

Web Analytics Survey-Study 2014 POLAND



FOREWARD.....	3
GOALS.....	3
METHODOLOGY.....	4
EXECUTIVE SUMMARY.....	5
THE CONCLUSION.....	7
PROFILE OF PARTICIPANTS.....	10
POSITIONING OF WEB ANALYTICS.....	11
IMPORTANCE OF WEB ANALYTICS.....	12
USAGE OF WEB ANALYTICS.....	13
SATISFACTION & RELIABILITY OF WEB ANALYTICS.....	14
PRESENT V. FUTURE.....	15
APPENDIX.....	16

FOREWARD

Digital is transforming industries and disrupting business models. Change is the new same.

And with change comes a desire to understand, and a desire to benefit from it.

Nowadays, technology is often at the heart of benefiting from change. When it comes to digital business, technology is at a critical inflection point: what to do with and how to manage big data.

Web Analytics data is a key piece to a digital business. Understanding its implications, not just within a business, but also its status within an industry is telling of what can and should happen next.

This survey investigates the status of Web Analytics in Poland. With data over the last three years, we place an emphasis on the evolution of this status over time.

For more studies like this one, including this study in other regions, please visit www.webtrekk.com.

SURVEY GOALS

The goals of the survey included the following:

- Create a clear overview of Web Analytics in Poland
- Explore future trends
- Compare the evolution of results from 2012 to 2013 to 2014

SURVEY METHODOLOGY

The 2014 survey was conducted between April and November 2014 using an online software provided by firepoll.

Participants were recruited online via

- Business Platforms
- Online Advertising
- Direct Approach

This survey was also conducted in 2012 and 2013, and this report includes comparative data from these years.

The average sample size for the survey across the three years of study was 63.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

▶ **More young people choose analytics as a job**

The effects of the talent gap prove attractive for young professionals.

▶ **The usage of analytics remains almost unchanged from 2013**

The top 5 Web Analytics priorities persist.

▶ **Google Analytics still reigns as the most used tool in Poland**

Despite this, its dominance has decreased over time.

▶ **The decision to use a paid solution in the future has increased from 2013**

Participants trust the data from a free tool less than before.

▶ **Reporting to the CEO has increased**

C-Suite individuals also focus on raising Web Analytics awareness among top management

▶ **The role of Management in Web Analytics has grown**

The role of management as the key department for budget and project management has increased

▶ **The role of IT in Web Analytics has declined**

The IT-Department's involvement in analytics has decreased

▶ **The importance of analytics for the whole company has grown**

Business focus on big data and achievements through web analytics has likely spawned this growth.

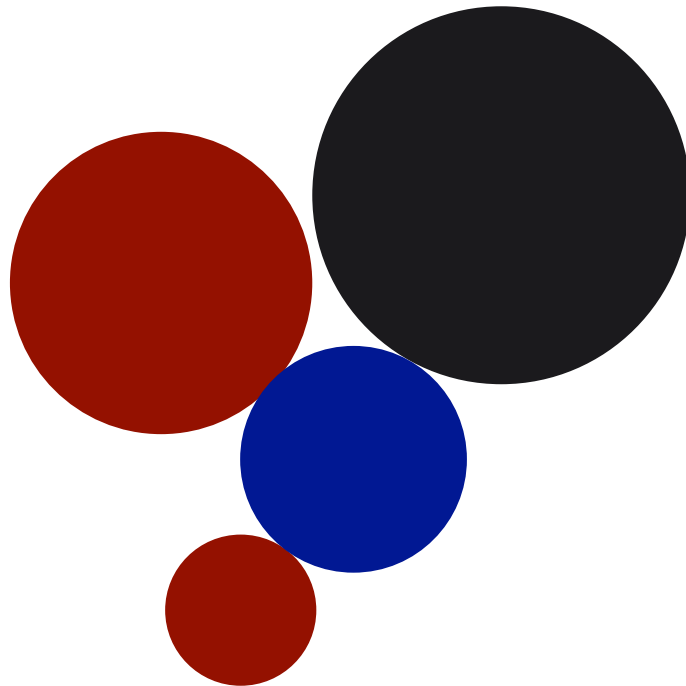
▶ **The job of Analyst gives strong personal development**

Those in the industry more often than not confirmed they would stay in the industry

THE CONCLUSION

THE CONCLUSION

- Poland is moving to a highly educated analytics country
- Insights through analytics improve the whole company performance. Page impressions are no longer a key priority.
- The change in organisation will enable new performance: competent consultants are the key to success
- Analytics is still a very attractive job environment



SURVEY SECTIONS

An overview of the results for each section in the survey can be found on the next pages.

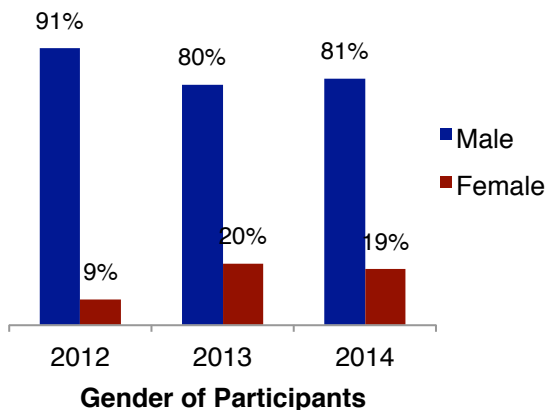
- Profile of Participants
- Positioning of Web Analytics
- Importance of Web Analytics
- Usage of Web Analytics
- Satisfaction & Reliability of Web Analytics
- Present v. Future in Web Analytics

PROFILE OF PARTICIPANTS

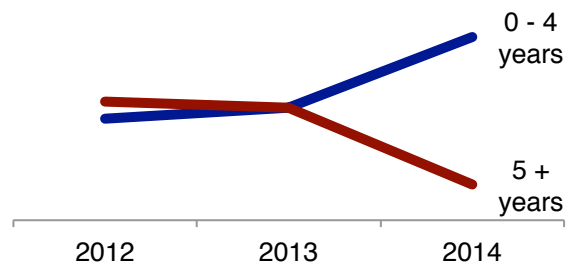
The profile of the survey participants remained highly consistent from 2012 through 2014. This stayed true across sectors and genders.

Agencies and consultancies accounted for the largest percentage of participants in each year.

The gender gap shows up in our participants' profiles, and persists throughout the years.

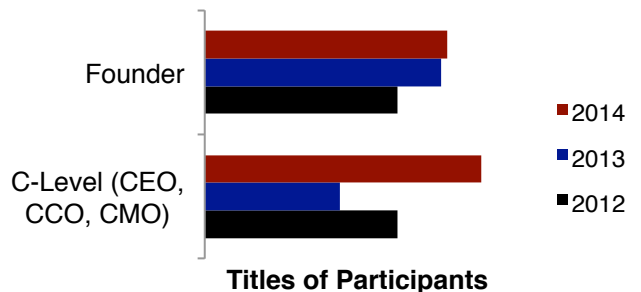


Participant Experience Level



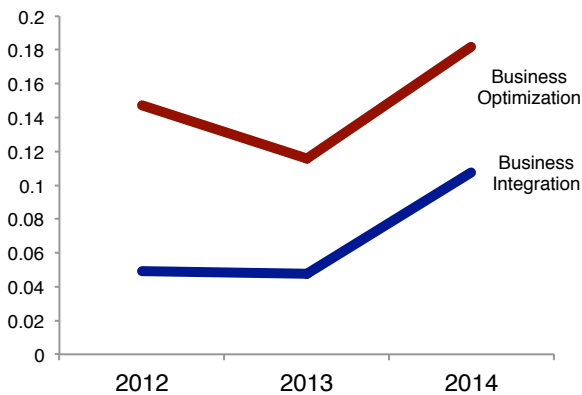
As the years pass, study participants are younger in the Web Analytics space. This change likely demonstrates the talent gap, as companies begin to hire more and more, even less experienced, web analytics professionals.

Likewise, the trend for increasing C-level attention to data shows up in our profile participation.



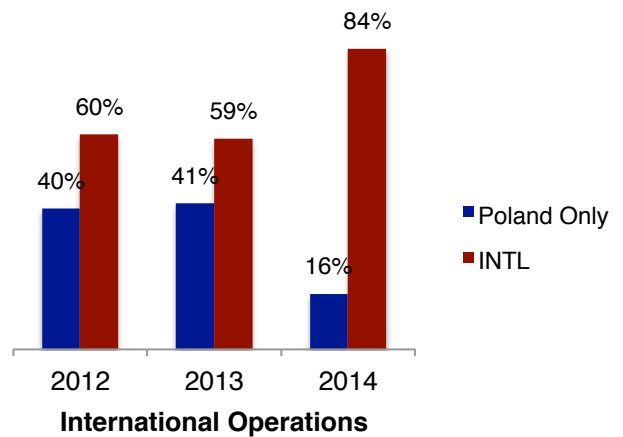
POSITIONING OF WEB ANALYTICS

While website optimization and analysis remain the leading purposes for the usage of web analytics data, the trend for integration with the rest of the business is rising.



That is an important evolution pointing to the increased importance of web analytics data and understanding of how it can be integrated with the rest of the business.

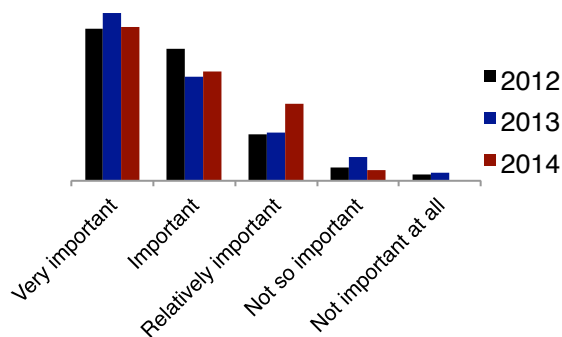
Digital has made it much easier for companies to operate outside of their national borders. Thus, confinement of digital operations to a national level is diminishing.



IMPORTANCE OF WEB ANALYTICS

The importance of expected outcomes for Web Analytics have remained positively skewed in Poland over the last years.

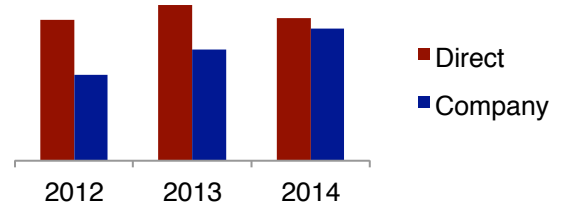
Importance of Web Analytics Outcomes



What's interesting to look at is the difference between a participant's view on the importance of web analytics outcomes on their direct network versus on their company overall. In all three years, the direct network has been voted higher. This could be a reflection on their own direct involvement in Web Analytics, or in the perception that their company does not value it as much as they do.

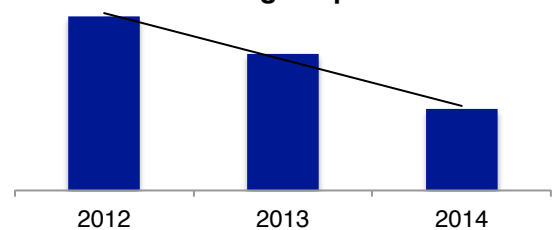
Yet at the same time, that gap decreases as the years pass.

Importance Web Analytics: Team v. company



There is also a smaller emphasis placed on increasing page impressions as an achievement of analytics. In each year of study, this achievement has decreased.

Increase of Page Impressions

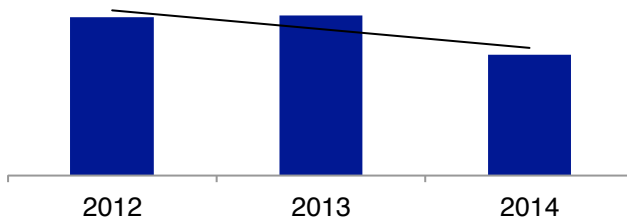


While this could mean web analytics is less effective in generating traffic, it is more likely to imply that web analytics has enabled more targeted marketing efforts— thus, companies can attract the “right” traffic.

USAGE OF WEB ANALYTICS

Google Analytics (GA) still reigns as the leading Web Analytics solution in Poland. Despite that, the trend in the past years has been a downward one for GA.

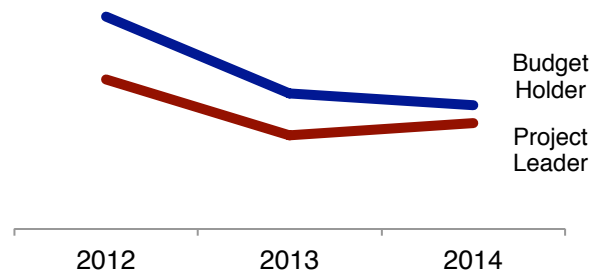
Google Analytics Usage



The department of the budget holder and project leader tends to be marketing, and this trend has not only remained in Poland over time, but it has also increased in percentage.

And while we see an upward trend for the Marketing department as both budget-holder and project-leader, we see a simultaneous decline in the IT department as both the budget-holder and project-leader.

Department of Budget-Holder and Project-Leader for Web Analytics



SATISFACTION & RELIABILITY OF WEB ANALYTICS

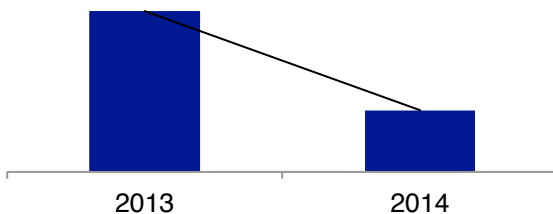
As seen on the previous page, Marketing holds more of the responsibility for the budget and projects of web analytics.

And to pick a system, these individuals will need to determine how comfortable they are with the data from each. As can be seen below, there is a decreasing trust in the reliability of the data from a free tool in comparison to a paid solution.

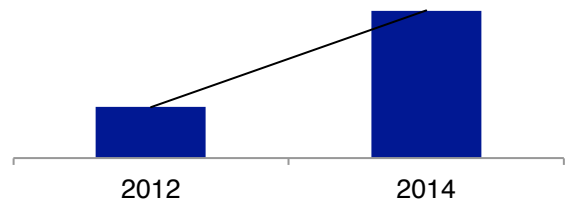
With that, Marketing departments are opting more and more for paid solutions.

When asked whether their next solution would be a free or a paid solution, participants' responses have grown towards paid.

Reliability of Free Tool



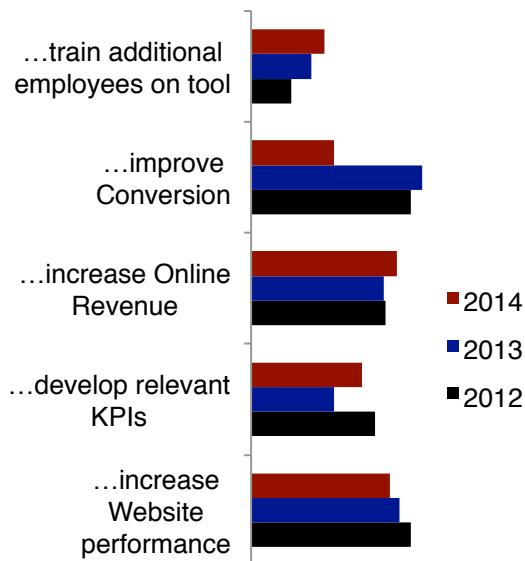
Opt for a Paid Solution



PRESENT V. FUTURE IN WEB ANALYTICS

In 2015, the top 5 Web Analytics priorities for Polish companies include training additional employees, improving conversion, increasing online revenue, developing relevant KPIs, and increasing website performance.

Top 5 Web Analytics Priorities



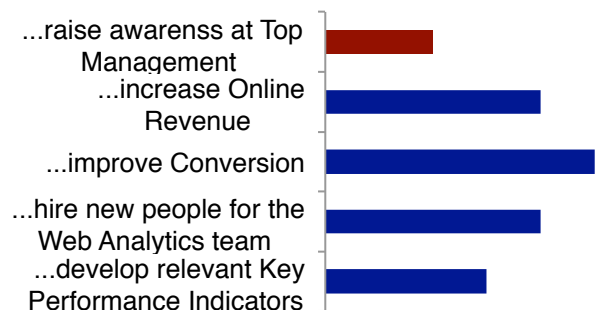
These top 5 priorities have been relatively consistent across the past 3 years.

Participants also confirmed in all three years that these priorities would remain steady looking into the next 2-3 years.

What's interesting is to distill these results to only the responses at the C-Suite and Founder level.

In 2014, the results remain the same except for one difference: raising awareness at top management. This is a positive development for attention to Web Analytics.

