



# Life Science Web Technology Trends:

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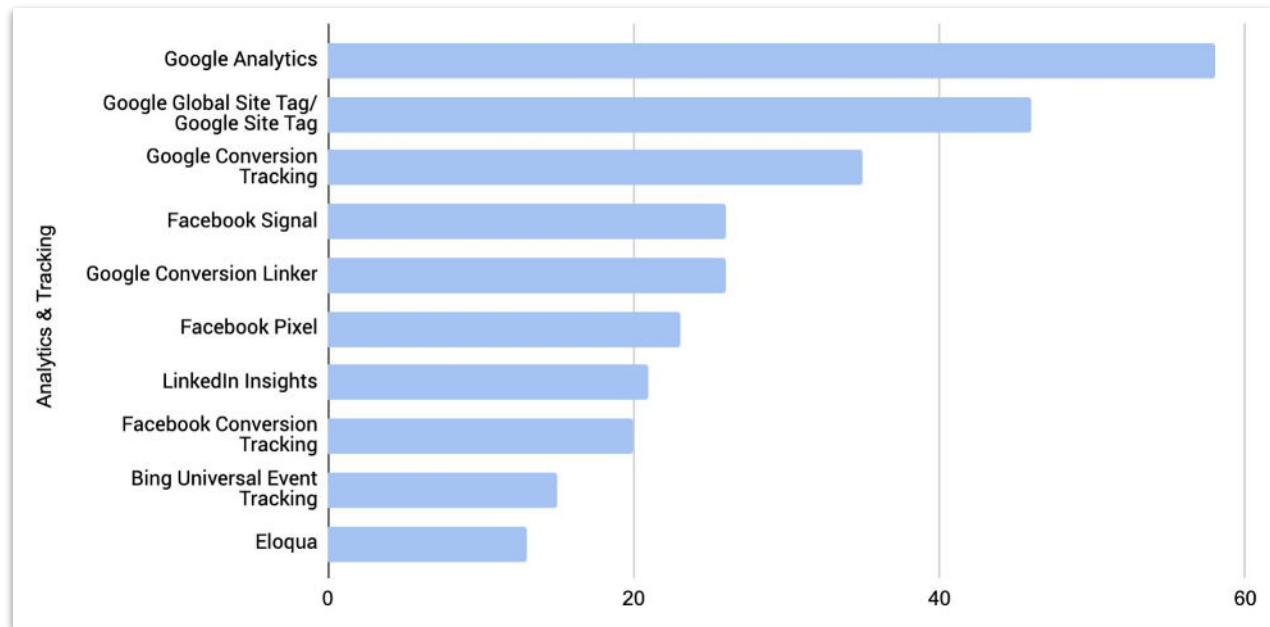
# SECTIONS

1. Analytics and Tracking
2. Content Management System (CMS)
3. eCommerce Platforms
4. Web Hosting



# Analytics & Tracking

## Top 10 Analytics and Tracking Tools used by Life Science Companies



## All the Analytics and Tracking Tools used by Life Science Companies

Analytics and Tracking Tools	Number of Companies Using these Tools
Google Analytics	58
Google Global Site Tag/ Google Site Tag	46
Google Conversion Tracking	35
Facebook Signal	26
Google Conversion Linker	26
Facebook Pixel	23
LinkedIn Insights	21
Facebook Conversion Tracking	20
Bing Universal Event Tracking	15
Eloqua	13
Marketo	12
Pardot	12



New Relic	11
Twitter Conversion Tracking	11
Twitter Website Universal Tag	11
Google Optimize 360	10
Hotjar	10
Twitter Analytics	10
Hubspot	9
CrazyEgg	8
Adobe Dynamic Tag Management	7
Baidu Analytics	7
Google DoubleClick Floodlight	7
LiveRamp	6
Rapleaf	6
Everest Technologies	5
Google Call Conversion Tracking	5
Krux Digital	5
Facebook Domain Insights	4
Lotame Crowd Control	4
Omniture SiteCatalyst	4
Optimizely	4
Yahoo Dot	4
Yahoo Web Analytics	4
Act-On	3
Adobe Marketing Cloud	3
Lucky Orange	3
MediaMind	3
Mouseflow	3
Salesforce	3
Tea Leaf	3
WebTrends	3
Adobe CQ Analytics	2
Demand Base	2
Dynatrace	2
Fastly	2
Google Analytics with Ad Tracking	2





Heap	2
Lead Forensics	2
Marin Software	2
Media Math	2
Naver Analytics	2
Adobe Omniture Test and Target	2
Pingdom RUM	2
Snowplow	2
Soasta mPulse	2
Adobe Analytics	1
Baynote	1
Bazaarvoice	1
Bizible	1
ClickDimensions	1
ConvertCart	1
Coremetrics	1
DotDigital Engagement Cloud	1
Efficient Frontier	1
Facebook Tag API	1
ForeSee Answers Cloud	1
FullStory	1
ForeSee Results	1
Google Analytics IP Anonymization	1
iGoDigital	1
Inspectlet	1
Insightera	1
iPerceptions	1
Jambo	1
Kenshoo	1
LeadLander	1
Listrak	1
MailMunch	1
Matomo	1
Microsoft Application Insights	1
Mongoose Metrics	1

