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WILL MARKETERS CHANGE THEIR WEB ANALYTICS SOFTWARE IN 2021?

WEB ANALYTICS REPORT

nexoya

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
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Abstract

What are the main trends in the behavior of Web Analytics users? What do people expect from their Web Analytics tools, and what factors can make them switch to another provider? The study sheds light on the trends in the usage of Web analytics tools and reveals users' expectations regarding these solutions. Based on the research, we provide recommendations for selecting the providers for both sides: Marketing Web Analytics Software vendors, and digital marketers.

Keywords: Web analytics software, SaaS, user behavior, web analytics trends

Introduction

Nowadays, many marketers are considering changing their web analytics solutions to a different provider or even hosting it by themselves. With data privacy issues, other drivers such as the increasing complexity of the tools, accessibility of AI technology, and a growing number of new players in the market are becoming the motives for users to switch and try out new Web Analytics providers.

As a result of joint efforts with the Online Business and Marketing department from HSLU, nexoya conducted its own research to reveal the primary users' expectations from Web Analytics software. This report represents a summary of the study's main findings on the topic of Web Analytics software usage by marketers.

Information about the survey sample

Overall, 487 respondents took part in the survey. The survey was conducted via Prolific platform.

The following criteria were applied to specify the sample:

Work experience in Digital Marketing.
Use of Marketing Web Analytics Software (experience working with it).
Location: Europe.

Based on the selected criteria, 195 respondents were qualified and taken into account as the key sample. The majority of the sample participants (76%) are from the United Kingdom, mainly due to Prolific target audience. Approximately half of the respondents work at rather small companies with an average number of employees from 0 to 100. Around a quarter are employed in medium (101-500 employees) and big organizations (over 500 employees).

How big is your company?

- 0-100 employees — 55%
- 101-500 employees — 24%
- Over 500 employees — 21%
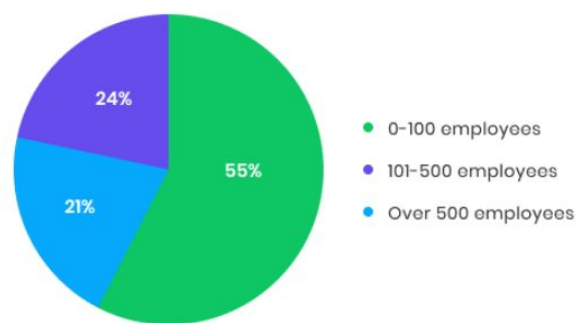
54% of respondents mentioned that they work with social media; around 25% work with communication and PR, 24% of participants work with content marketing and branding (22%). The least popular areas of marketing amongst survey participants are market research (18%), performance marketing (14%), and search engine marketing (12%).

As most users we surveyed were using Google Analytics suite to track websites' marketing performance, our conclusions mainly refer to (but are not limited to) this particular solution.

Main findings

To answer our questions, we looked into the following topics:

- Determinant factors of the Web Analytics software choice
- Satisfaction with the current Web analytics software usage
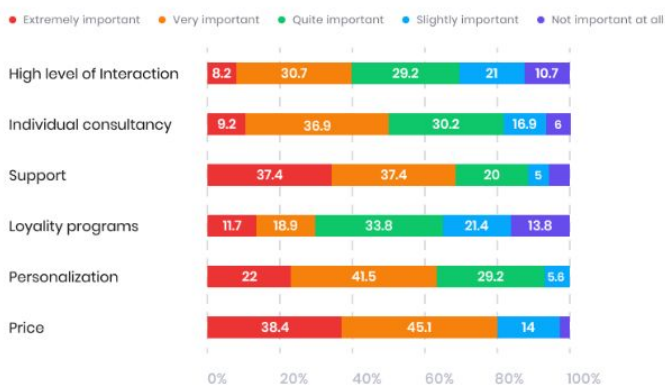- Most liked and the most missing features of Google Analytics

Determinant factors of the Web Analytics software choice

To better understand marketers' choice of vendor, survey participants were asked to answer the following questions:

a) What is crucial for you when using marketing Web analytics software tools?
b) What makes you change these tools?