2014 Top 5 Web Analytics Priorities for C-Suite

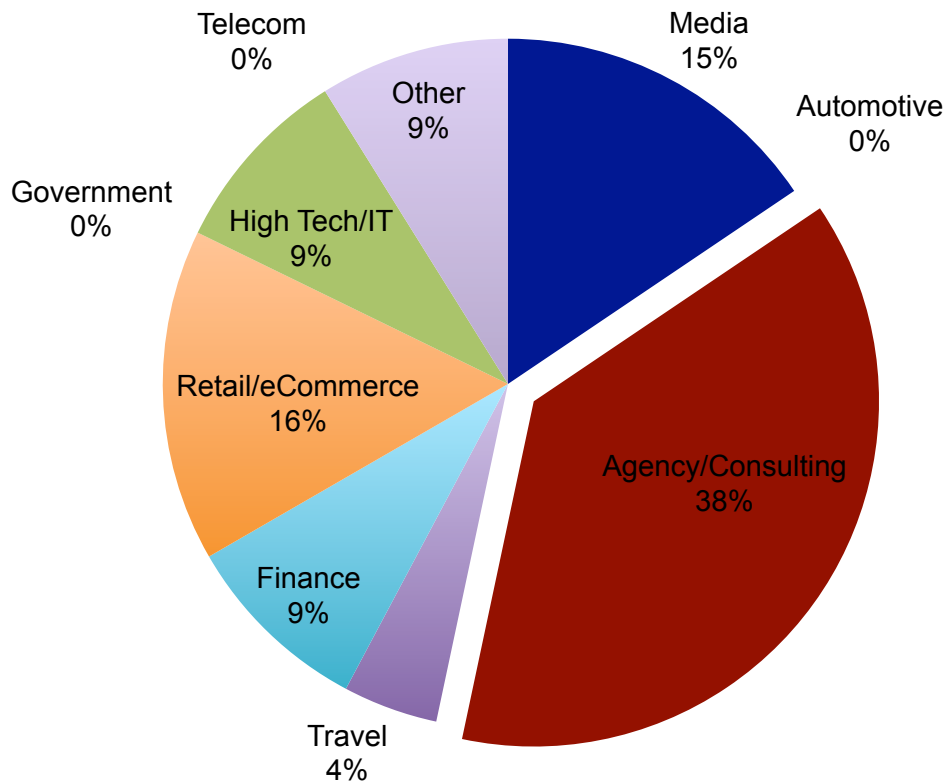


APPENDIX

PROFILE OF SURVEY PARTICIPANTS

Profile of Participants

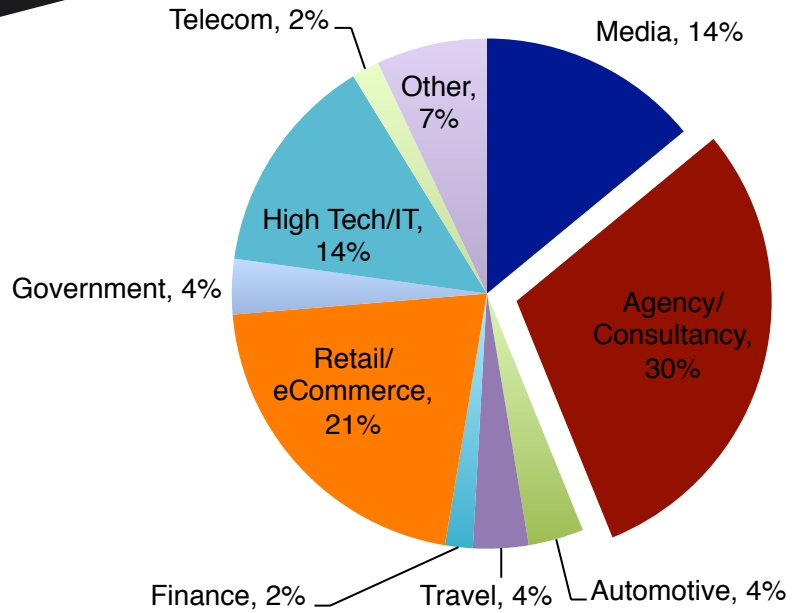
SECTOR OF YOUR COMPANY?



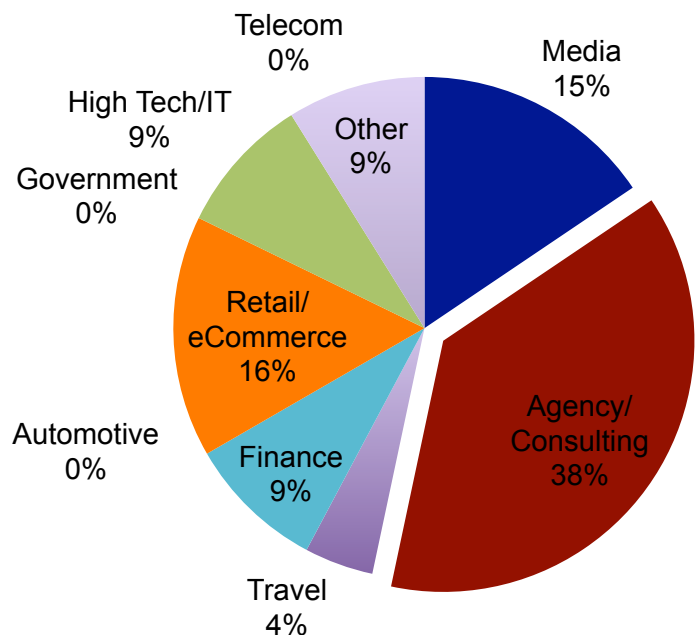
Profile of Participants Comparison

SECTOR OF YOUR COMPANY?

2013

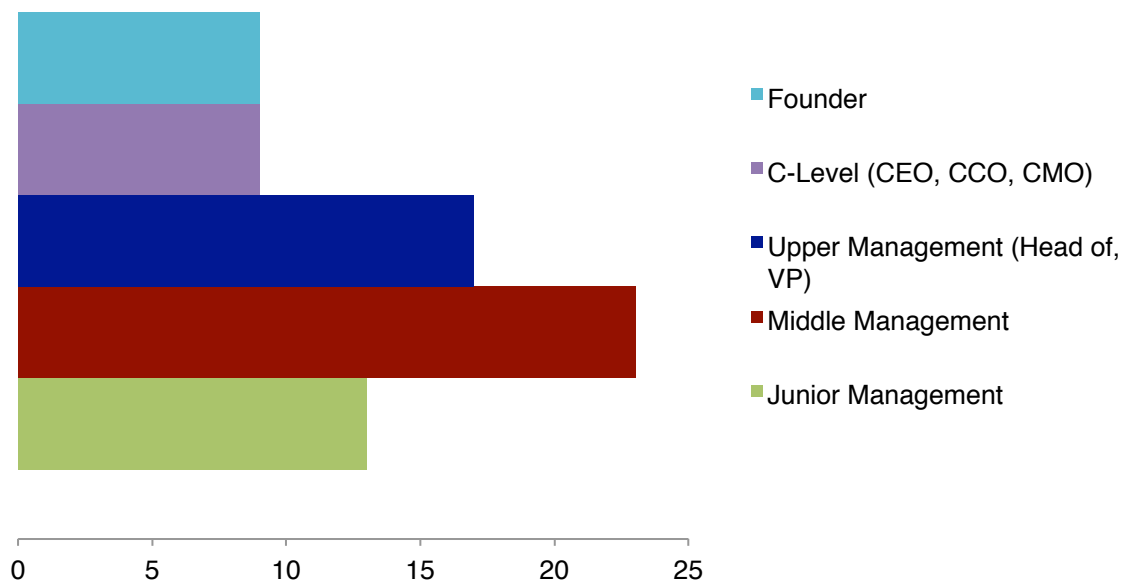


2014



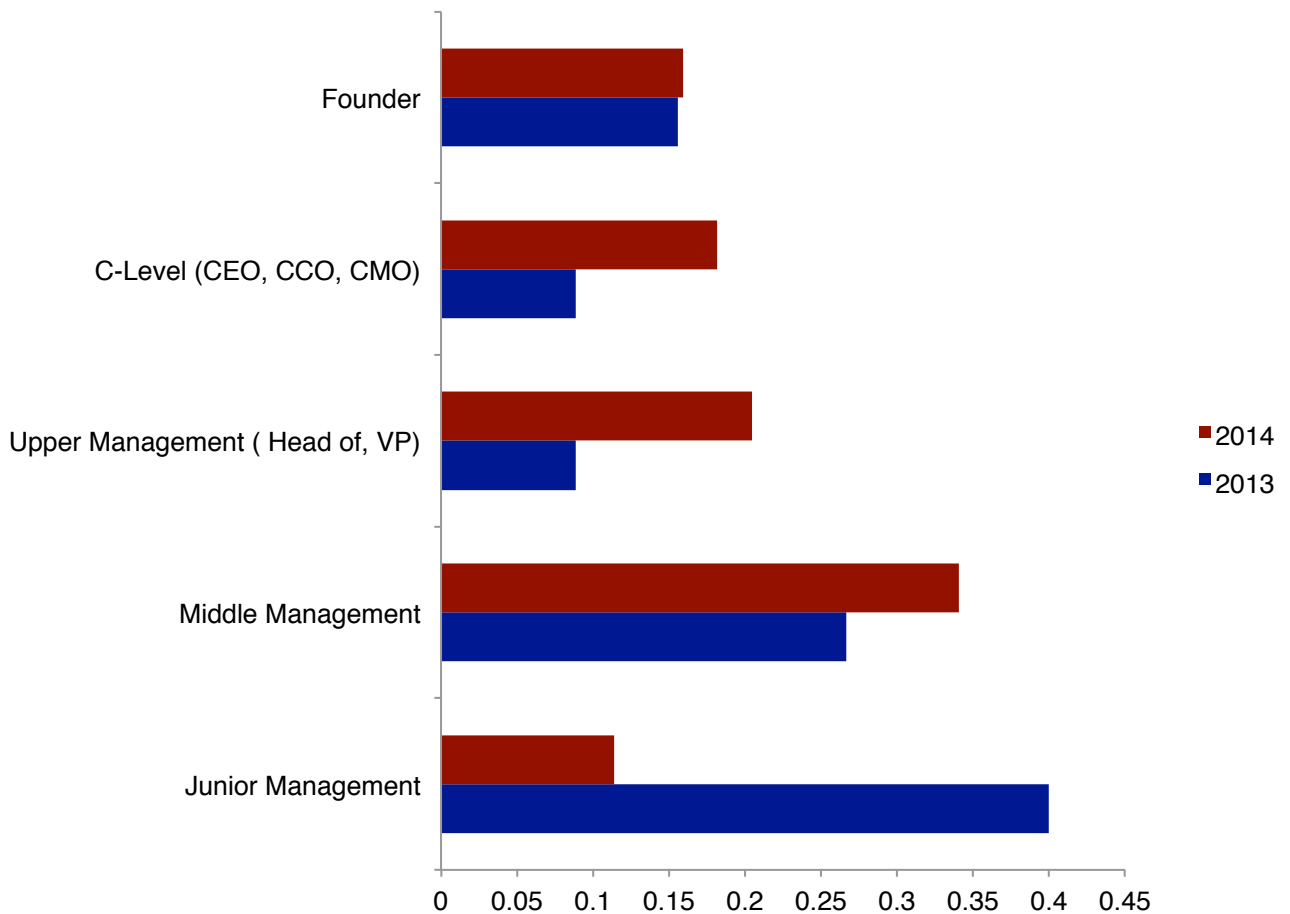
Profile of Participants

FUNCTION WITHIN THE COMPANY?



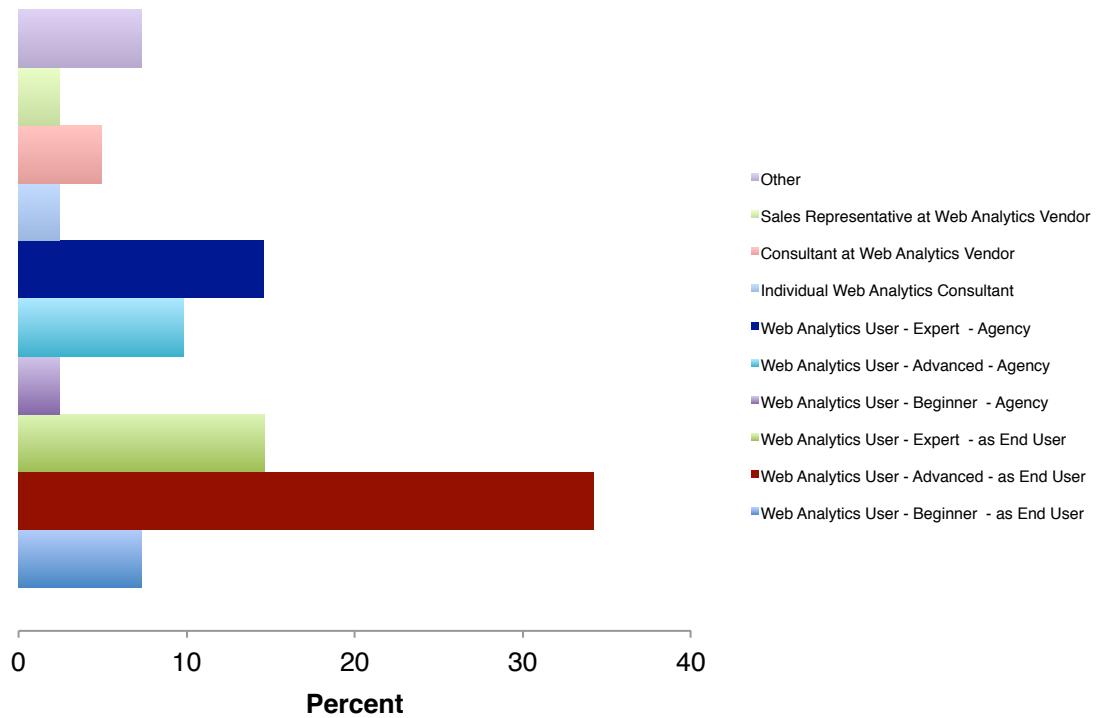
Profile of Participants Comparison

FUNCTION WITHIN THE COMPANY?



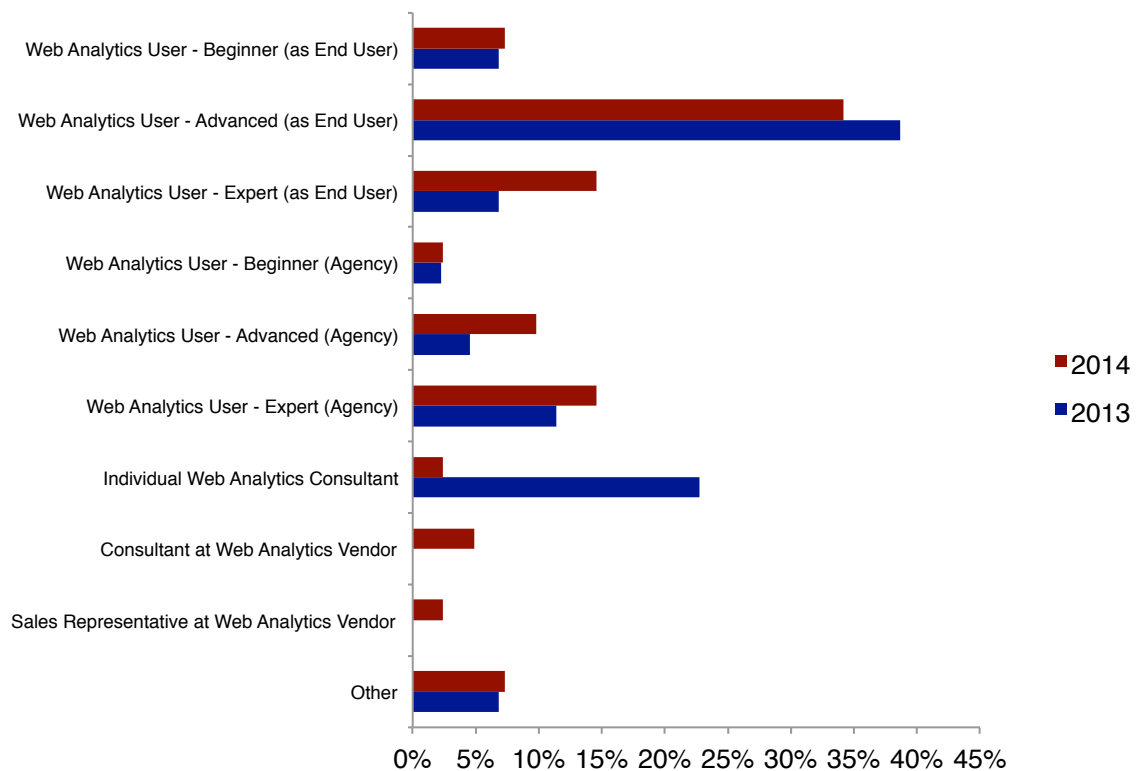
Profile of Participants

CONNECTION TO WEB ANALYTICS?



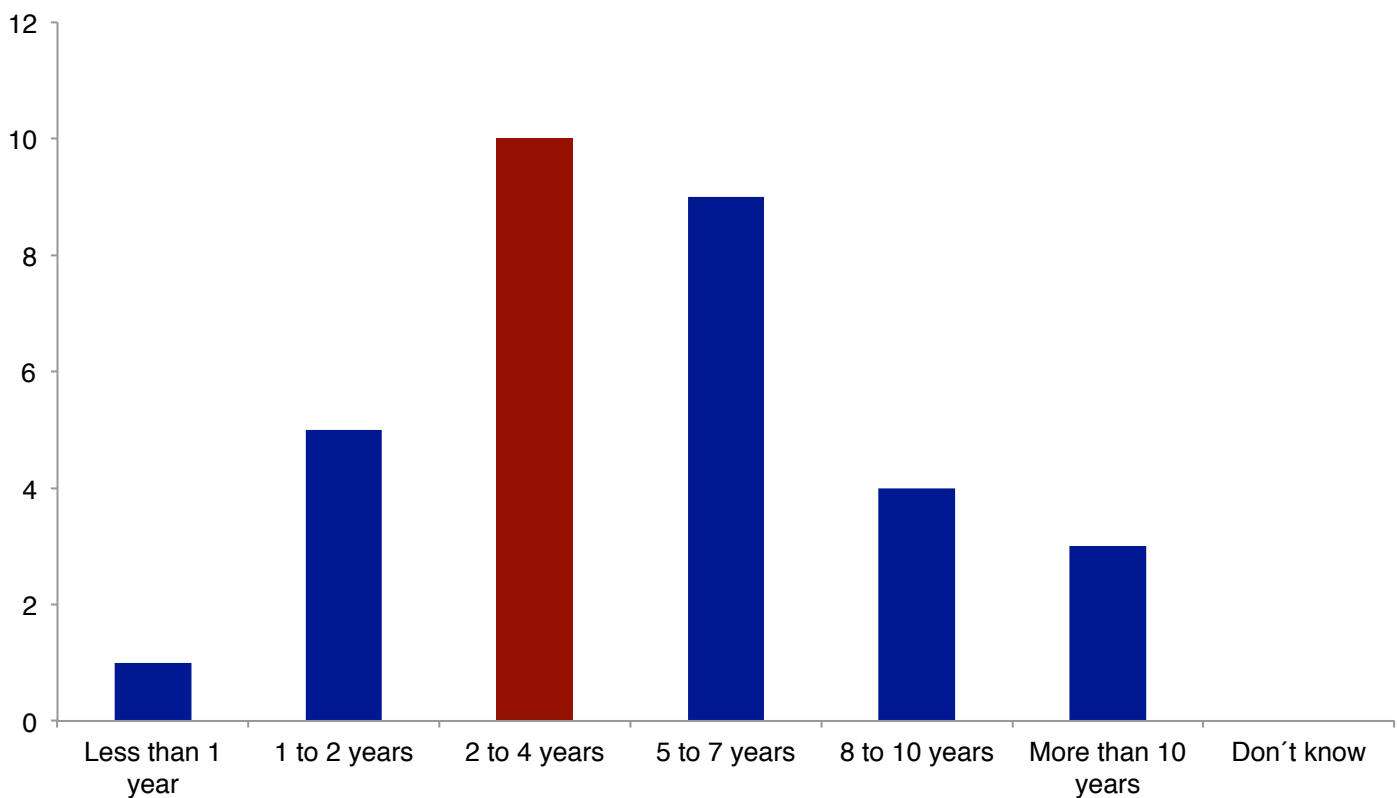
Profile of Participants: Comparison

CONNECTION TO WEB ANALYTICS?



