
MARKET FACTS!

MARKET FACT #31

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72%

**of the top 75,000 websites on the
Internet use Google Analytics**

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COMMENT: If you're a businessperson this stat should disturb you. For those unaware, Google Analytics has taken over 70% of Web Analytics already. This means that Google knows vital marketing / business metrics of many established brands & companies + potential competitors along with other business "secrets" before any other company. If Google knows your Daily and Monthly Users amount, which Content of your website gets more traffic, which countries access your brand more, among other metrics, rest assured that this kind of intel makes Google a much harder Monopoly to fight. ONLINE and OFFLINE.

A MESSAGE FOR BRANDS

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