The first graph sheds light on what factors attract potential users, while the graph to the right demonstrates to what extent each factor influences the user's decision about leaving the provider.

Factors that attract potential users

Legend: ● Extremely important ● Very important ● Quite important ● Slightly important ● Not important at all

Factor	Extremely important	Very important	Quite important	Slightly important	Not important at all
High level of Interaction	8.2	30.7	29.2	21	10.7
Individual consultancy	9.2	36.9	30.2	16.9	6
Support	37.4	37.4	20	5	
Loyality programs	11.7	18.9	33.8	21.4	13.8
Personalization	22	41.5	29.2	5.8	
Price	38.4	45.1	14		

Factors that make users leave the provider

Legend: ● Extremely affecting ● Very affecting ● Quite affecting ● Slightly affecting ● Not affecting at all

Factor	Extremely affecting	Very affecting	Quite affecting	Slightly affecting	Not affecting at all
Price change (+10%)	24.6	38.9	26.8	9	
Product problems	49.7	40.1	6		
Unsatisfactory onboarding	14.4	44.6	32.3	7	
Lack of loyalty programs	7	17.4	34.4	27.6	13.3
Lack of support	34.8	33.3	27.1	4.6	

Key Findings:

- According to the research, 83,5% of participants find the **price** the most critical factor when selecting a new vendor. At the same time this factor is considered less important when it comes to churning. Therefore, we can conclude that when people are using the software over time, they get familiarized with it, and the price barrier for changing the software is getting higher.

- **Product problems** were considered one of the most crucial determinants by 90% of respondents in changing the provider. That indicates how vital product reliability for users is once the product has been released on the market. In regards to the product problem, factor **Support** was also considered to be relevant for both selecting the new and switching the tool. According to the survey, 75% of the participants mentioned that availability of Support plays a significant role when choosing a provider. Around 68% of respondents found lack of support as one of the triggering factors to leave the provider.
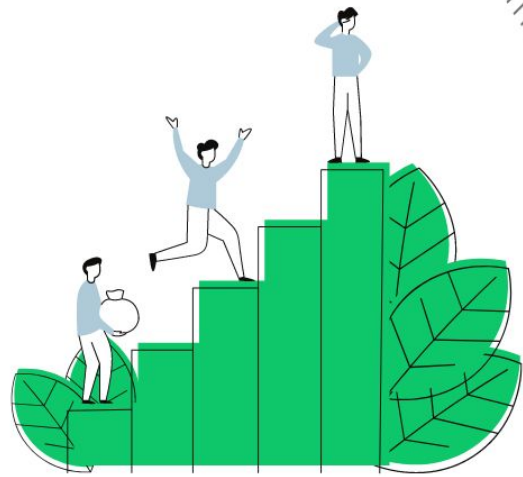
- **Personalization** might be considered as a significant factor in terms of selecting a new solution for 63% of the participants. The platforms that allow a certain level of customization have better chances of being more successful.

- **Loyalty programs** seem to be of little importance for marketing users. This fact was considered rather surprising since normally loyalty programs are one of the key tactics companies using for retaining their customers.

- More than half of the respondents (60% of participants) considered the **unsatisfactory onboarding** as one of the reasons to switch the provider. Therefore, we believe that well organized and planned onboarding processes can ensure higher chances of acquiring new potential customers.