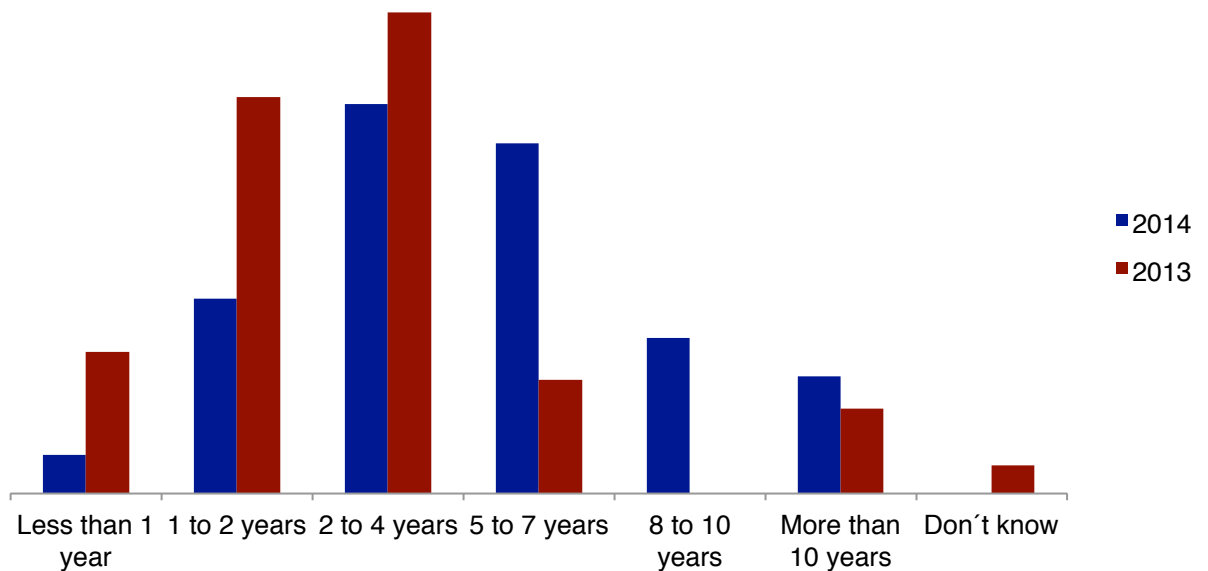
Profile of Participants

HOW LONG IN WEB ANALYTICS SPACE?



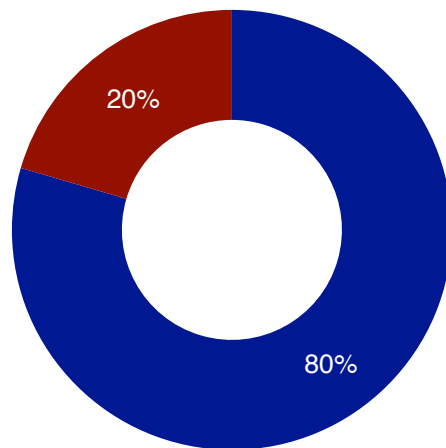
Profile of Participants: Comparison

HOW LONG IN WEB ANALYTICS SPACE?



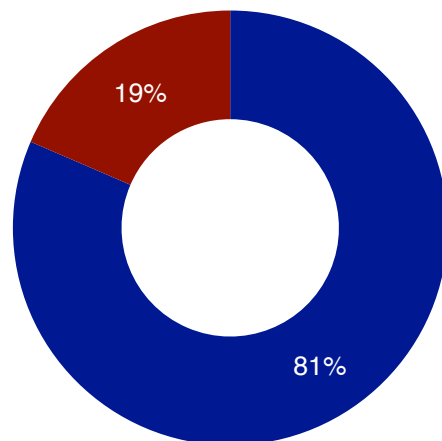
Profile of Participants: Comparison

YOUR GENDER?



2013

■ Male
■ Female

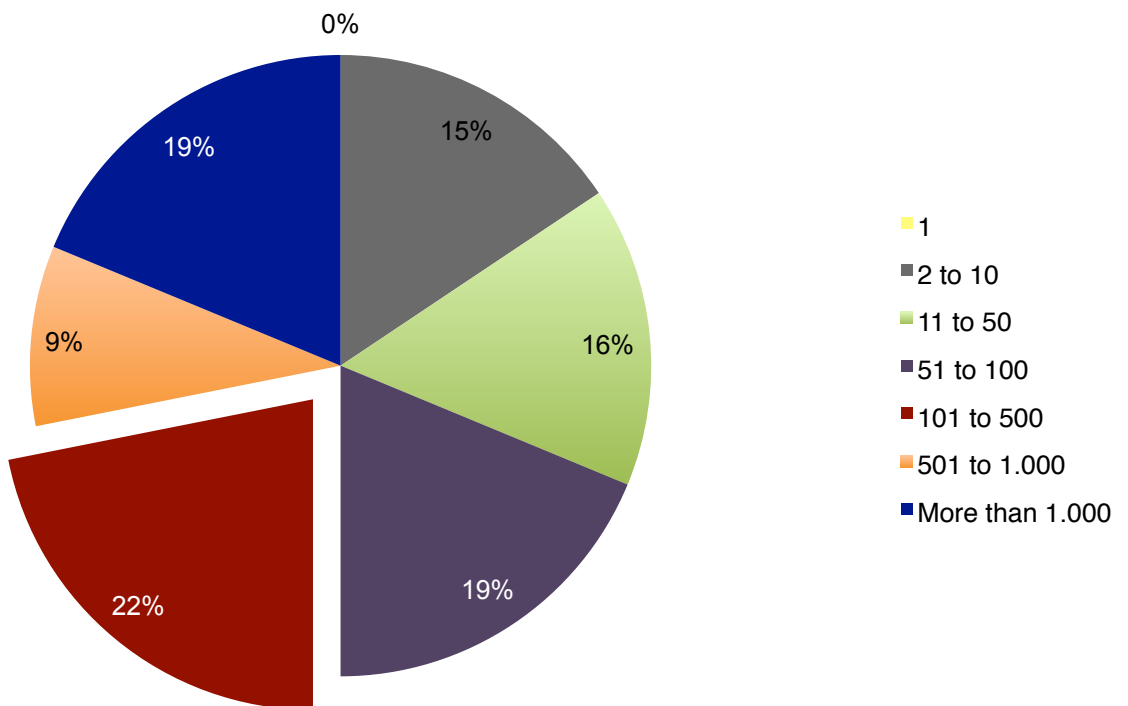


2014

■ Male
■ Female

Profile of Participants

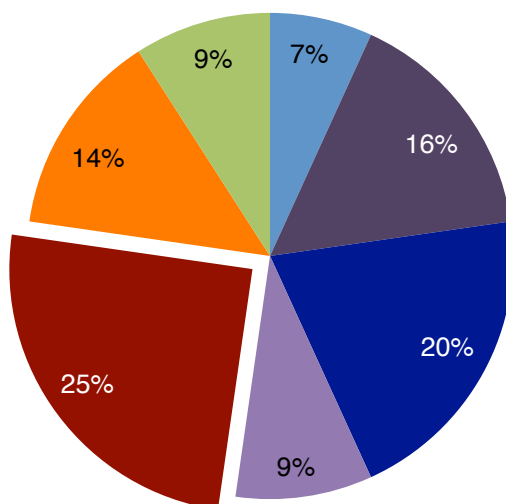
No. EMPLOYEES WITHIN YOUR COMPANY?



Profile of Participants: Comparison

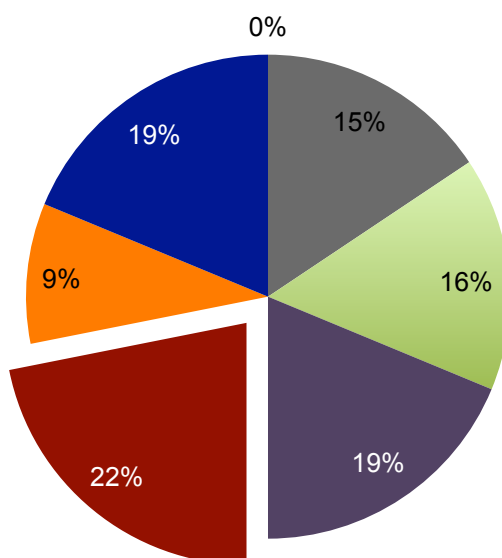
No. EMPLOYEES WITHIN YOUR COMPANY?

2013



- 1
- 2 to 10
- 11 to 50
- 51 to 100
- 101 to 500
- 501 to 1,000
- More than 1,000

2014

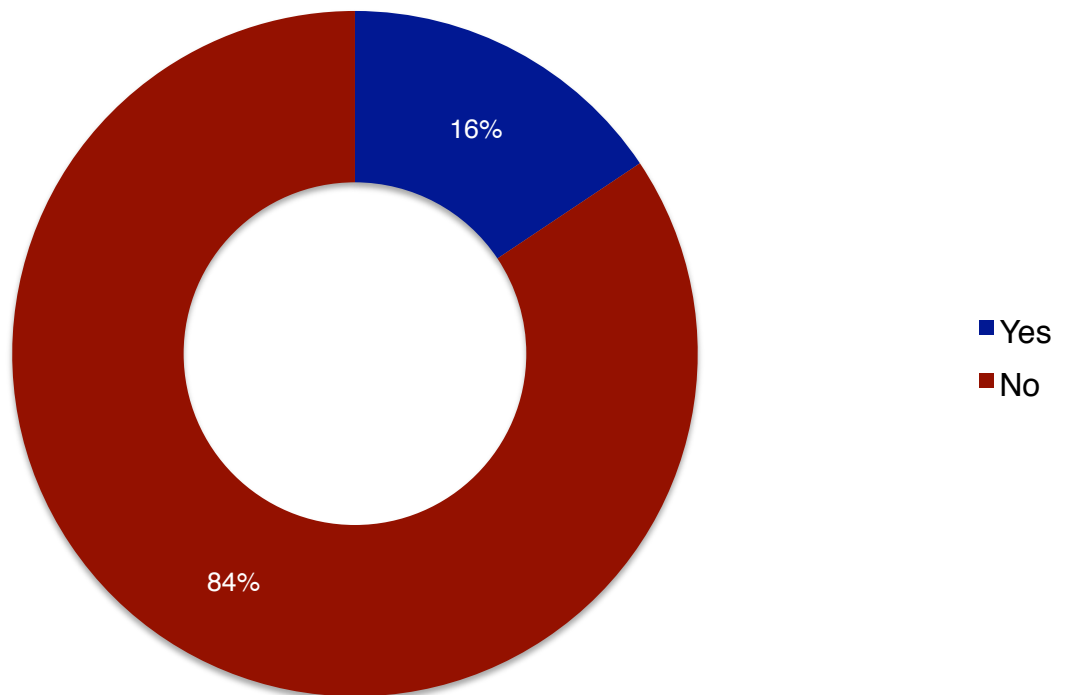


- 1
- 2 to 10
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POSITIONING OF WEB ANALYTICS WITHIN THE COMPANY

Positioning of Web Analytics

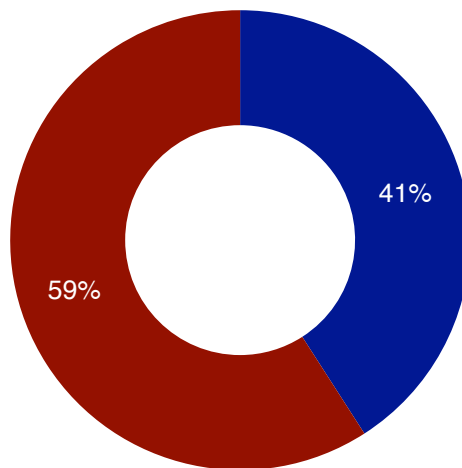
OPERATING IN POLAND ONLY?



Positioning of Web Analytics: Comparison

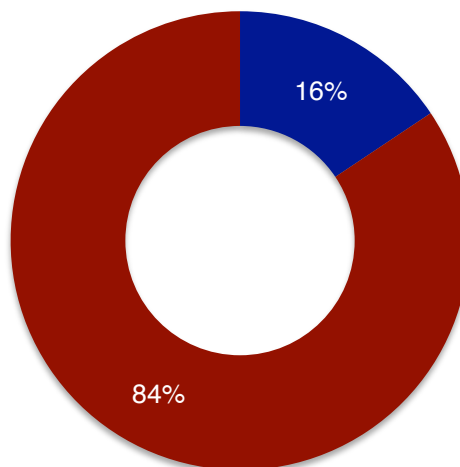
OPERATING IN POLAND ONLY?

2013



■ Yes
■ No

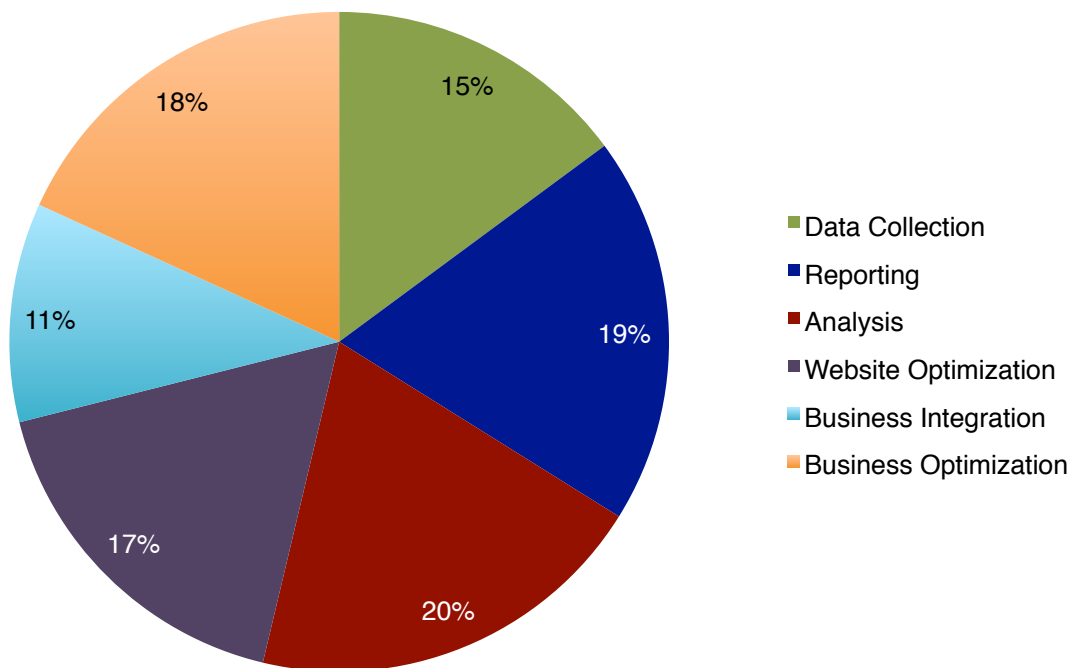
2014



■ Yes
■ No

Positioning of Web Analytics

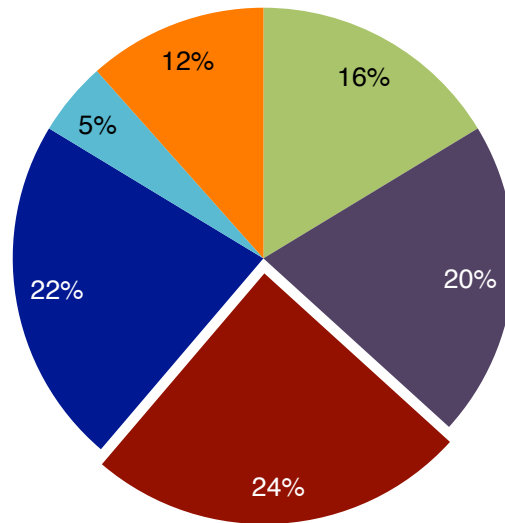
USAGE STATUS OF WEB ANALYTICS?



Positioning of Web Analytics

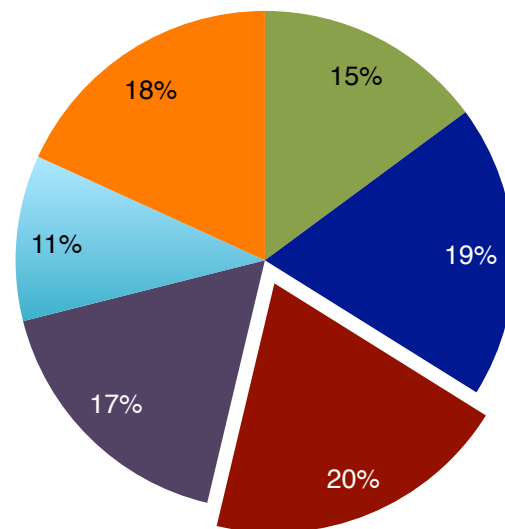
USAGE STATUS OF WEB ANALYTICS?

