizely to power their digital experience.

With Optimizely Commerce Cloud you can merge content, commerce, and data to create personalized e-commerce journeys.

Marketing Cloud Based Analytics Platforms Used By Web Analytics Agencies

Marketing clouds and enterprise marketing platforms have integrated web analytics to help marketers measure and manage marketing performance. The goal is to maximize the effectiveness of marketing activities and justify the investment made. In other words, marketing analytics tools are integrated with marketing clouds to help marketing teams both improve their efforts and prove their worth. Web analytics solutions in the marketing cloud

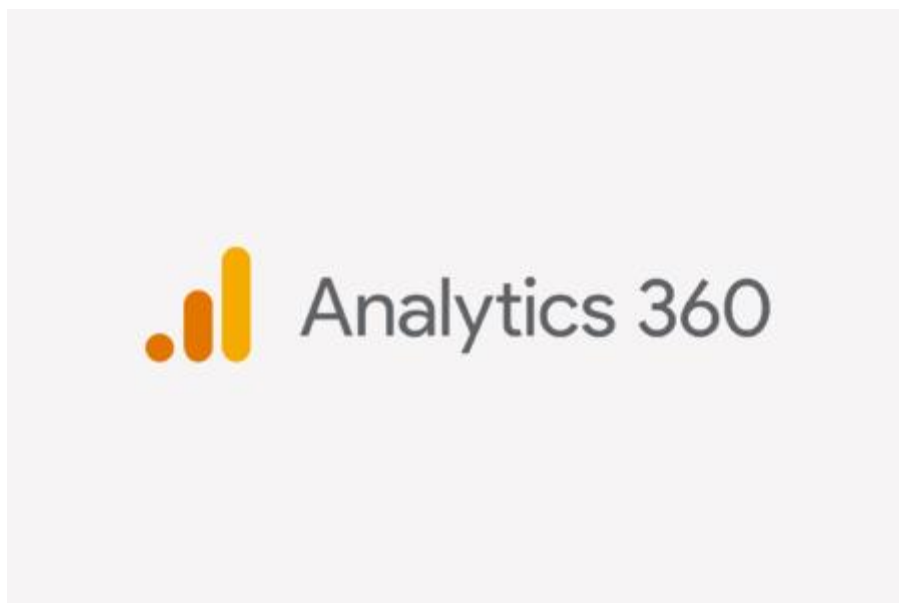


try to understand different attributes of visitors and build profiles until the user signs up for their information. This information gives web analytics agencies the ability to recommend personalized products and improve customer experience for their visitors.

Here are the marketing cloud-based analytics platforms that are used by web analytics agencies.

1. Google Analytics 360 – Salesforce Marketing Cloud
2. Adobe Analytics – Adobe Experience Cloud
3. Tealeaf – Acoustic
4. Unica NetInsight - Unica

Google Analytics 360 – Salesforce Marketing Cloud



Google Analytics 360 is a part of the Salesforce Marketing Cloud.

Web analytics agencies prefer Google Analytics 360 primarily because of its simplicity.



Google Analytics 360 is integrated with Salesforce Marketing Cloud to parse tracking information and use the attributes for email and SMS campaigns. Google analytics 360 and Google Analytics are

strong in multi-channel attribution.

With the integration of Analytics 360 and Marketing Cloud, you can:

- Easily link the two systems to share reporting views and audiences.
- Understand how effective your journeys and emails are in driving time on site, purchases and other goal conversions when they reach your website or app.
- Discover what content in your journeys drives the most engagement beyond the click.
- Better attribute the success of your marketing activities and spend across Google Ads and Marketing Cloud channels.
- Optimize web experiences based on engagement across other channels, such as email and SMS.
- Extend the conversations you have with web and app visitors into other channels by seamlessly sharing Analytics 360 audiences for activation in Marketing Cloud.

You can see ads and website performance data together in the Google Ads reports in Google Analytics 360. You can also import your Analytics goals, e-commerce transactions and metrics into Google Ads account.

Google Analytics 360 provides the tools and support that enterprise teams need to get actionable insights from their data. With Google Analytics 360, your team has access Unsampled Reports, BigQuery Export, and Data Driven Attribution, in addition to all the standard Analytics features and reports.



Adobe Analytics – Adobe Experience Cloud



Adobe Analytics is the industry-leading web analytics solution for the application of real-time analytics and detailed segmentation across all of your marketing channels.

Web analytics agencies use Adobe Analytics to discover high-value audiences and power customer intelligence for your business.

Adobe analytics is used to collect, measure and analyse data from multi-channels for real-time business insights. With such advantages adobe analytics can help web analytics agencies find profitable customers with real-time data. They also help to improve customer experience in websites



Tealeaf – Acoustic



Acoustic tealeaf is a great analytics tool to understand the customer journey and make a profitable customer persona and increase sales to the next level.

It has the ability to integrate physical and digital transactions to build a complete customer journey. Acoustic analytics is known for its accuracy in data insights and simplicity to set up.

It helps web analytics agencies collect and manage a visitor's behaviour in clients' websites.

Website analytics agencies use the tealeaf platform, which reports with personalized dashboards, on anything from eCommerce to customer service websites.



Unica NetInsight – Unica



Unica NetInsight helps the website analytics agency to understand customer behaviour. Clients who place a high amount of importance on data security and who prefer to use web analytics in their firewall, like Unica NetInsight. This integrates in two ways – one being a device-based delivery where data is sent to the marketing cloud from where it originated, the second, where these connectors expect to receive standard event attributes originating from a web browser

Conclusion

Web analytics agencies use various platform to deliver their services. Some are standalone and some are integrated with marketing clouds. There are certain niche platforms that deliver specific use cases. When deciding on your analytics journey, it is important you take the help of a web analytics agency.