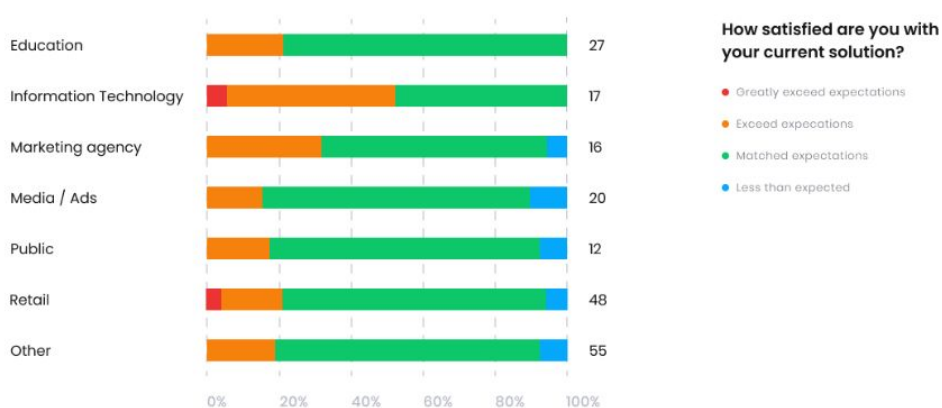# Satisfaction with the current Web Analytics software

Having analyzed the key factors for marketers' tool choices, we looked at the satisfaction level they experience when using such tools daily.

Our goal is to further understand the satisfaction distribution across different marketers' job positions and industries they operate within. We want to verify if a particular group of marketers is more likely to be satisfied with their tool than the other and if we confirm that, then try to find the answer for such behavior.

Satisfaction depending on the Industry

First, we analyzed if the satisfaction is different across marketers' industry.

What industry is your company operating in?

Industry	Value
Education	27
Information Technology	17
Marketing agency	16
Media / Ads	20
Public	12
Retail	48
Other	55

How satisfied are you with your current solution?

- Greatly exceed expectations
- Exceed expecations
- Matched expectations
- Less than expected

Key Findings:

- The majority of the marketers' industry groups represent very similar levels of satisfaction. We can clearly state that marketers are, in general, satisfied with their online tools. It looks like the industry is not the best discriminant of marketers satisfaction.

- Our study further revealed that marketers working in the IT industry tend to be more satisfied than other groups. What could be the reason for such distribution? We can assume that those marketers who work in the IT industry might be more exposed and, therefore, more proficient in technology in general.
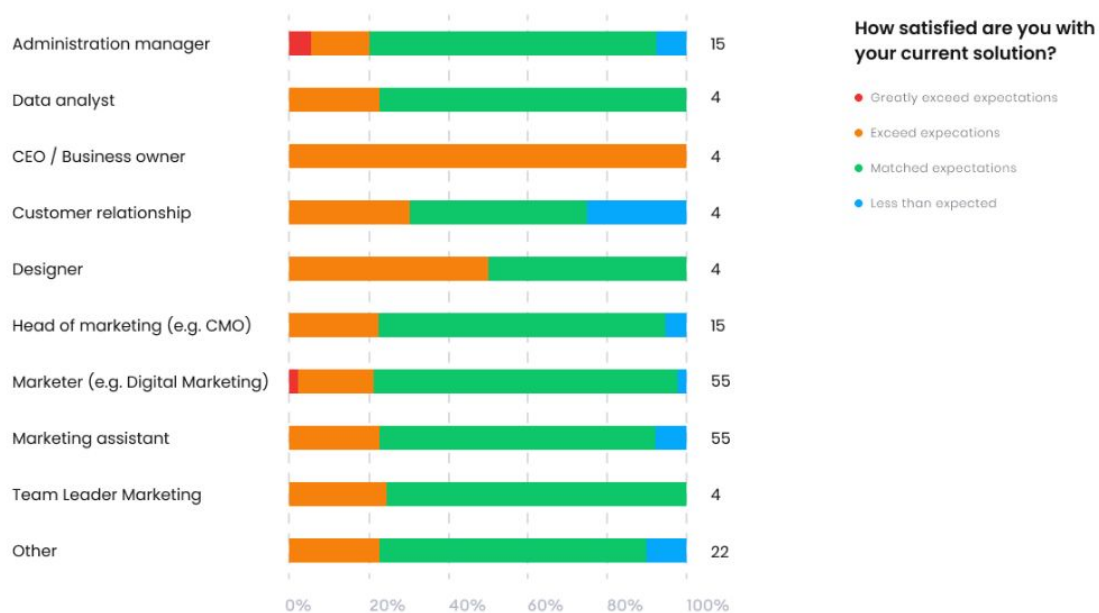
- On the other hand, marketers working in the Media industries were less satisfied with the provider than other groups. Most likely, those who work in Media have an advanced setup of their campaigns, which leads to more sophisticated customizations. This means that to satisfy a broader audience, the trade-off between simplicity and customization is the key to success for Web analytics providers.