2013



- Data Collection
- Reporting
- Analysis
- Website Optimization
- Business Integration
- Business Optimization

2014

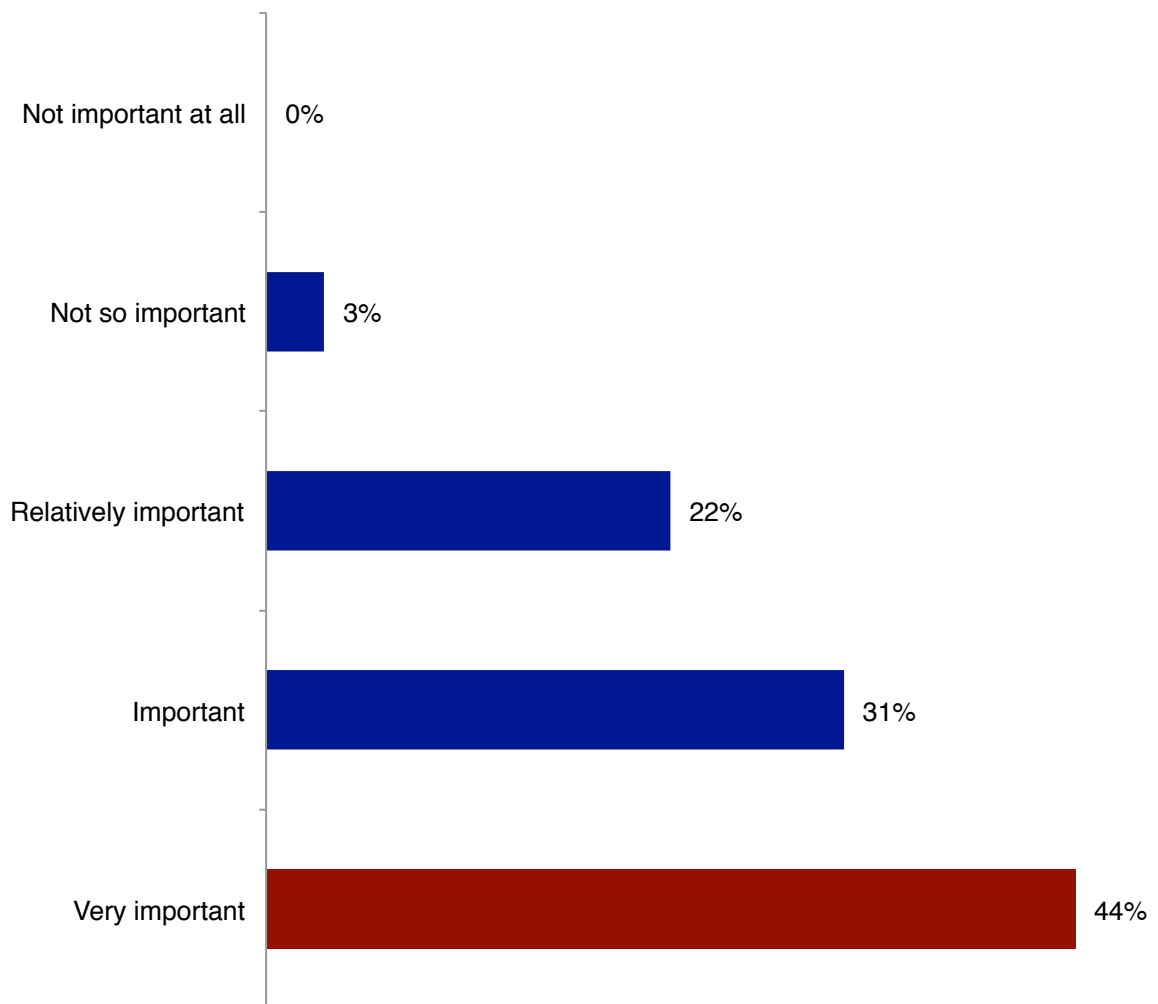


- Data Collection
- Reporting
- Analysis
- Website Optimization
- Business Integration
- Business Optimization

IMPORTANCE OF WEB ANALYTICS

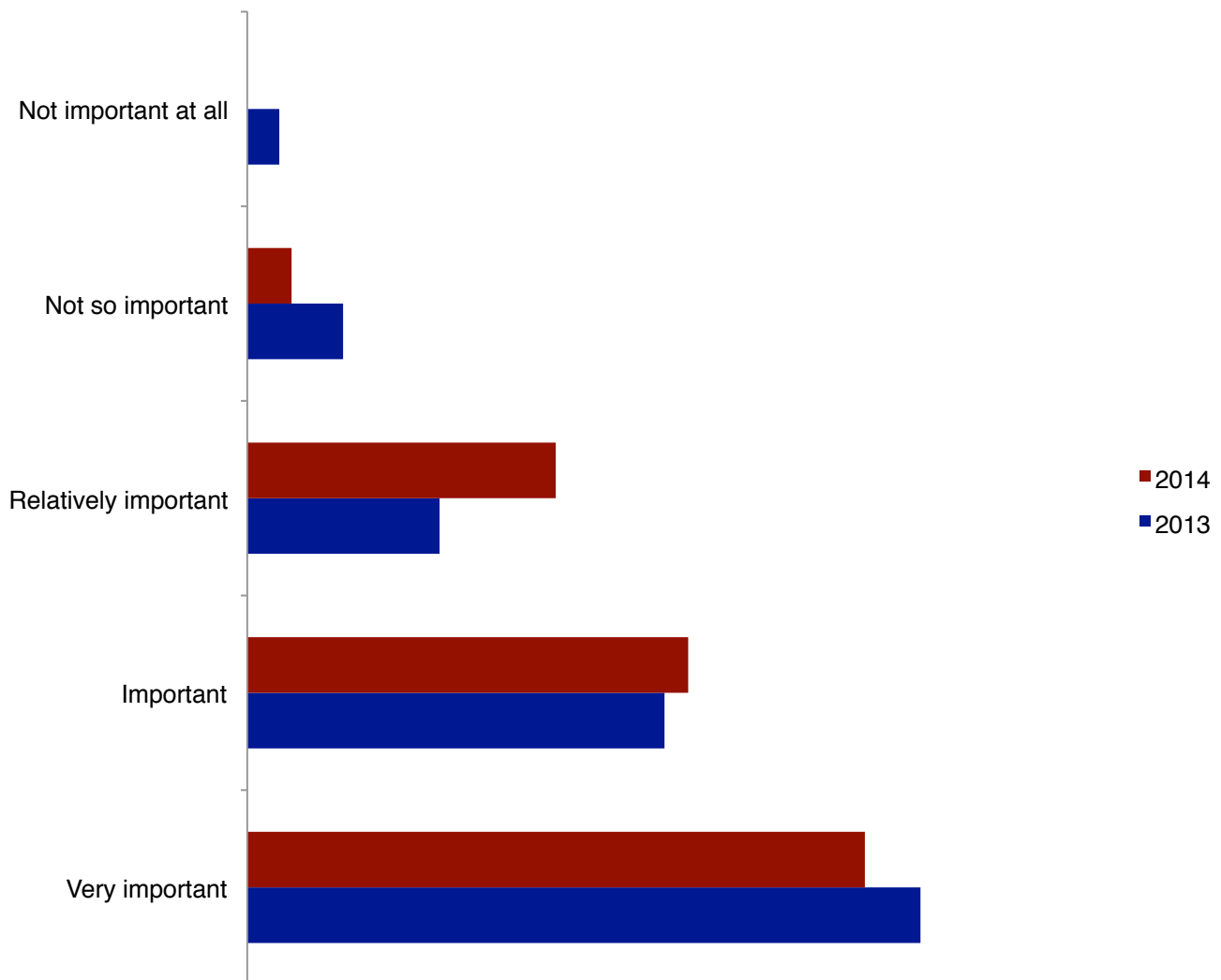
Importance of Web Analytics

OUTCOME FOR YOUR DIRECT NETWORK?



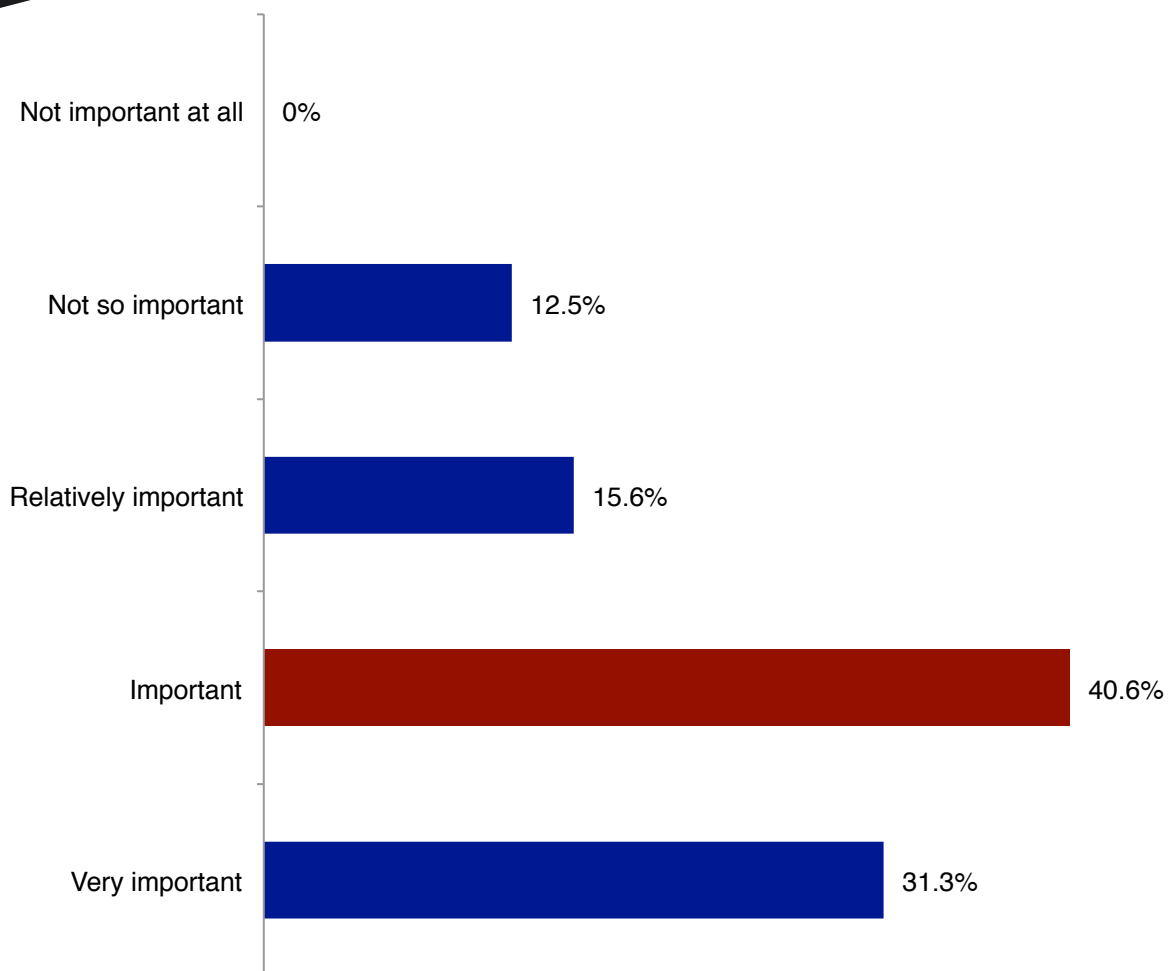
Importance of Web Analytics: Comparison

OUTCOME FOR YOUR DIRECT NETWORK?



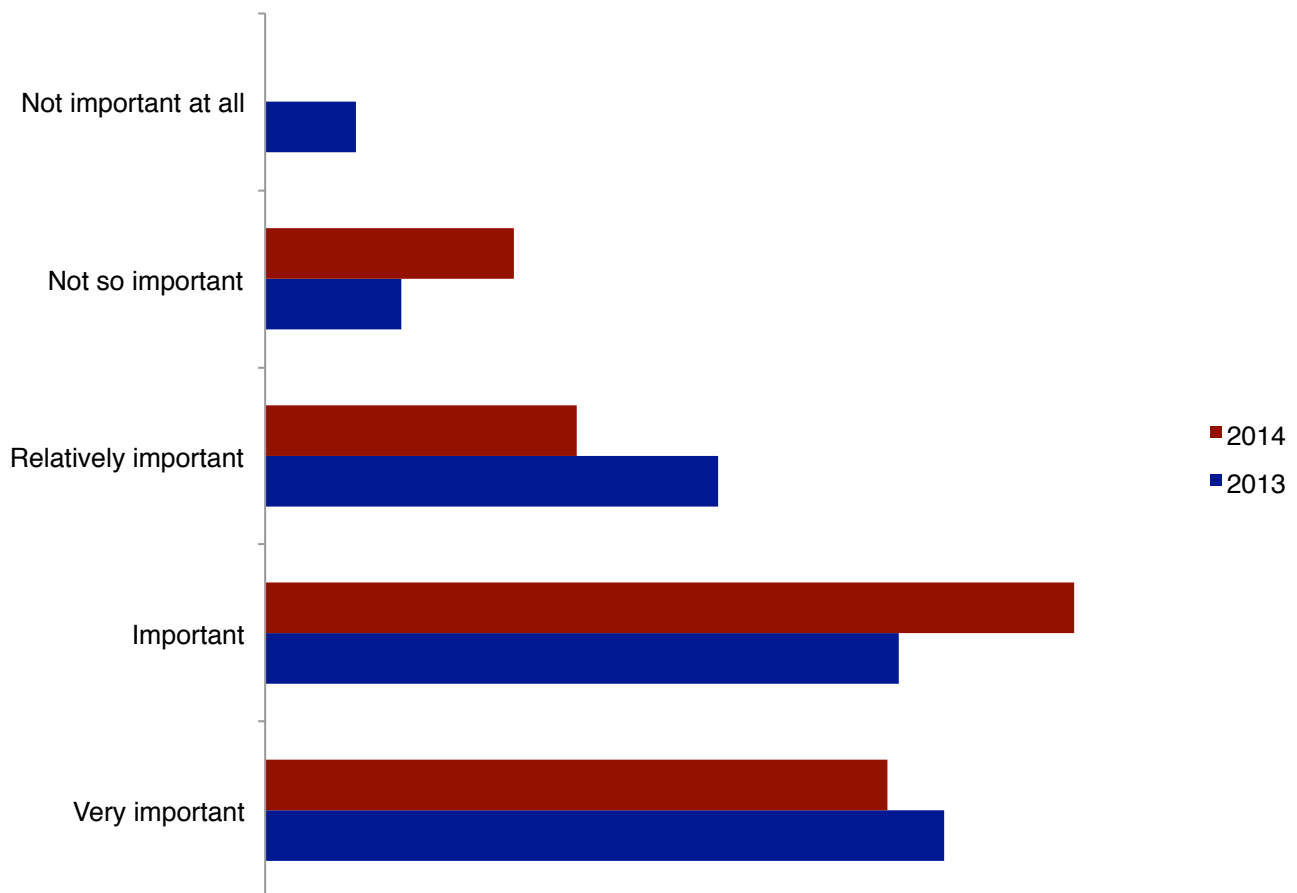
Importance of Web Analytics

OUTCOME FOR YOUR COMPANY AT ALL?



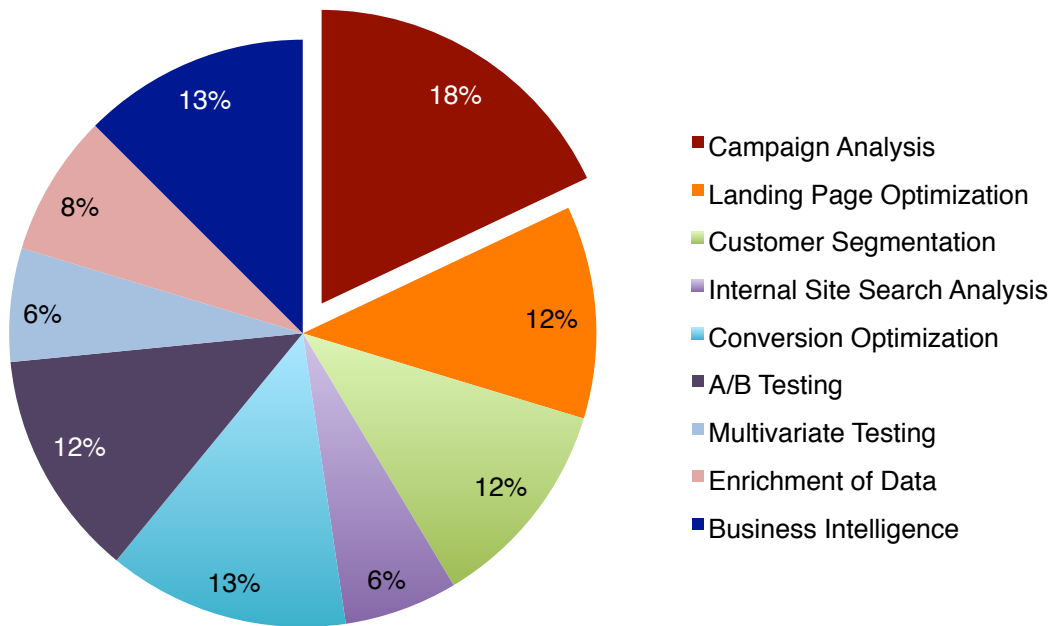
Importance of Web Analytics: Comparison

OUTCOME FOR YOUR COMPANY AT ALL?



