

1990 : Beginning of the Internet in public and birth of HTTP protocol

1993 : Beginning of web analytics through log files' analysis

1995 : Birth of the Javascript language

1997 : Arrival of the data collection method via the javascript tags

2005 : Launch of Google Analytics and democratization of the discipline

The main stages in the evolution of web analytics
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1993 : Launch of the solution Webtrends

1996 : Launch of the solutions Web Side Story, Omniture, Nedstat and Unica

1999 : Launch of the solution Coremetrics

June 2000 : Launch by the society AT Internet of XiTi

2003 : Launch of the solution Webtrekk

September 2004 : Launch of the solution XiTi Analyzer

March 2005 : Google buys Urchin software

November 2005 : Launch of the solution Google Analytics

April 2006 : Buy of Visual Sciences by WebSideStory renamed Visual Sciences

September 2007 : Launch of the solution Microsoft Gattineau

October 2007 : Omniture buys Visual Sciences

February 2008 : Microsoft Gattineau became Microsoft adCenter Analytics

May 2008 : Yahoo! buys IndexTools

September 2008 : The high-end solutions XiTi take the name of their editor, AT Internet

October 2008 : IndexTools became Yahoo! Web Analytics

March 2009 : Announce of the end of Microsoft adCenter Analytics

September 2009 : Adobe buys Omniture

Development's timeline of the majors web analytics' solutions
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