

# Adobe Analytics Market Review

Source - Enlyft

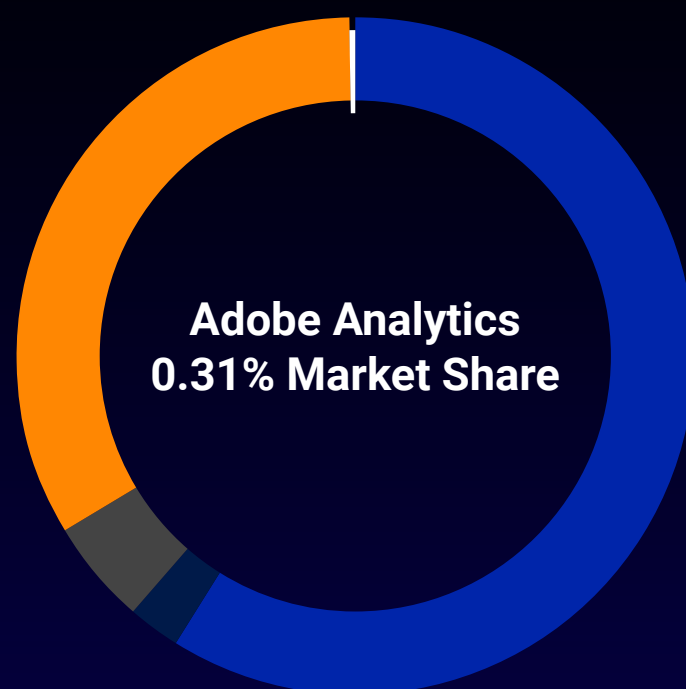
Adobe Analytics is an analytical tool used to assess customer behavior. It is predominantly used in marketing campaigns.

The analytics and segmentation happen on real-time across the marketing channels.