Importance of Web Analytics

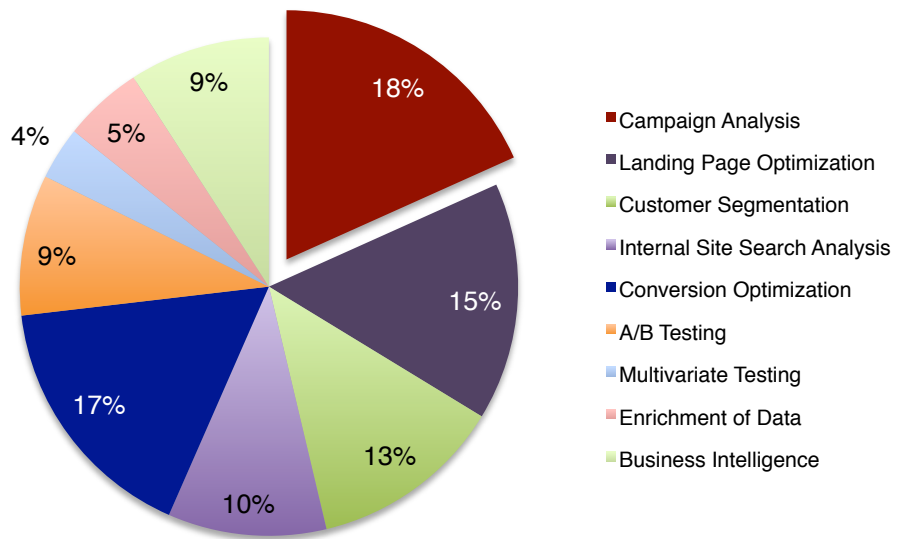
PURPOSE OF USAGE?



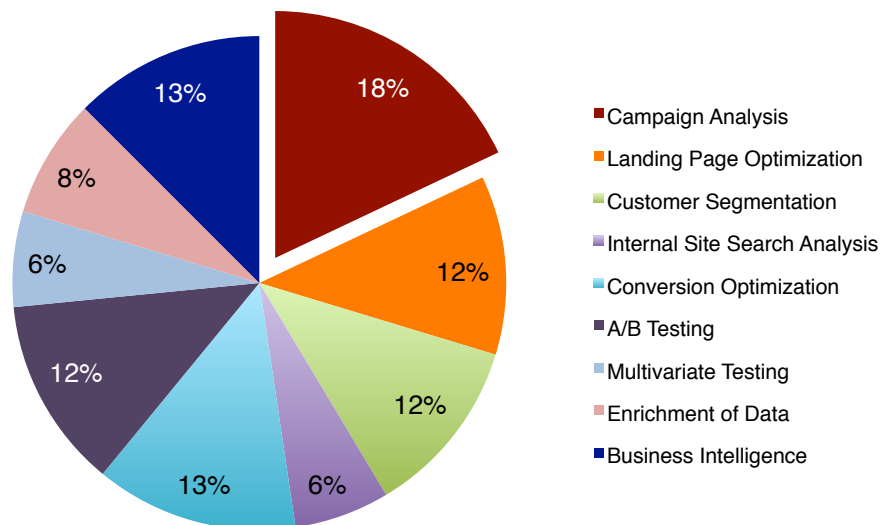
Importance of Web Analytics: Comparison

PURPOSE OF USAGE?

2013

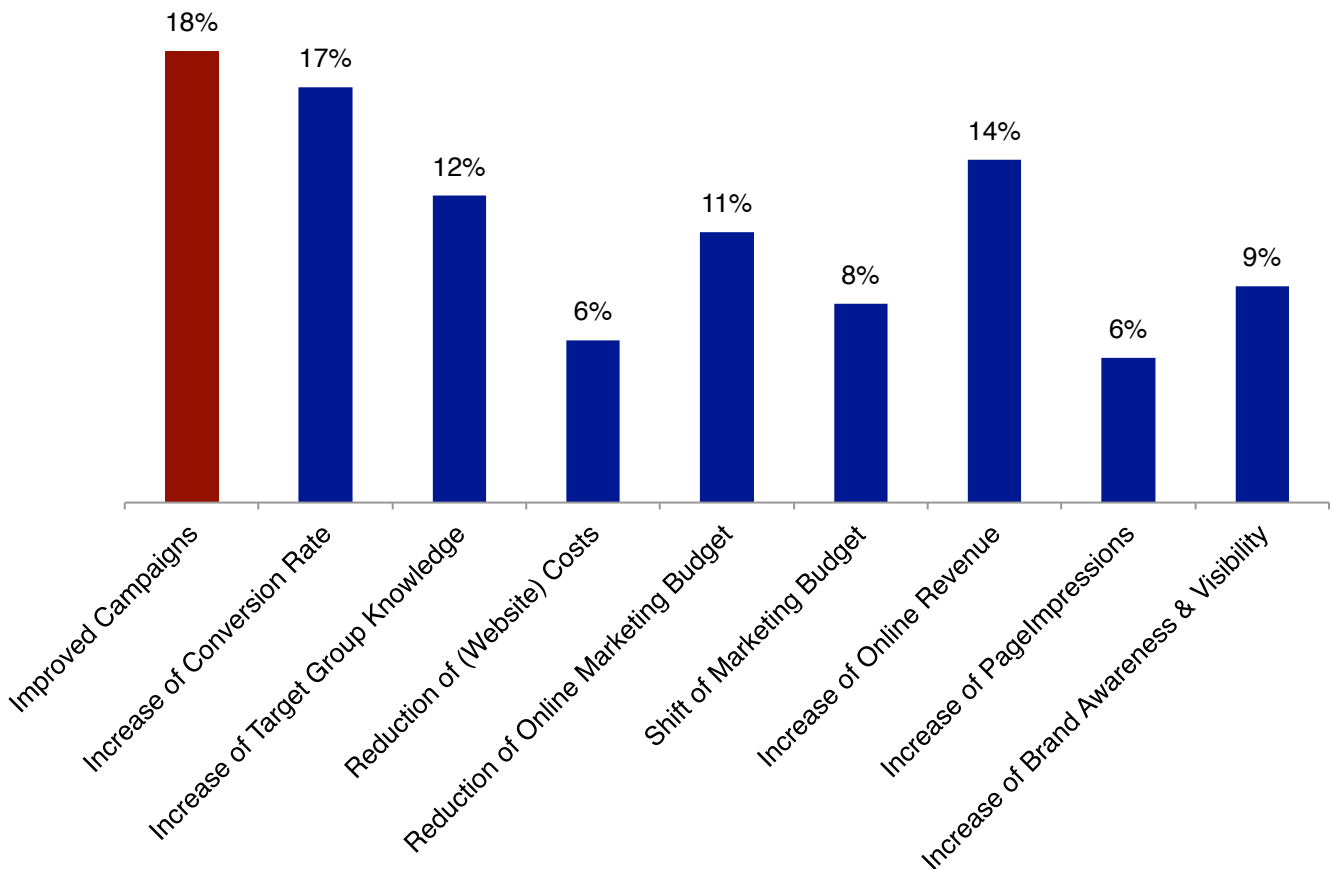


2014



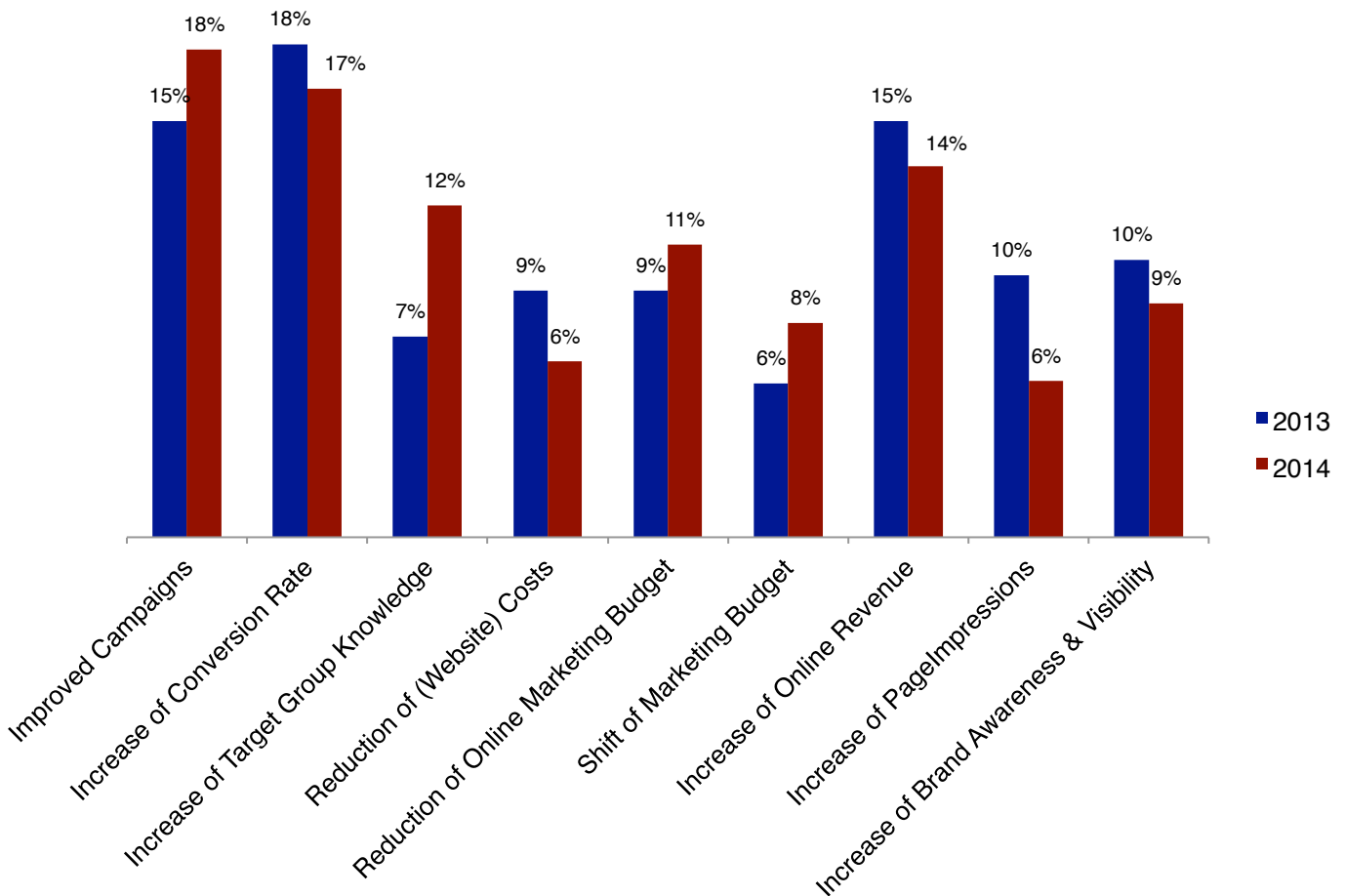
Importance of Web Analytics

ACHIEVEMENTS THROUGH ANALYTICS?



Importance of Web Analytics: Comparison

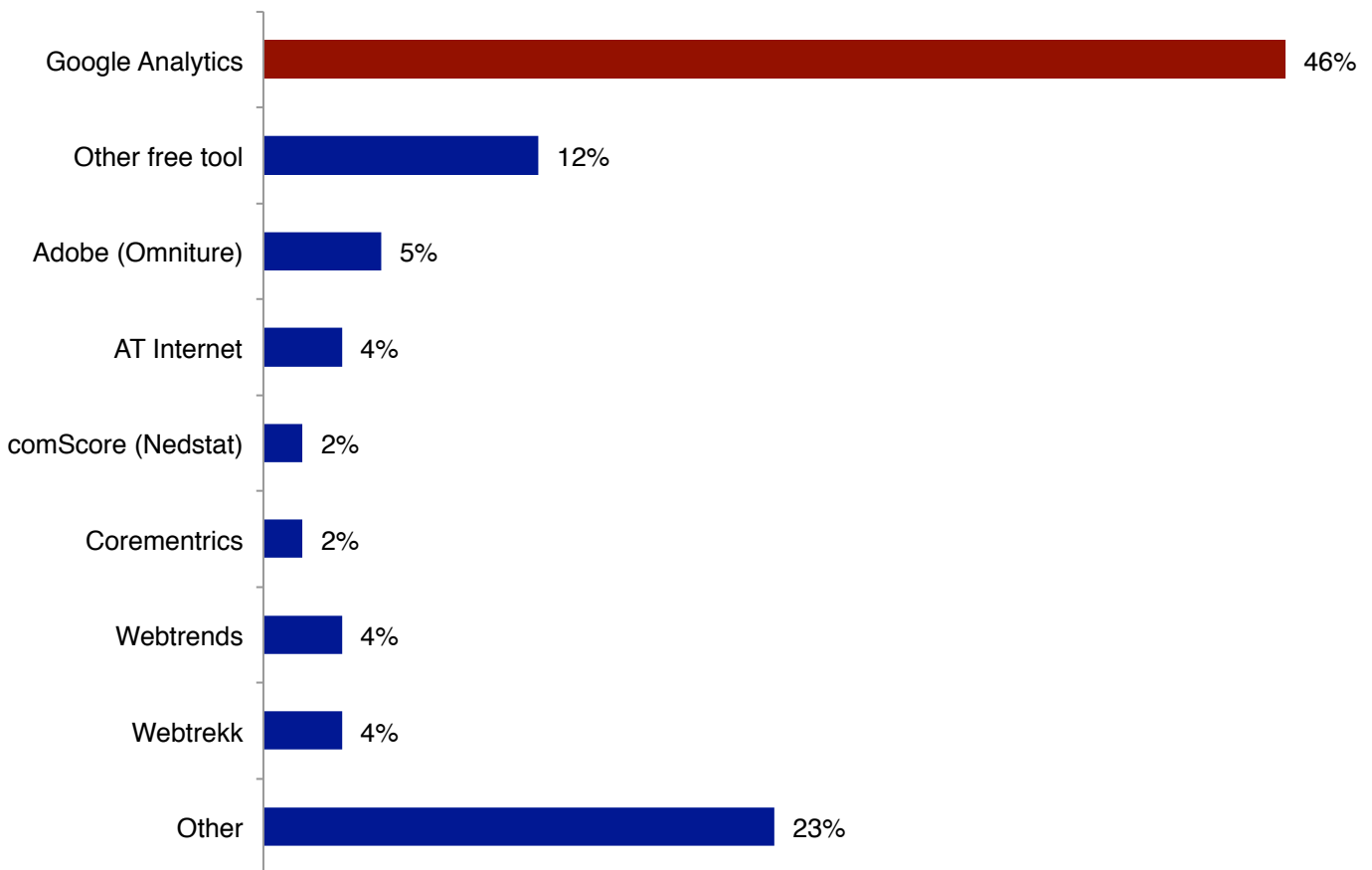
ACHIEVEMENTS THROUGH ANALYTICS?



USAGE OF WEB ANALYTICS SOLUTIONS

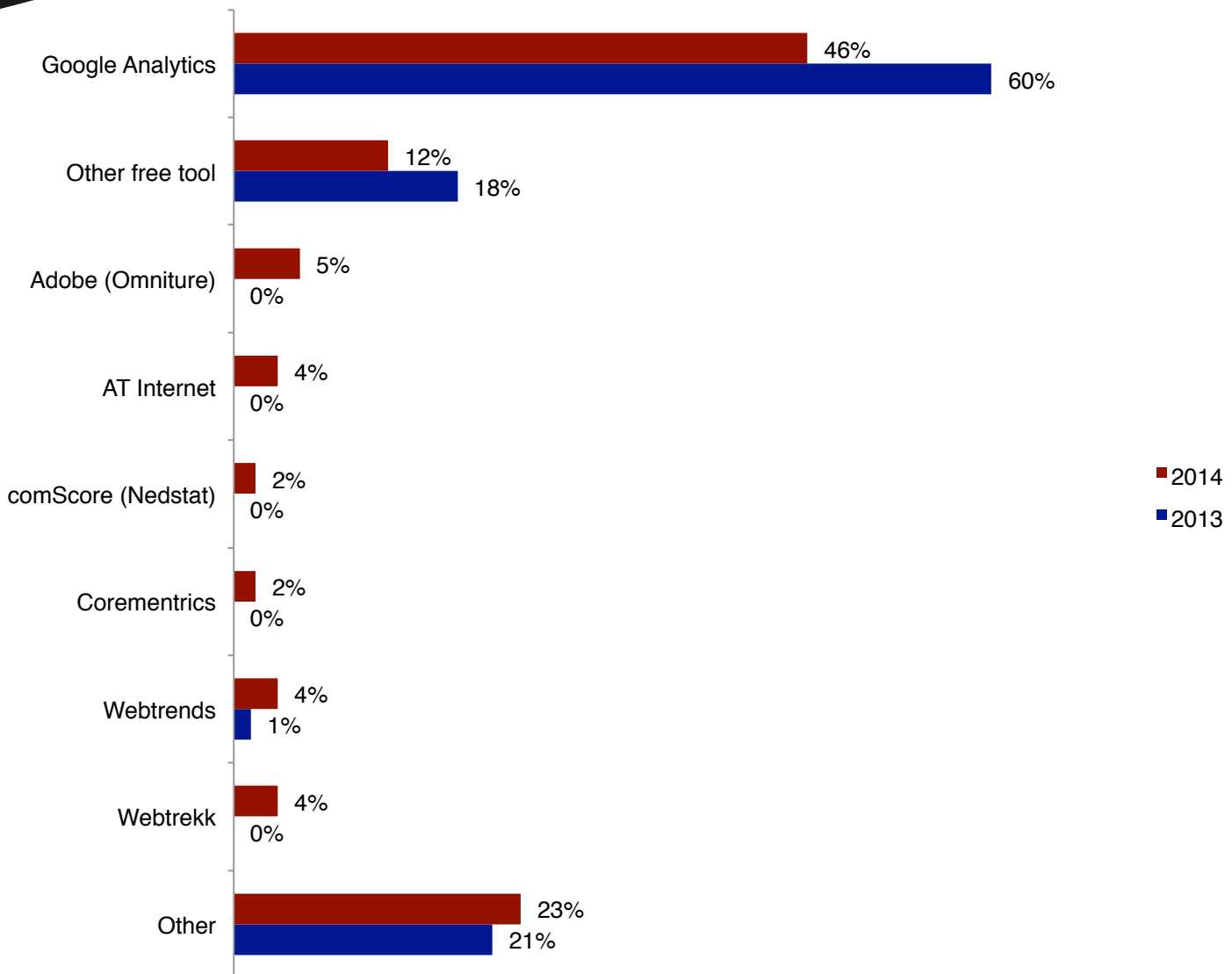
Usage of Web Analytics Solutions

IMPLEMENTED ANALYTICS SOLUTION?