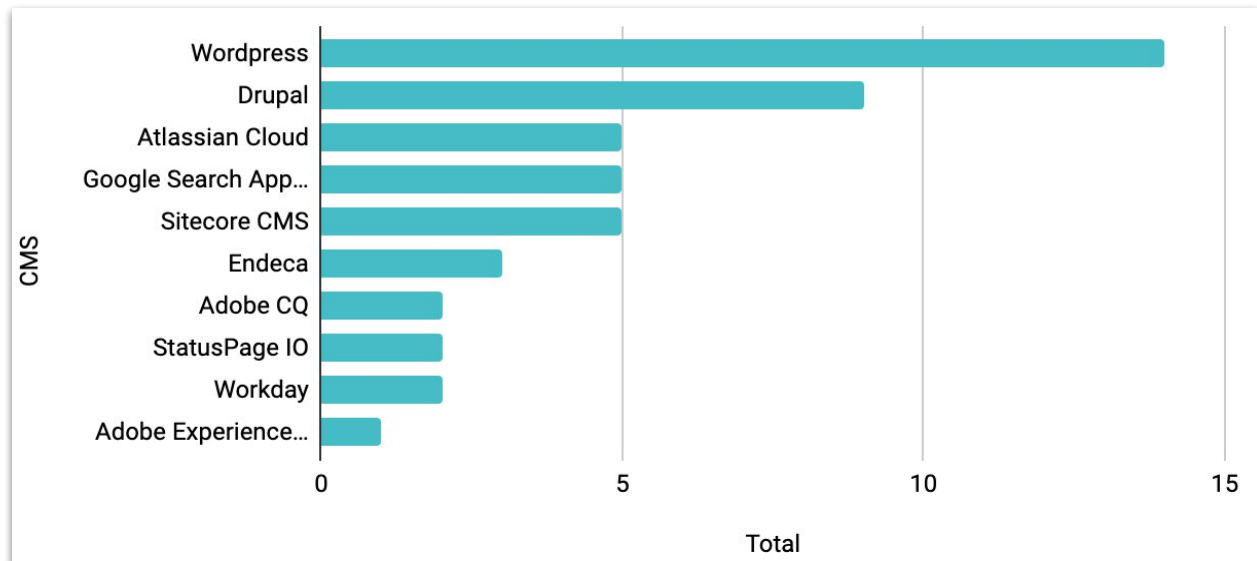


MouseStats	1
Ptengine	1
Recapture	1
Segment	1
SessionCam	1
SharpSpring	1
Silverpop	1
Sumo	1
Throttle	1
User Replay	1
Visual Studio Tracking	1



# Content Management Systems

Top 10 CMS used by Life Science Companies



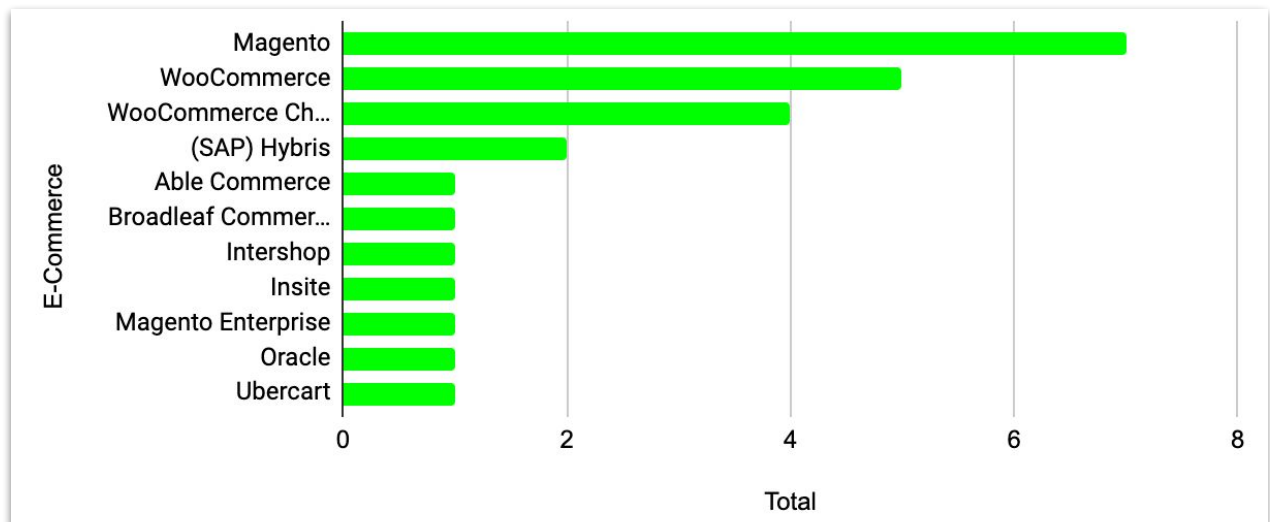
All the CMS used by Life Science Companies

