

# Snow Valley E-commerce Research

## Web Analytics – which services are UK retailers using?

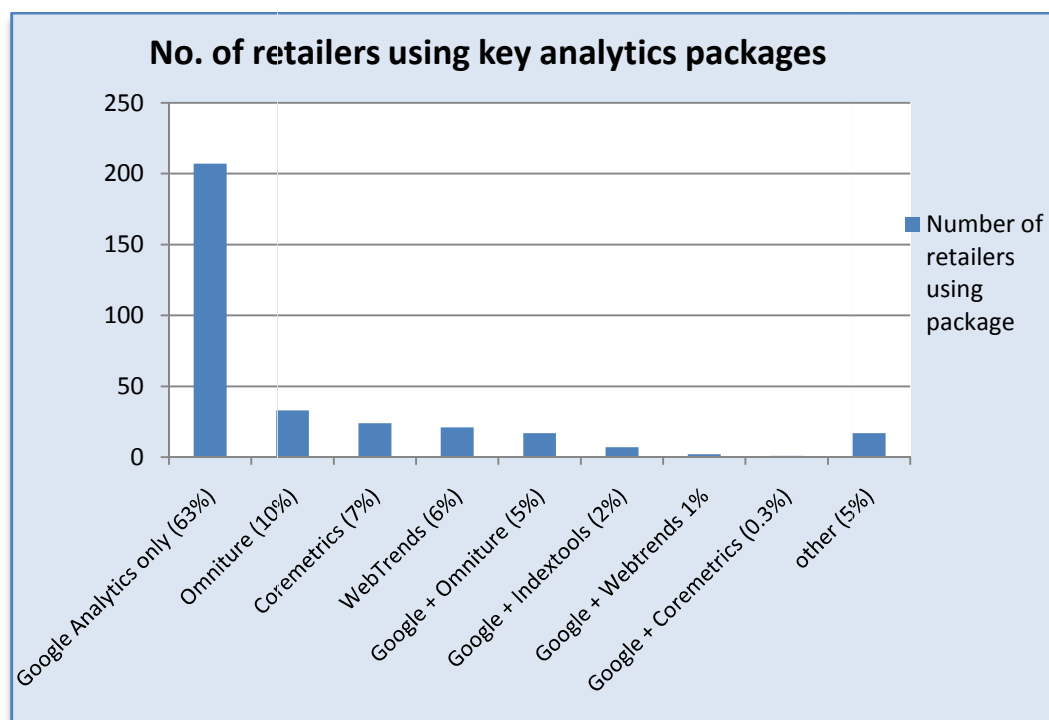
### YAHOO! TO SHAKE UP THE WEB ANALYTICS MARKET?

Web analytics are crucially important for any e-commerce operation. Packages such as Google Analytics, IndexTools, Coremetrics, WebTrends, and Omniture provide access to vital information on visitor behaviour, sales, and the response to marketing campaigns.

In April 2008, Yahoo! announced that it had entered the web analytics market by acquiring IndexTools. The media giant intends to go head to head with Google by making IndexTools available for free. The functionality within IndexTools is more sophisticated than that of Google Analytics, so it's likely that many e-commerce departments will be evaluating which package they should use.

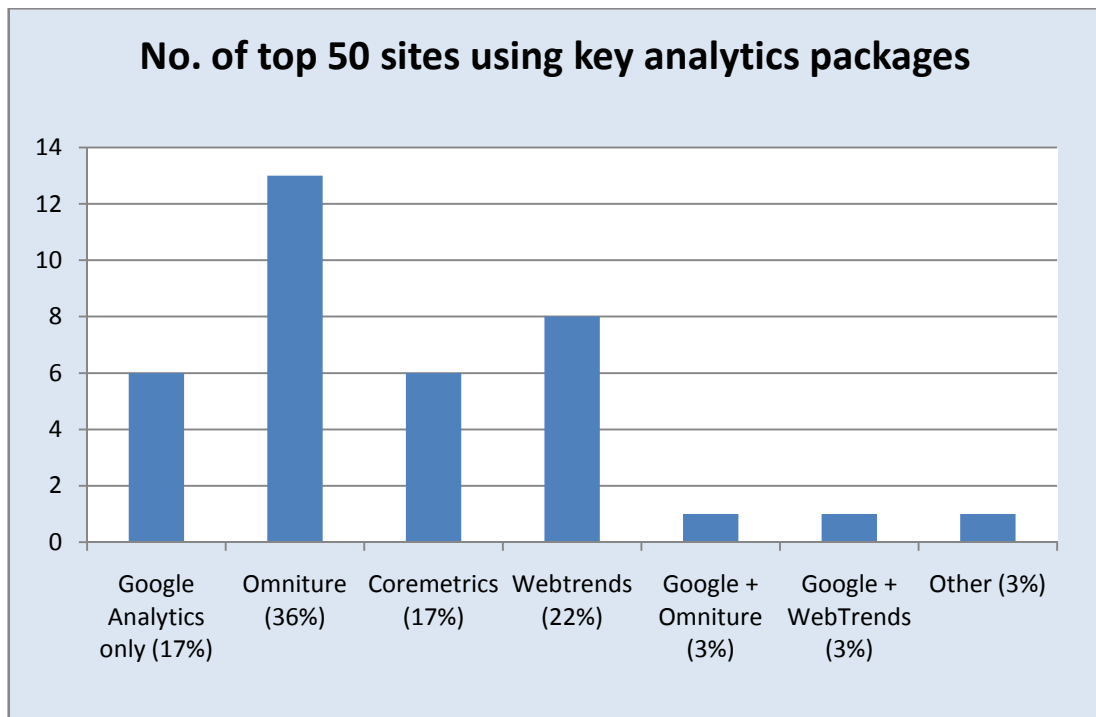
### Which analytics packages are retailers currently using?

Snow Valley looked at 329 UK retail websites. We identified that nearly two-thirds (207) appeared to be using Google Analytics as the sole analytics package. A further 8% were using Google with another package. The second most popular choice was Omniture, which 33 retailers had implemented.



### Trends for larger retailers?

We then looked at whether size matters when it comes to choosing an analytics package. Focusing on the IMRG's Top 50 Sites List - which includes travel and leisure e-tailers as well as retail - we discovered that Omniture was the preferred solution, being used by 39% of those larger players. WebTrends was more popular with the larger sites – 25% were using it to provide their analytics. Only 6 sites appeared to be relying solely on Google Analytics.



### Conclusion

The indications are clear (and not altogether surprising): larger sites are investing more in their analytics packages. Although Omniture was a clear favourite among the larger sites, Coremetrics and Webtrends were both also in evidence.

However, the free service provided by Google Analytics is extremely popular among UK retailers - no less than two-thirds of retail sites are relying on Google to provide crucial intelligence about their marketing ROI and customer behaviour online. Although there are many advantages in using Google Analytics, the fact that it is free must surely be the biggest attraction. IndexTools currently has a tiny share of the UK retail market, but when it does finally become available for free it will be interesting to see how retailers are tempted to switch over and take advantage of IndexTools' more sophisticated service.

**To see a short demonstration of IndexTools, please visit [www.snowvalley.com/online-marketing](http://www.snowvalley.com/online-marketing)**

**If you would like to discuss your analytics requirements and which service is best suited to your needs, contact Danny Viola on 020 7813 4434 or e-mail [danny.viola@snowvalley.com](mailto:danny.viola@snowvalley.com)**