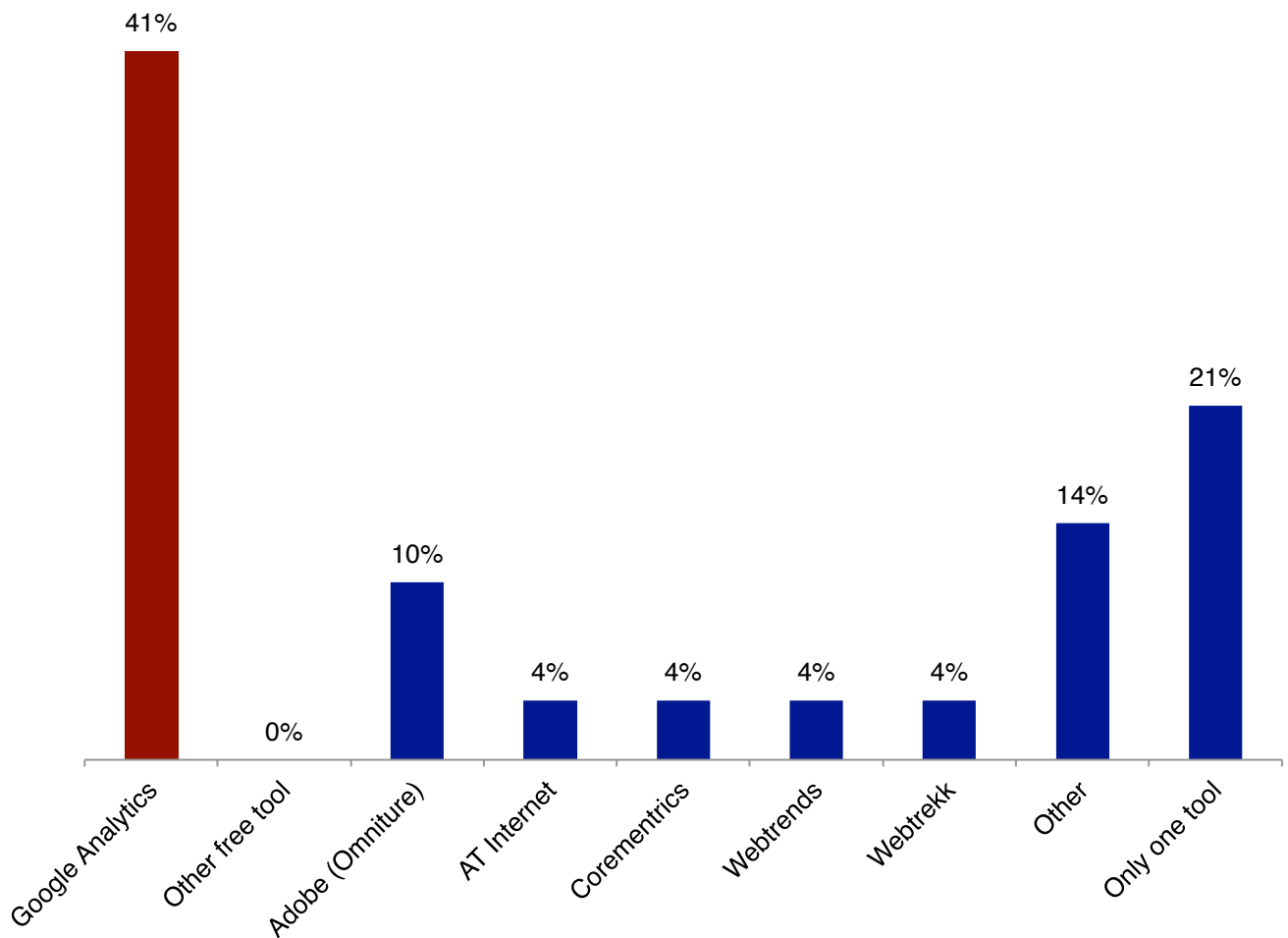
Usage of Web Analytics Solutions: Comparison

IMPLEMENTED ANALYTICS SOLUTION?



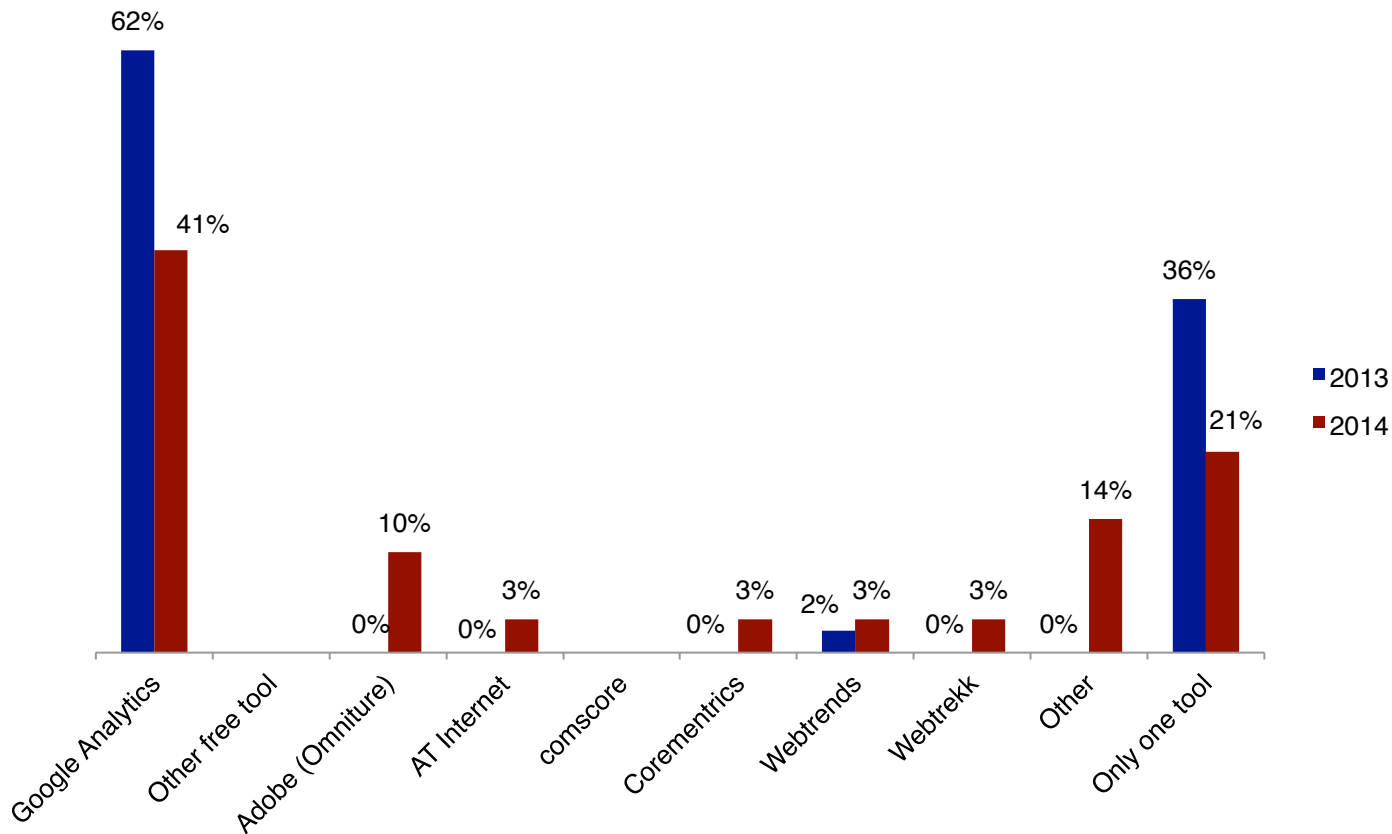
Usage of Web Analytics Solutions

PREFERRED SYSTEM? (WHEN 2 OR MORE)



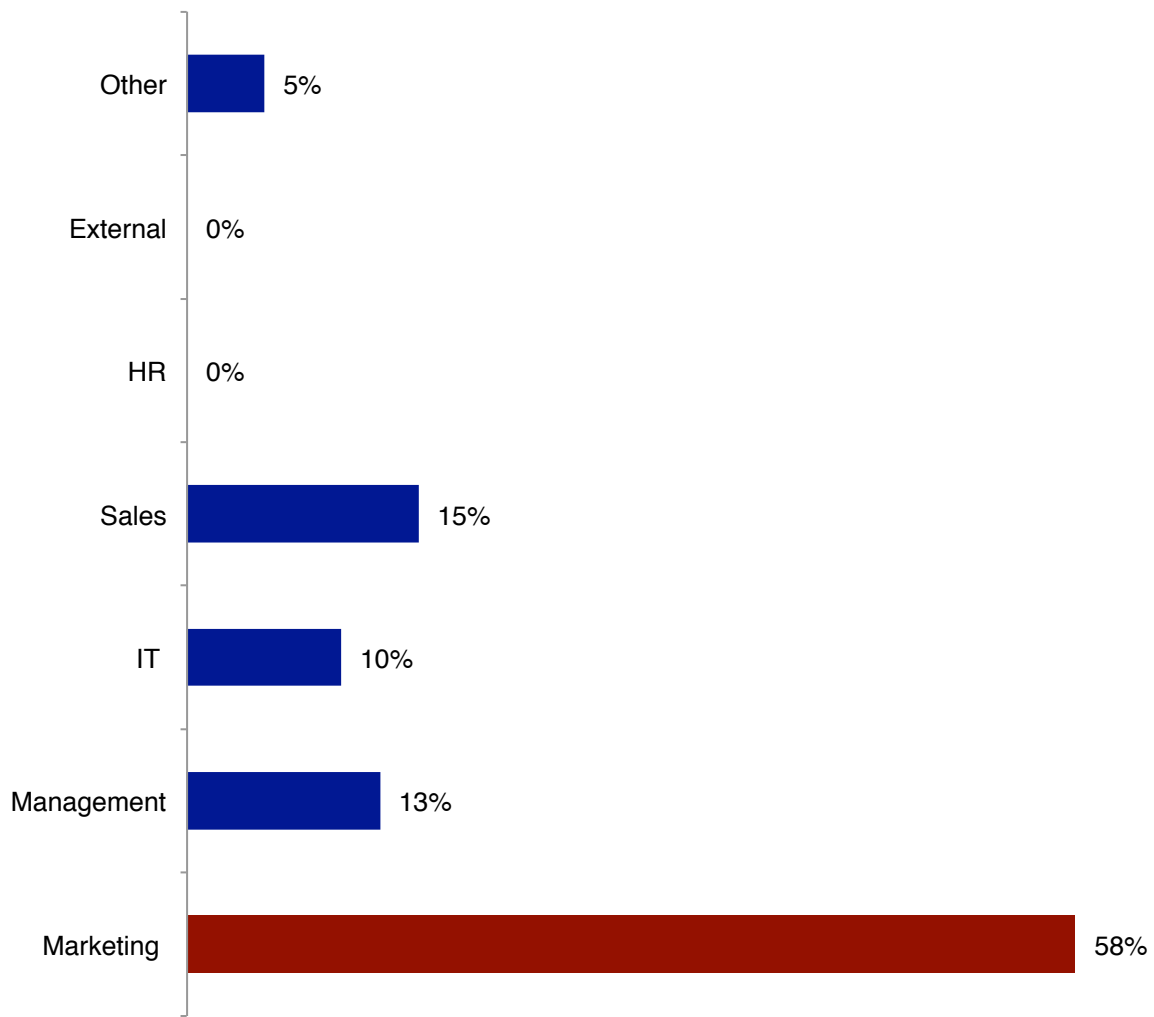
Usage of Web Analytics Solutions Comparison

PREFERRED SYSTEM? (WHEN 2 OR MORE)



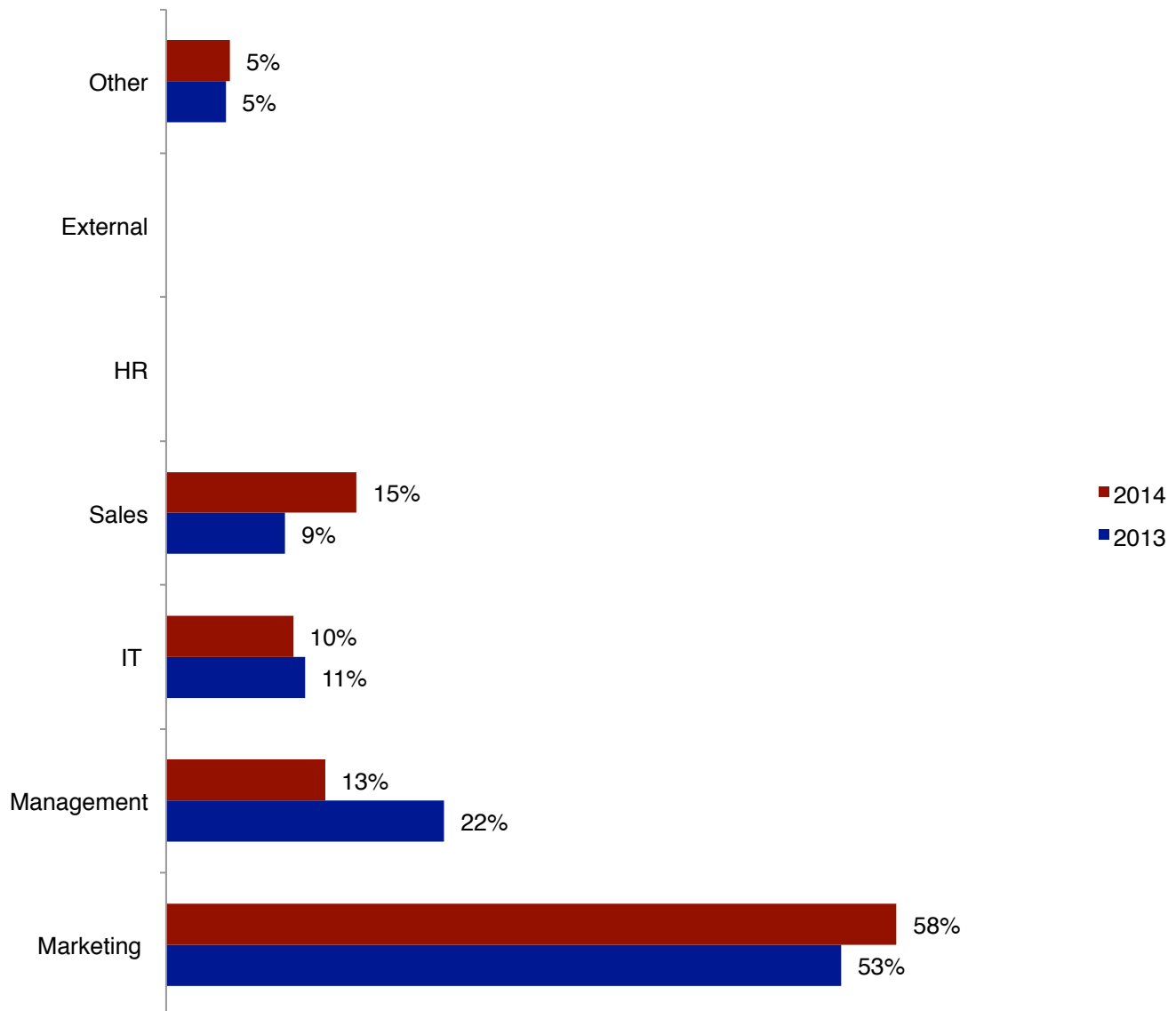
Usage of Web Analytics Solutions

DEPARTMENT OF THE BUDGET-HOLDER?



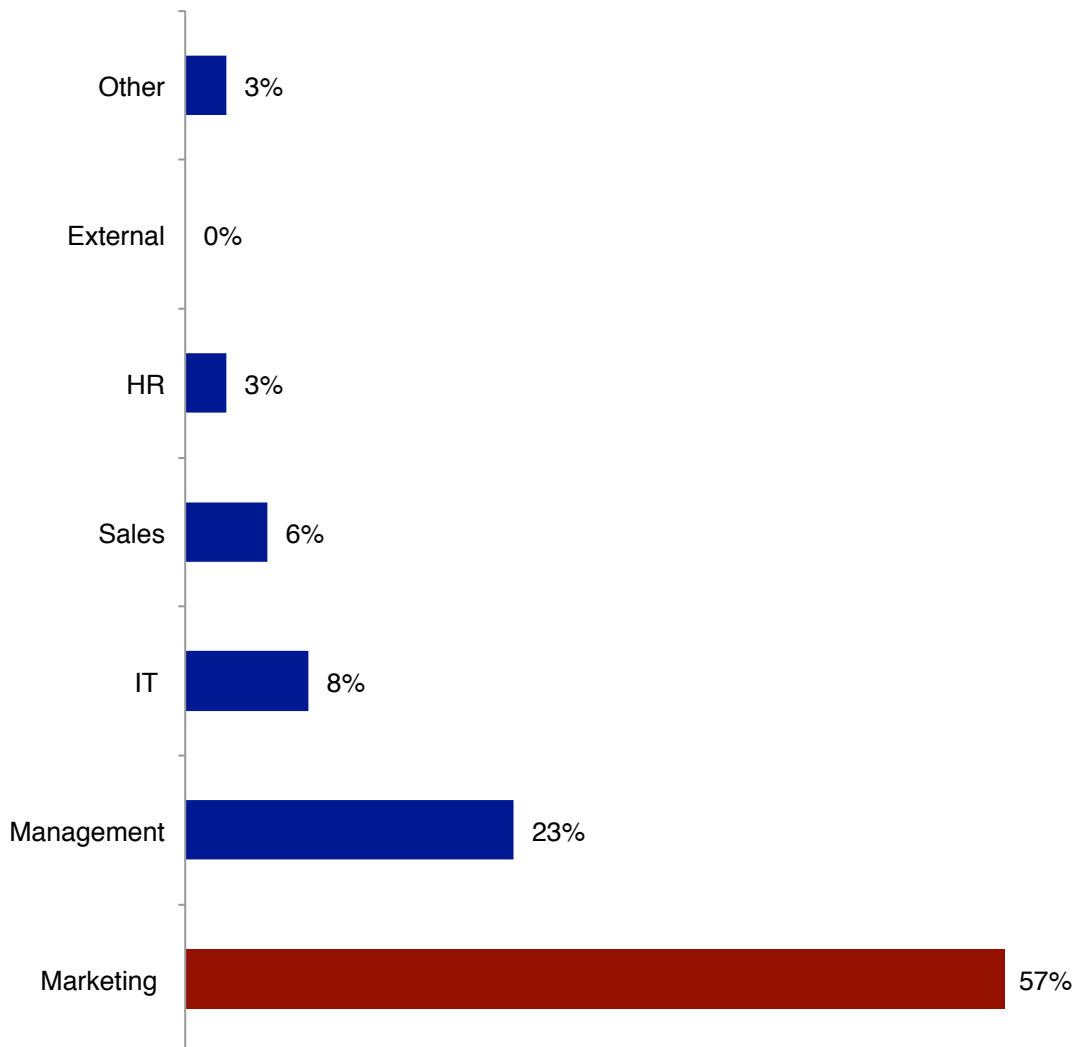
Usage of Web Analytics Solutions: Comparison

DEPARTMENT OF THE BUDGET-HOLDER?