Content Management Systems	Number of Companies Using the CMS
Wordpress	14
Drupal	9
Atlassian Cloud	5
Google Search Appliance	5
Sitecore CMS	5
Endeca	3
Adobe CQ	2
StatusPage IO	2
Workday	2
Adobe Experience Manager	1
DynamicWeb	1
Magnolia CMS	1
Oracle WebCenter Sites	1
Siteimprove	1
Webflow	1
Womp Mobile	1
WP Engine	1



# eCommerce

Top eCommerce Platforms used by Life Science Companies:



All the eCommerce Platforms used by Life Science Companies

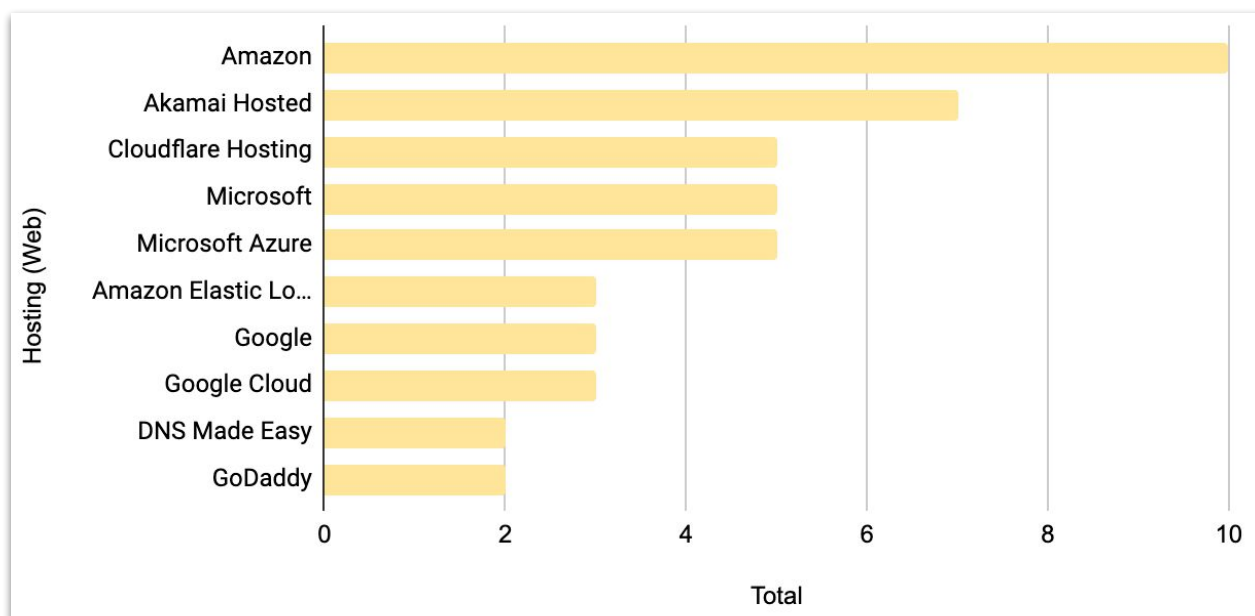
eCommerce Platforms	Number of Companies Using Platform
Magento	7
WooCommerce	5
WooCommerce Checkout	4
(SAP) Hybris	2
Able Commerce	1
Broadleaf Commerce	1
Intershop	1
Insite	1
Magento Enterprise	1
Oracle	1
Ubercart	1





# Web Hosting

Top 10 Web Hosting Platforms used by Life Science Companies:



All the Web Hosting Platforms used by Life Science Companies

Web Hosting Platforms	Number of Companies Using Platform
Amazon	10
Akamai Hosted	7
Cloudflare Hosting	5
Microsoft	5
Microsoft Azure	5
Amazon Elastic Load Balancing	3
Google	3
Google Cloud	3
DNS Made Easy	2



GoDaddy	2
Tiggee	2
Verizon	2
ATT	1
CenturyLink	1
Colt	1
Codero	1
Comcast	1
DYN Hosting	1
eBoundHost.com	1
Hetzner	1
Hurricane Electric	1
Imperva	1
Incapsula	1
Level 3 Communications	1
Media Temple	1
Nexcess	1
Oracle Cloud	1
OVH	1
Rackspace	1
Servers Australia	1
Sucuri Hosting	1
Tierpoint	1