Satisfaction depending on the Job position

Secondly, we checked how satisfaction looks like depending on the current job position of the target group representatives.

What is your current role / job position?

Job position	Value
Administration manager	15
Data analyst	4
CEO / Business owner	4
Customer relationship	4
Designer	4
Head of marketing (e.g. CMO)	15
Marketer (e.g. Digital Marketing)	55
Marketing assistant	55
Team Leader Marketing	4
Other	22

How satisfied are you with your current solution?

- Greatly exceed expectations
- Exceed expecations
- Matched expectations
- Less than expected

Key Findings:

- Business leadership and administration (CEO, Business owners, Administration managers) are users for whom such tools are always matching expectations in our survey (despite the small sample). They are neither dissatisfied nor very in favor of them. Due to their role, they most likely are not actively using web Analytics tools and, therefore, cannot assess the tool's usability with more detailed insights.

- On the other hand, the leadership associated with marketing business lines (CMO, Marketing Team Lead) sometimes become very satisfied with such tools. This fact might signify that although they do not use them on a daily operational basis, they have the marketing competence to assess their complex and more tailored functionalities.

- The hands-on marketers (Designer, Marketing Assistant, Digital Marketer) represent our survey's largest group and represent users who are generally satisfied with online tools. Nevertheless, there are a few who like the tools more than the average user, and some who are likely to churn seeking other solutions. Therefore, to determine if the tool works well, it is highly recommended for providers to show it to the daily operational users, who will help to indicate many of the tool's pros and cons.

- Customer Relationship employees are the group that has the highest percentage of users being dissatisfied. Based on our past observations, it might be challenging to match the consumer and sales data stemming from CRM systems like SAP / Salesforce with the marketing data being tracked via web analytics tools. Matching these two sources and arriving at a standardised user journey from the early marketing awareness step through website visit to final purchase tracked in CRM is a complex process for every large organization.

Most liked features

Having examined the satisfaction level with the Web Analytics tool, we wanted to dig deeper and further analyze the reasons for observed satisfaction. Therefore, we asked our respondents what they mostly like or dislike about their current tool. The word cloud below represents the most liked features.

Key findings:

When answering this open question respondents were addressing two main aspects: the particular functional features (e.g., audience analysis or customized reporting) and technical usability (availability, user-friendliness, integrations).

- Concerning technical usability, 44% of users mentioned "ease of use" as the most valuable characteristic. It is crucial to pay a lot of attention to the user-friendliness of the product. Other aspects like availability and trustworthiness seem to be critical factors when thinking of web analytics tool creation.

- As for the functional features, many respondents highlighted the possibility of conducting the audience analysis as one of the most liked features of Google Analytics. According to the survey, 38% of respondents value the ability to conduct meaningful web traffic analysis, and 21% of users highlighted that they value getting more insights about their data in general. Thus, it can be concluded that users mainly want to know more about their website visitors: e.g., where they came from, their demographics, their behavior on the website, which device they tend to use more often for checking the website, etc.

- Another functional feature mentioned by our respondents is "web traffic analysis", which allows users to better understand customer data, monitor organic and paid traffic.

To sum up, it is essential to cover analytics delivery in an easy to understand format. It is beneficial if such a tool has a well customized but simple to understand data visualization layer, allowing marketers to make proper conclusions and deliver these insights further to the upper management layer.

As a result, based on our study, we see that user-friendliness with the combination of insights and easily understandable visualizations is the key driver for marketers' satisfaction with their products.