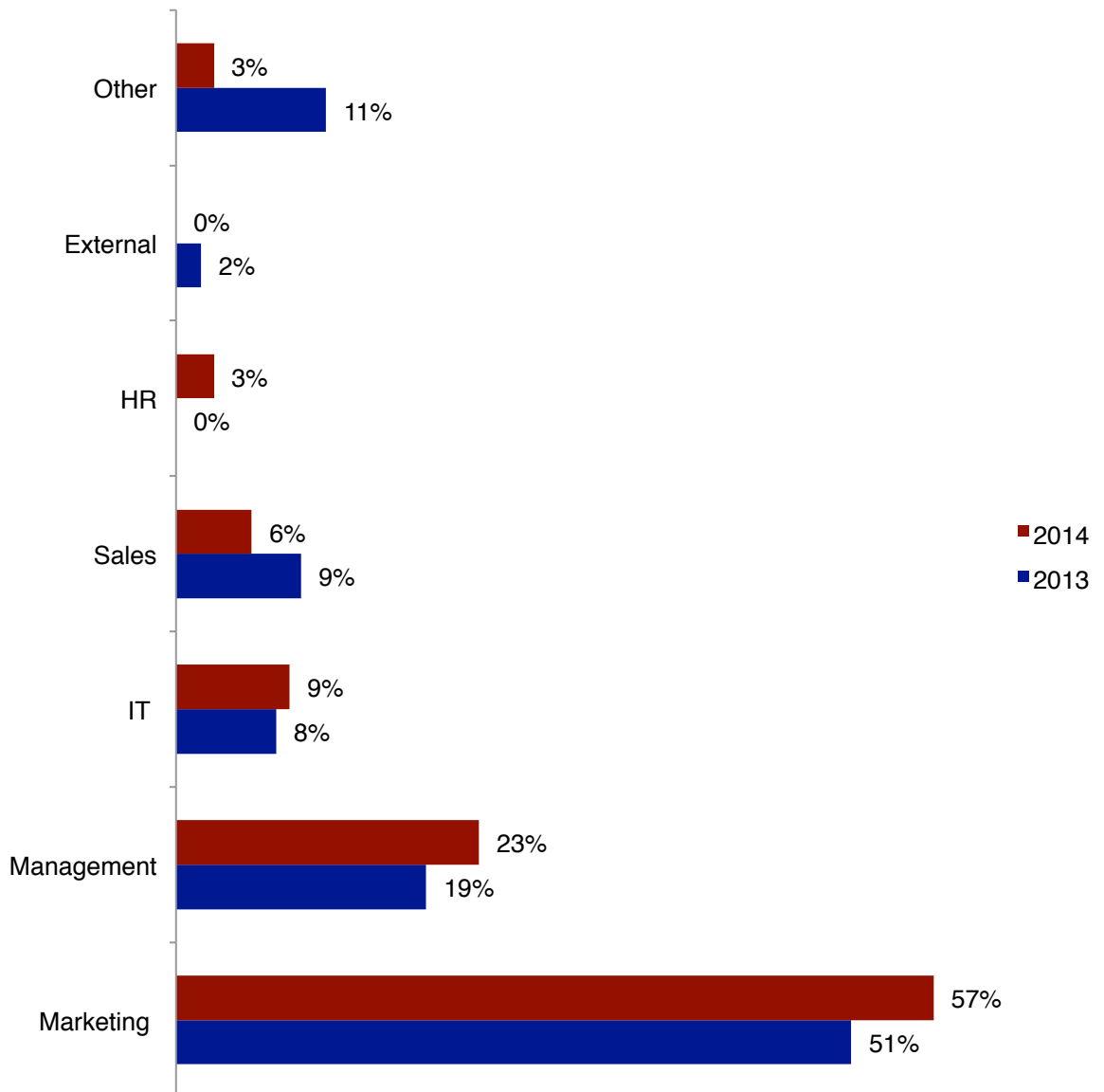
Usage of Web Analytics Solutions

DEPARTMENT OF THE PROJECT LEADER?



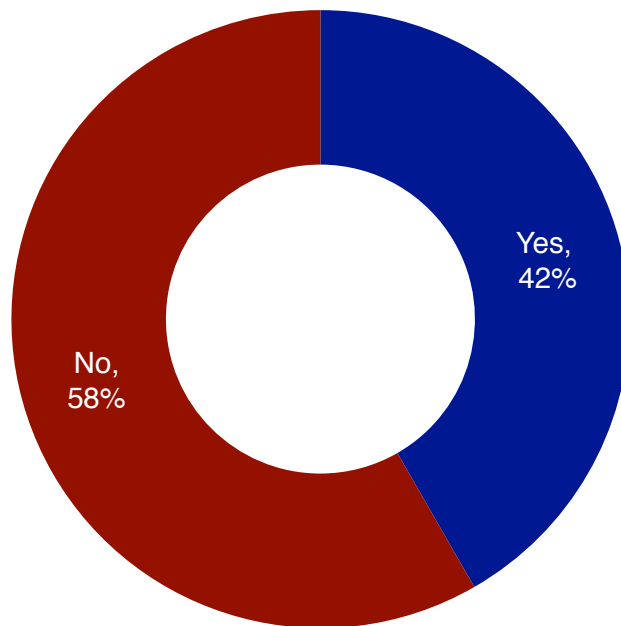
Usage of Web Analytics Solutions: Comparison

DEPARTMENT OF THE PROJECT LEADER?



Usage of Web Analytics Solutions

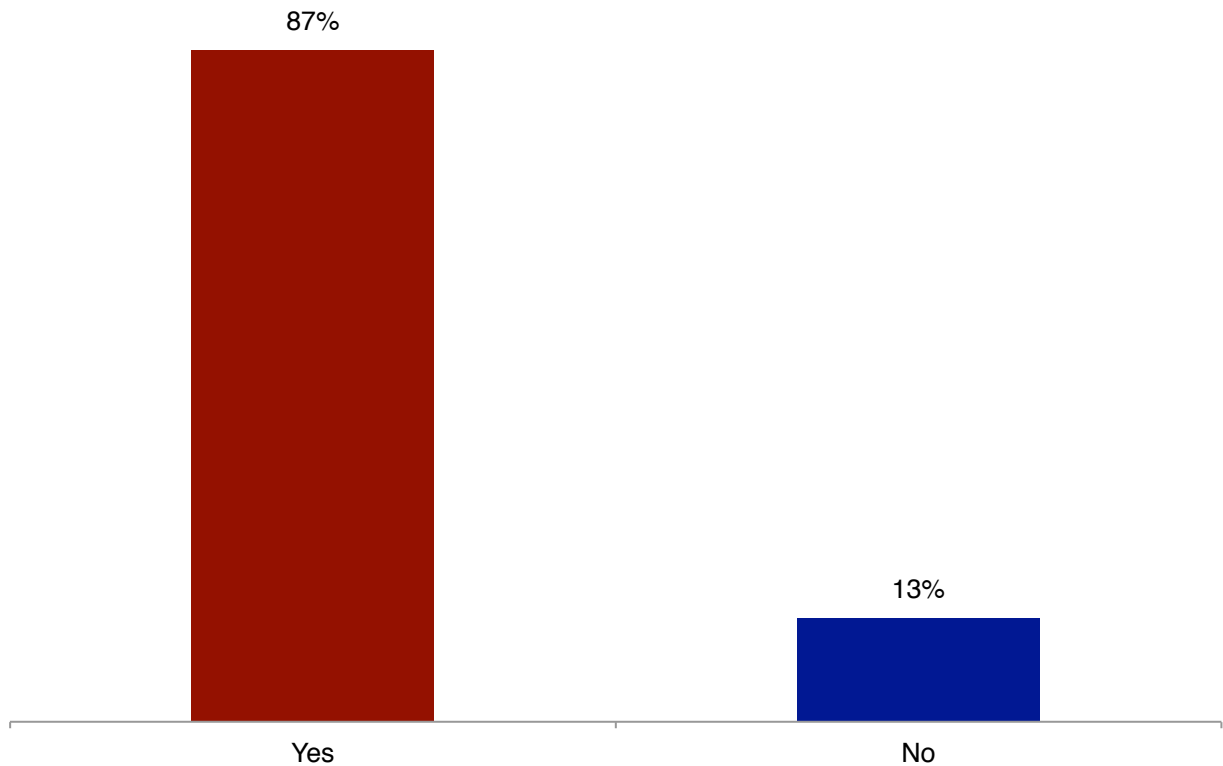
SHOULD WEB ANALYTICS BE ITS OWN UNIT?



SATISFACTION AND RELIABILITY OF WEB ANALYTICS

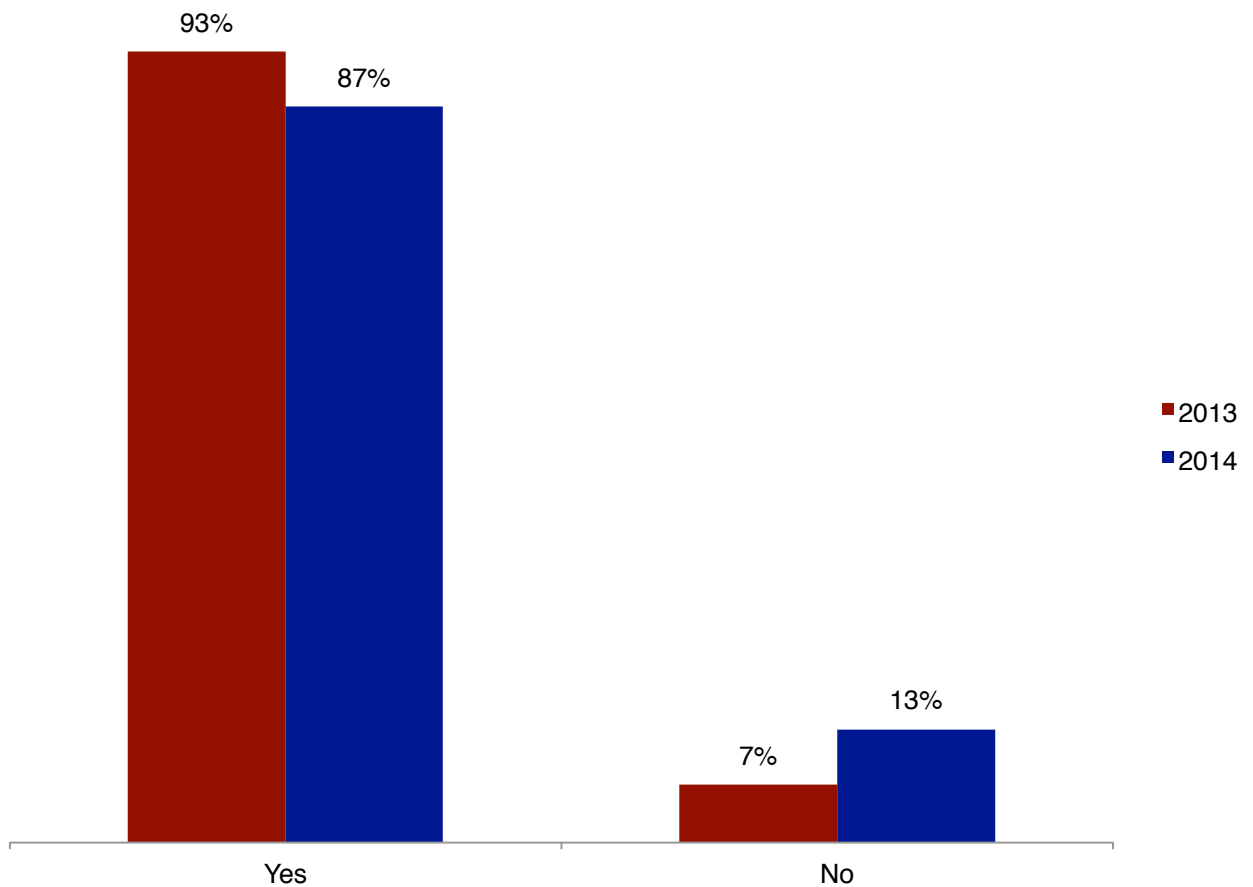
Satisfaction and Reliability

DO YOU TRUST THE ANALYTICS DATA?



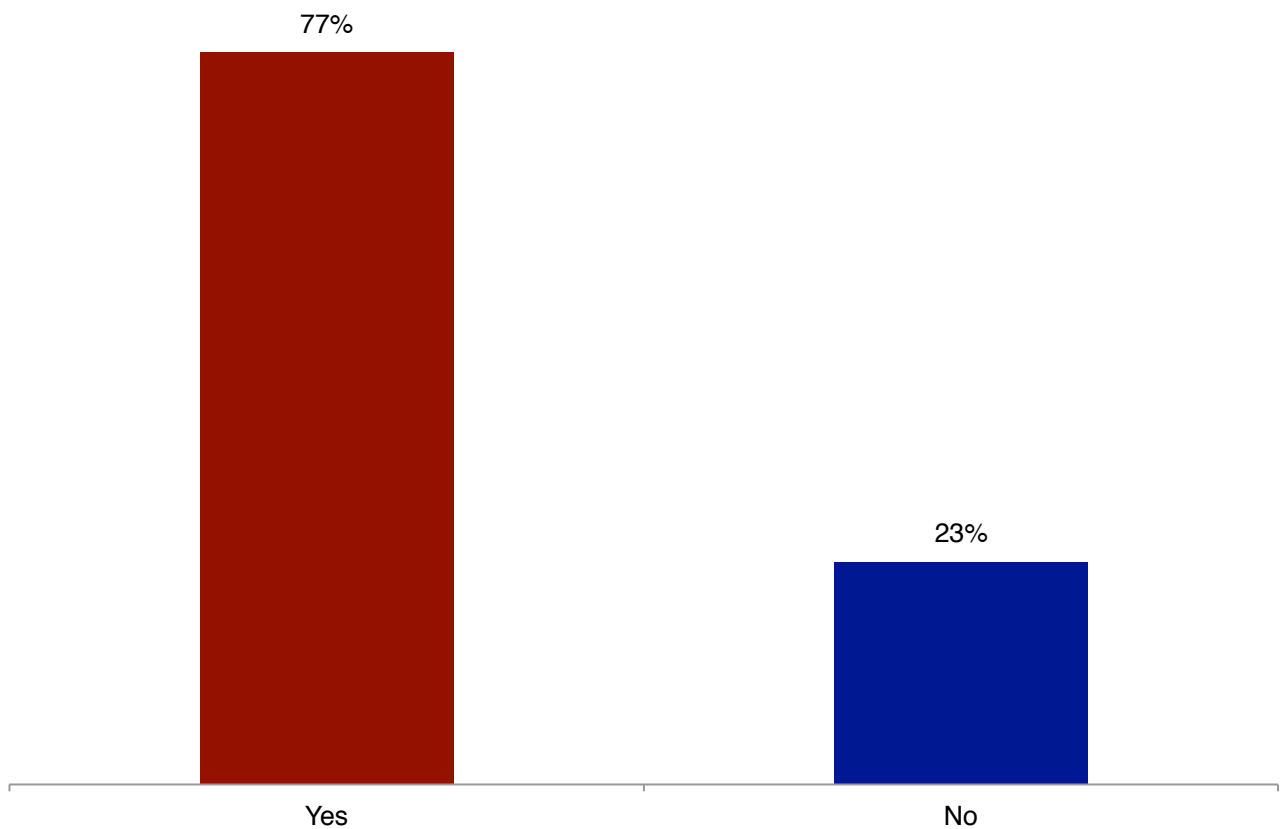
Satisfaction and Reliability: Comparison

DO YOU TRUST THE ANALYTICS DATA?