Adobe Analytics



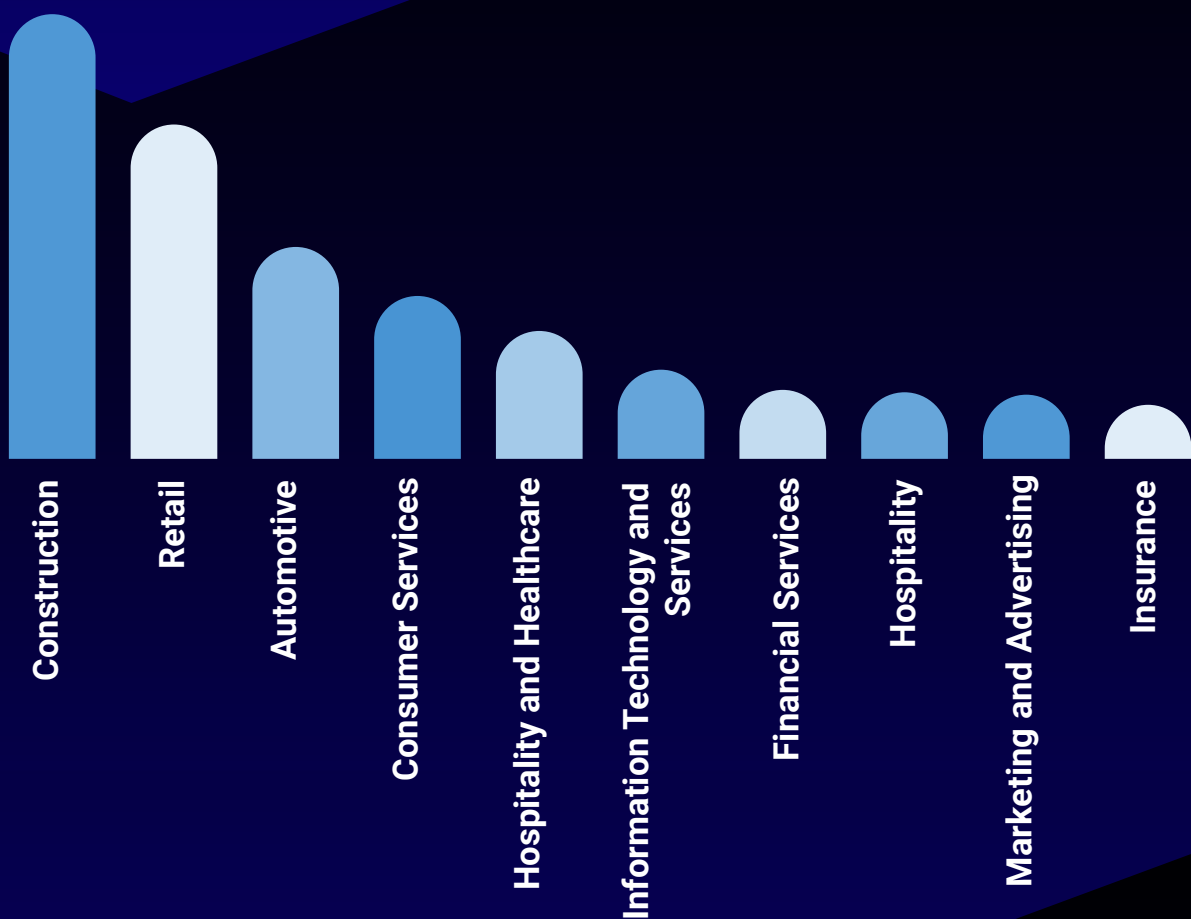
Web Analytics



69,270 Companies using Adobe Analytics

## Top Industries that use Adobe Analytics

Distribution of Companies using Adobe Analytics by Industry

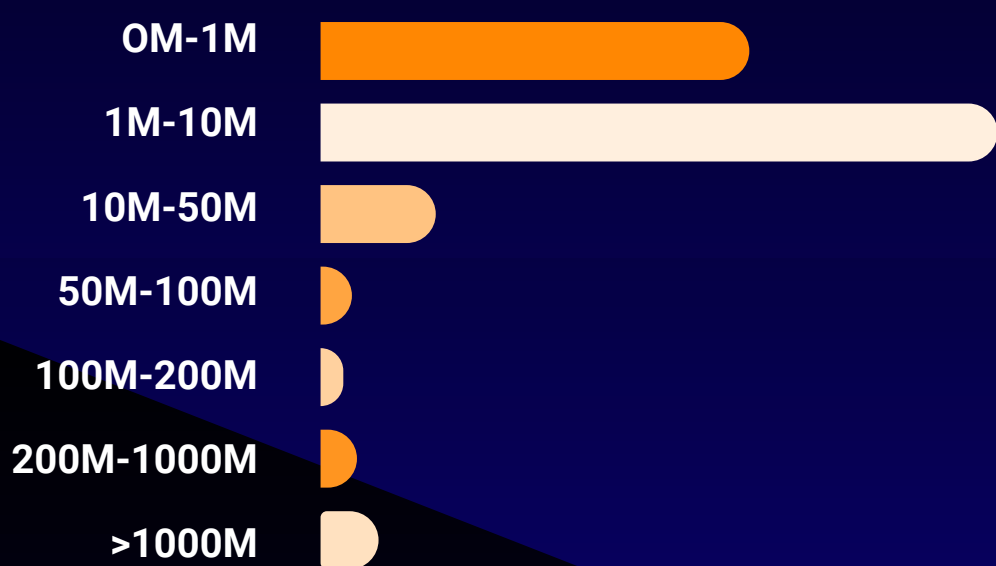


Looking at Adobe Analytics customers by industry, we find that Construction (16%), Retail (12%), Automotive (8%) and Consumer Services (6%) are the largest segments.

## Distribution of companies that use Adobe Analytics based on company size (Revenue)

Of all the customers that are using Adobe Analytics, a majority (82%) are small (<\$50M), 6% are large (>\$1000M) and 0% are medium-sized.

Distribution of companies using Adobe Analytics by Revenue



## Top Countries that use Adobe Analytics

Distribution of companies using Adobe Analytics by Country



80% of Adobe Analytics customers are in the United States.

For more info and free demo, reach out to our team at [sales@embitel.com](mailto:sales@embitel.com)