Missing features

We also looked at the features that customers were missing in their Web Analytics tools. With the use of word cloud, we demonstrate the main categories that were mentioned by users.
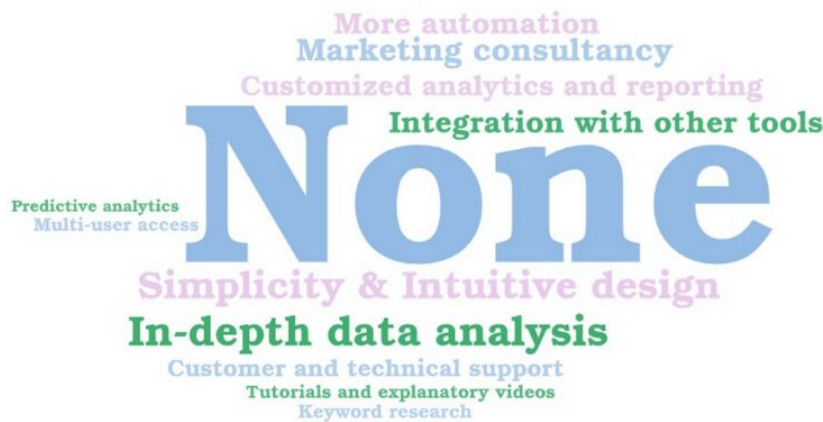
Key findings:

- The collected responses provided a clear message towards the feature-completeness of the tool. 44% of the participants responded that they do not miss anything from their current web analytics software!

- According to the research, Web analytics users are mostly missing the following three elements: simplicity and intuitive design (11%), possibility to conduct in-depth data analysis (8%), and ability to create customized reports (5%). This might signify that although most respondents find the tool user-friendly and easy to use, there is still room for improvement for Web Analytics service providers since for some users, simplicity remains something that they are missing in their current solutions.

Based on the data collected, we can conclude that although many users are highly satisfied with the solution, for many users, complexity nevertheless remains the problem, which goes in line with the fact that simplicity is the most desired feature.

Key conclusions

Based on our study, we have prepared recommendations for both Web analytics tool providers and marketers themselves.

For vendors, it is crucial to pay attention to their pricing strategy, namely, make it affordable and do not set high prices at the very beginning. It might be possible to slightly increase the price later when a customer becomes more loyal to the provider. However, to retain customers, vendors should ensure a high level of product reliability and a satisfactory level of support. Moreover, the provider should guarantee a proper balance between simplicity and customization of the product.

For digital marketers, it is important to pay attention to such features as product simplicity, intuitive design, service reliability, and customer support availability when it comes to the choice of Web analytics provider. Understanding the tool functionalities and its ease of use in combination with affordable prices are the key factors that can ensure a high level of satisfaction with the solution.

Web analytics tools in the market and newcomers to look at

What are the other players in the market except for Google Analytics?

Indeed, Google Analytics remains the Industry's incumbent leader, however important to be aware of many other promising Web Analytics software.

We prepared a list of other tools and newcomers in the market that has great potential:

- Matomo
- Adobe Analytics
- GoatCounter
- Statify for WordPress
- Woopra
- StatCounter
- Plausible Analytics

We hope that this list will provide marketers with a good overview of some other relevant market players. Without a doubt, at the moment, Google Analytics remains one of the most popular Web Analytics tools amongst digital marketers. However, it doesn't mean that this is the only option we should all stick to. Remember that there are plenty of other fish in the sea :)

Eager to leverage more out of your marketing efforts?

To drive more results from multi-channel campaigns, it is crucial to continuously analyze your data and optimize your campaigns. However, having vast volumes of information derived from different channels makes it challenging for marketers to see the whole picture and get more out of their data. As a result, on average, companies **lose up to 30% of their return on ad spend (ROAS)** every month.

When it comes to performance marketing, **campaign optimization** is the key to success.

By applying modern artificial intelligence technology, nexoya allows marketers to **get a holistic view over multiple channels** and optimize their marketing campaigns and significantly **increase overall ROAS**.

Want to learn more?

Get in touch with us!

https://www.nexoya.com/