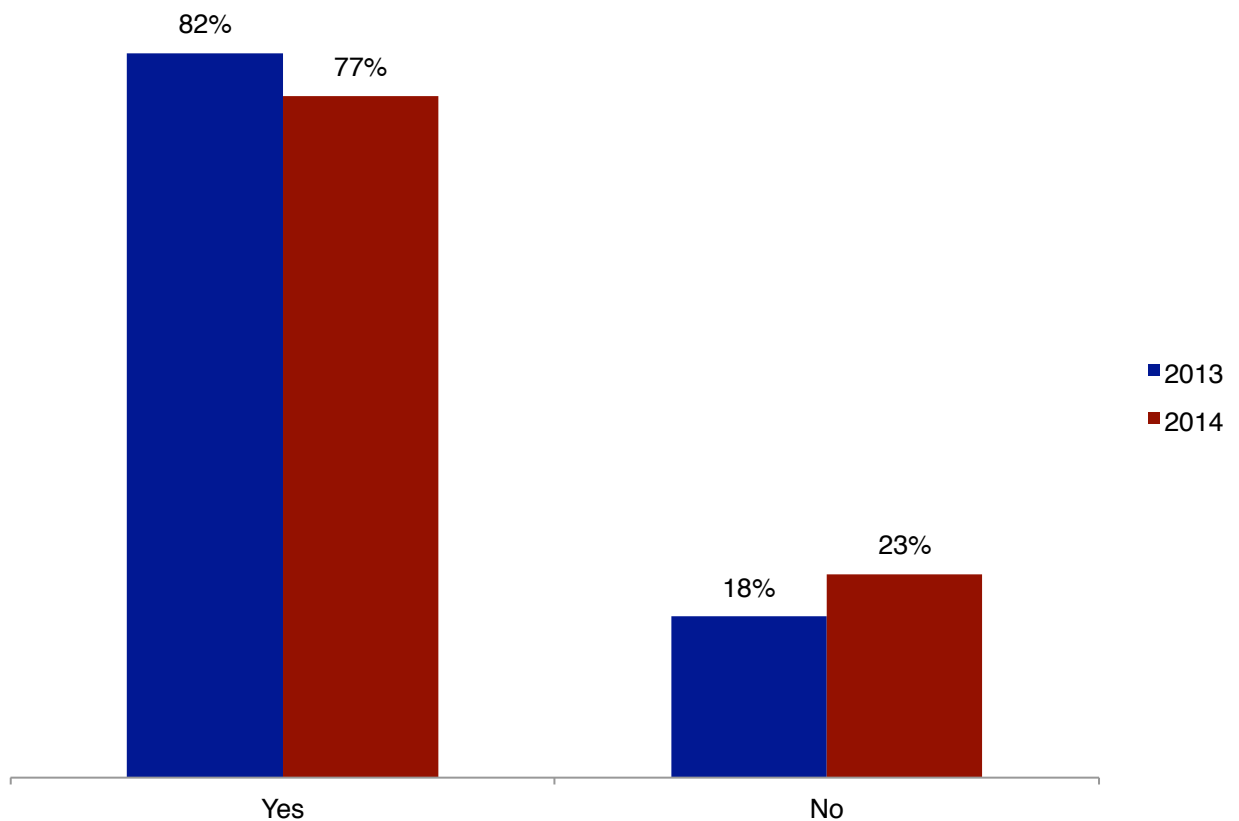
Satisfaction and Reliability

FREE TOOL AS RELIABLE AS PAID?



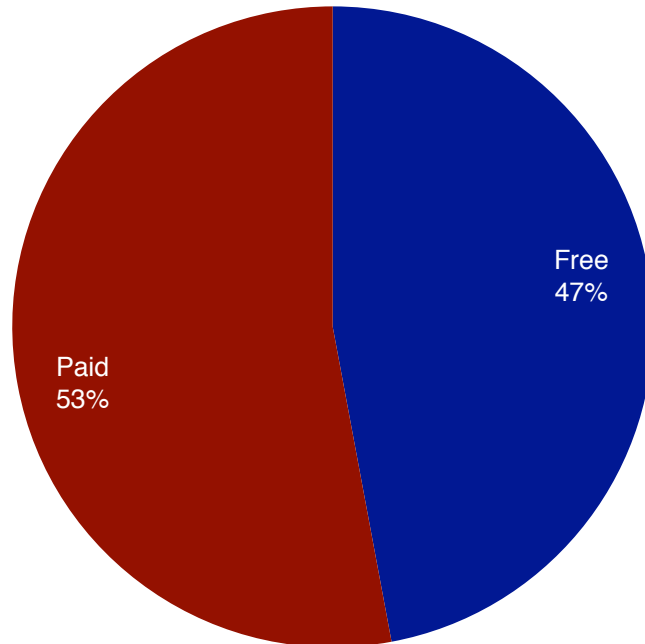
Satisfaction and Reliability: Comparison

FREE TOOL AS RELIABLE AS PAID?



Satisfaction and Reliability

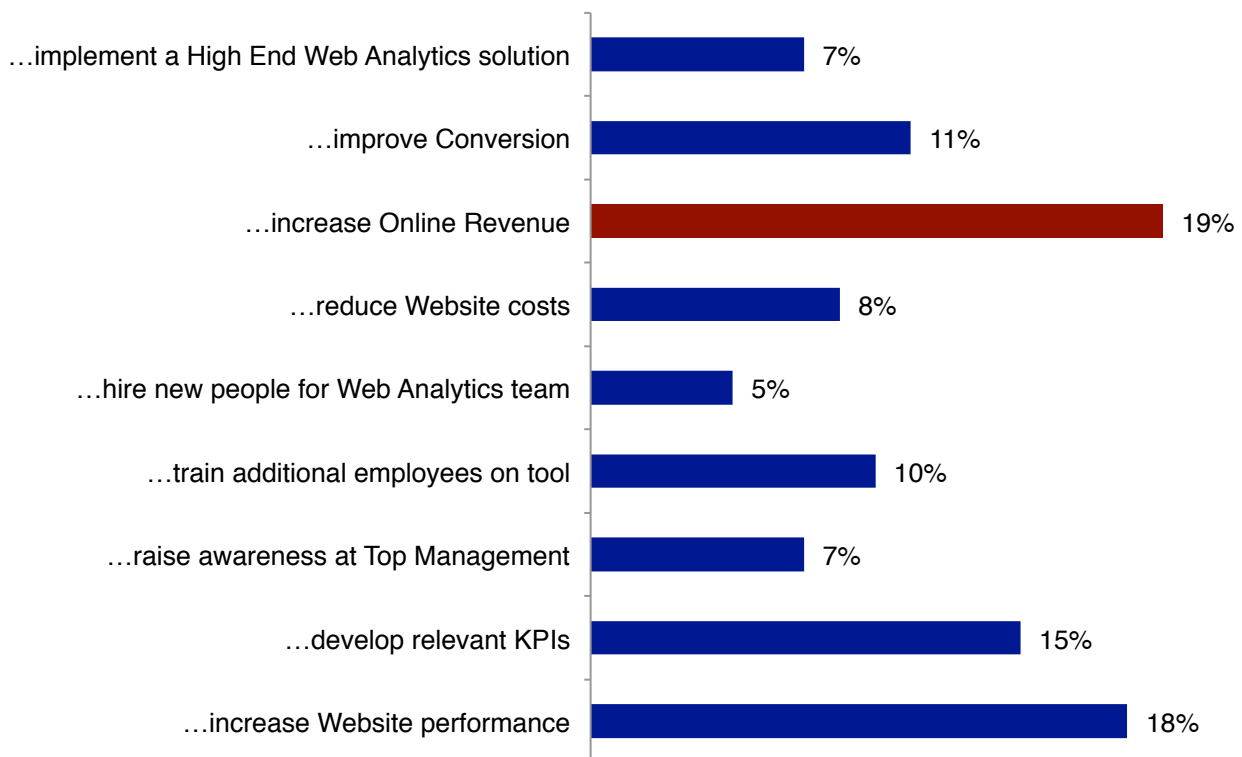
NEXT SOLUTION: FREE OR PAID?



PRESENT V. FUTURE IN WEB ANALYTICS

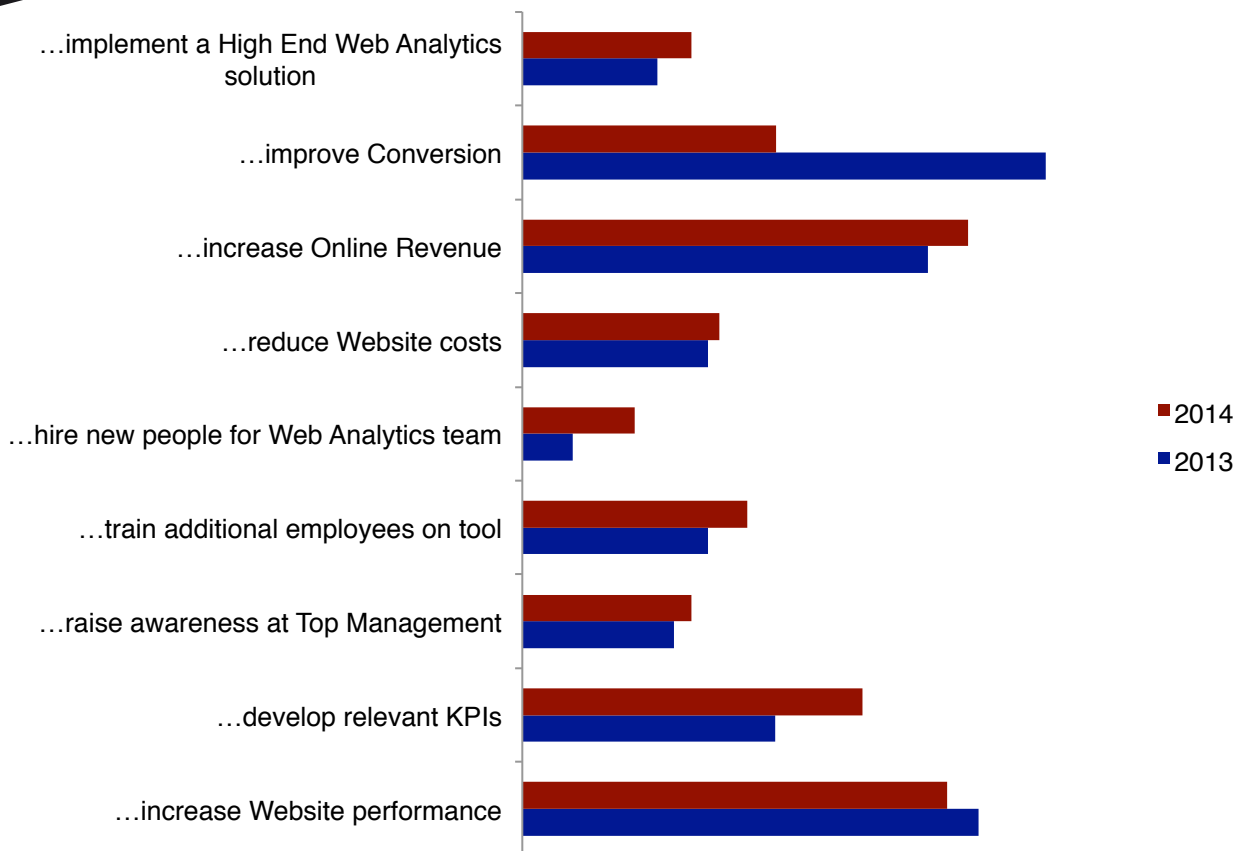
Present v. Future in Web Analytics

FOCUS IN CURRENT YEAR?



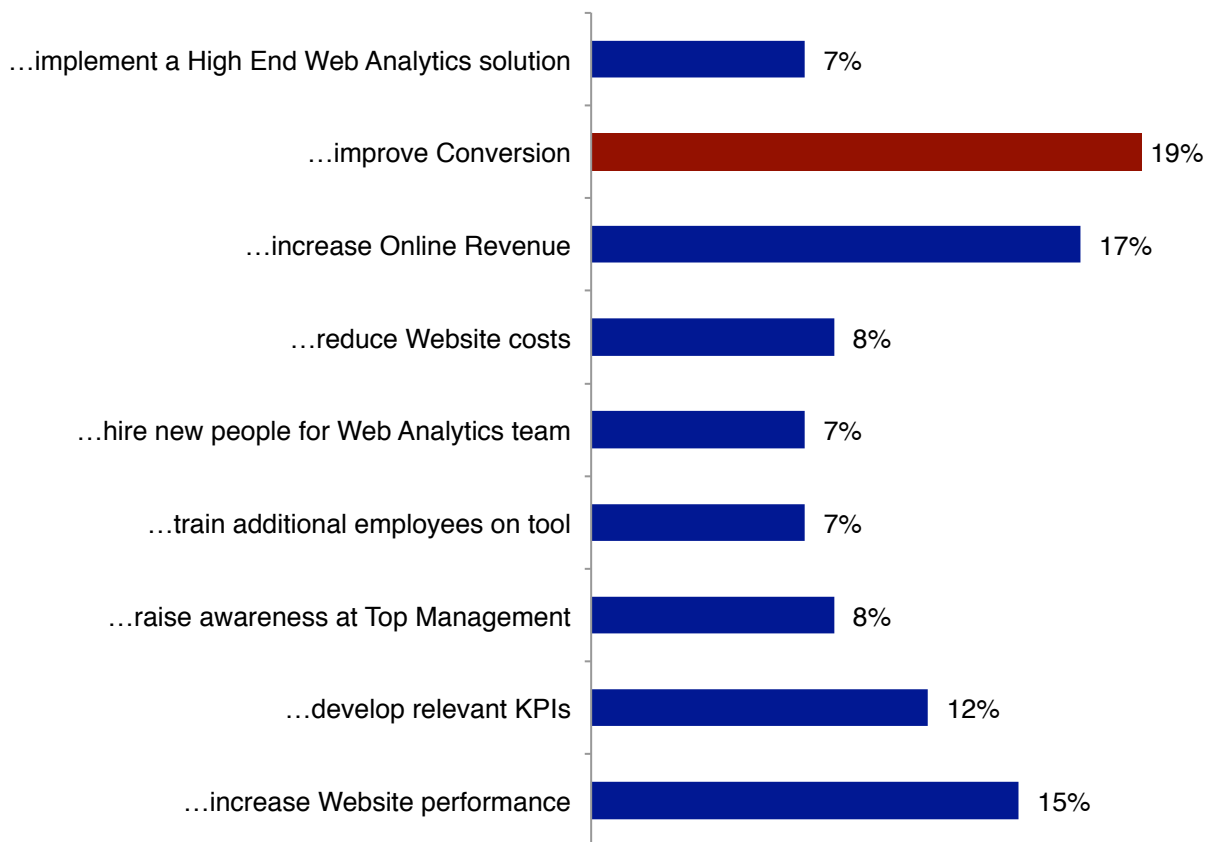
Present v. Future in Web Analytics: Comparison

FOCUS IN CURRENT YEAR?



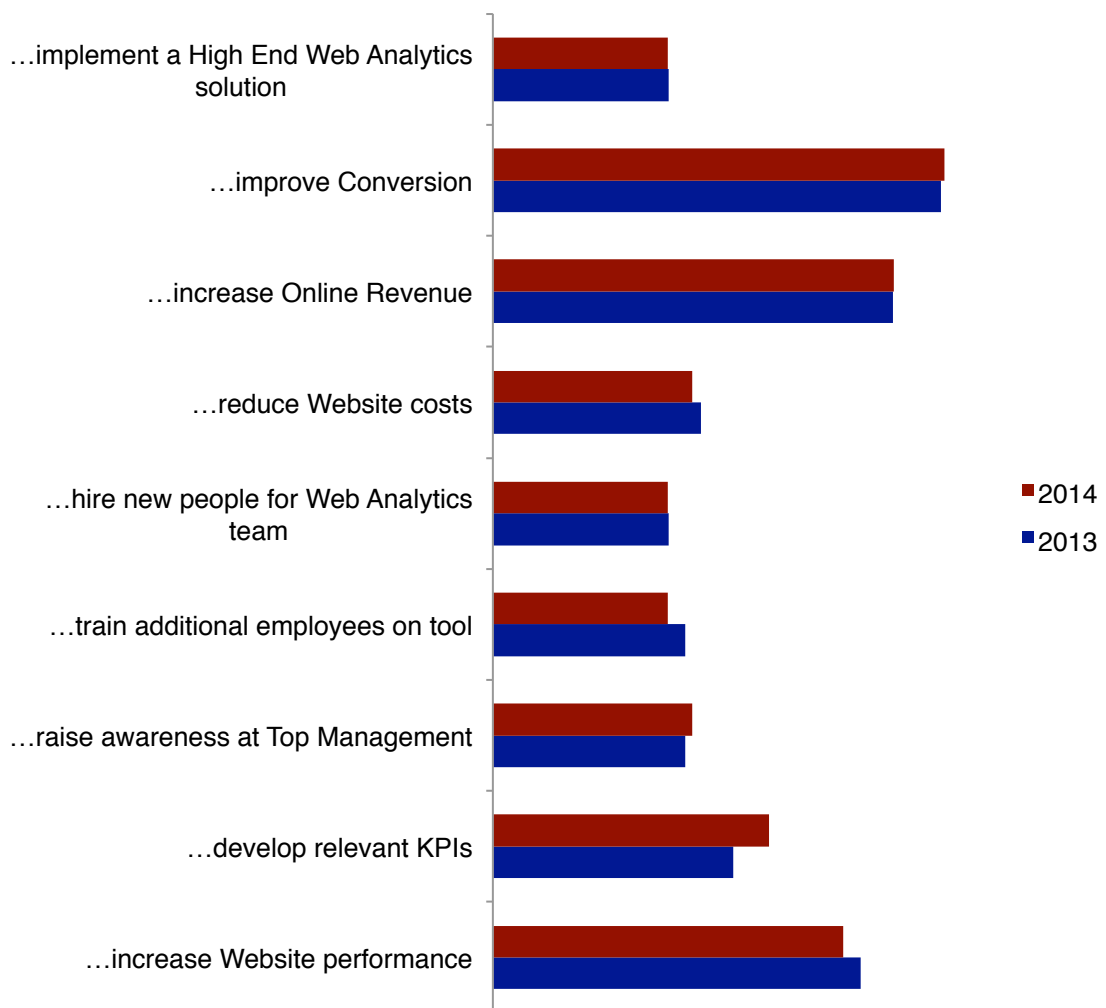
Present v. Future in Web Analytics

FOCUS IN NEXT 2-3 YEARS?



Present v. Future in Web Analytics Comparison

FOCUS IN NEXT 2-3 YEARS?



ABOUT WEBTREKK

Webtrekk is a global provider of digital intelligence solutions, headquartered in Berlin with offices in China, Italy, Spain, the Netherlands and the USA.

The Webtrekk Digital Intelligence Suite is widely recognised for its advanced analytics, testing and website customisation solutions, enabling you to turn data into profit with personalised, automated marketing campaigns and recommendations.

Alongside its Digital Intelligence Suite, Webtrekk offers a wide range of consulting services.



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ABOUT BLUERANK

Bluerank offers comprehensive SEM and Web Analytics services to drive quality traffic to the website and ensure increased conversions.

Bluerank is headquartered in Lodz, Poland and operates internationally with a deep understanding of markets such as Austria, Finland, Germany, Great Britain, Russia, Ukraine as well as North America and Africa.

A member of the ICMA, Bluerank is recognized for its work on web positioning in local and global search engines and believes in structured analysis to improve web performance.



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