



# Market Shares

<https://6sense.com/tech/web-analytics/google-analytics-market-share>

- Google Analytics
- FaceBook Pixel for Shop
- Hotjar
- Matomo
- Adobe Analytics
- Optimizely
- Ahrefs
- Mixpanel
- Crazy Egg

<https://www.fortunebusinessinsights.com/web-analytics-market-109541>

Google LLC, [matomo.org](https://matomo.org), Adobe Inc., Amplitude Inc., Sandstorm Analytics Inc. (kissmetrics), Crazy Egg, Inc., and Glassbox Ltd.

[https://w3techs.com/technologies/overview/traffic\\_analysis](https://w3techs.com/technologies/overview/traffic_analysis)

- Google Analytics
- Meta Pixel
- WordPress Jetpack
- Yandex Metrica
- MonsterInsights

- Matomo