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A Comparative Analysis of Web Analytics Tools Using the Framework of the Marketing 7C Model

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Abstract: - The Marketing 7C model is an effective framework for analyzing web analytics tools as it comprehensively evaluates key aspects of website functionality and user engagement. This study evaluates and compares Google Analytics and Yandex.Metrica using the Marketing 7C model during the period from December 2023 to March 2024." The primary objective is to assess the efficiency and user-friendliness of Yandex.Metrica relative to the widely adopted Google Analytics platform in Hungary, offering recommendations for improvements to both services. The analysis investigates the relevance, content, and design of the platforms' websites using the 7C framework, encompassing Context, Content, Community, Customization, Communication, Connection, and Commerce. Findings reveal that Yandex.Metrica provides comparable reporting capabilities to Google Analytics while incorporating qualitative measurement tools. However, its usability for Hungarian businesses is hindered by language limitations. Both platforms are user-friendly and customizable, yet improvements are suggested. For Google Analytics, enhancing the administrative interface and integrating heatmap and qualitative analysis features are recommended. For Yandex.Metrica, expanding language options and creating a formal online user interface for technical discussions are proposed. The findings offer valuable insights for SMEs selecting web analytics tools that align with their business needs and highlight the importance of integrating such tools into decision-making to optimize performance and reduce costs.

Keywords: Online Marketing Tool, Web Analytics, 7C Model, Google Analytics, Yandex.Metrica.

I. INTRODUCTION

In an era where business landscapes are rapidly evolving, companies must adapt by integrating innovative marketing strategies and leveraging advanced tools for success. In Hungary, as elsewhere, businesses – whether product manufacturers, financial institutions or service providers – are increasingly required to embrace a more strategic, marketing-driven approach (Kovács & Szóka, 2016; Törőcsik, 2017). The rise of digitalization is a key driver of this shift, pushing more companies to move from traditional markets into the online domain (Horváth & Petrovics, 2021).

The years leading up to the COVID-19 pandemic saw consistent growth for businesses (Zsigmond et al., 2024), largely driven by two main strategies: organic and "inorganic" growth. Inorganic growth, typically through acquisitions, has been a preferred method in Hungary (Kucséber, 2020). Meanwhile, organic growth has relied heavily on marketing efforts, which have directly influenced the surge in online shopping – a trend that has only intensified in recent years (Juma et al., 2020). For businesses to remain competitive, having an effective online presence is no longer optional; it is crucial. For this reason, a strong website is a powerful tool for enhancing market positioning and driving growth (Dudás, 2019).

Looking at current trends in 2023-2024, businesses are increasingly focused on data-driven decision-making, emphasizing personalization and customer experience (Le at al., 2024). Companies are adopting artificial intelligence (AI) and machine learning to offer more tailored marketing efforts and predict customer behavior (Rane et al., 2024). The use of automation tools to streamline processes, enhance user engagement, and provide real-time insights is on the rise. Moreover, businesses are investing more in omnichannel marketing strategies to provide a seamless experience across multiple platforms, reflecting the growing importance of cross-platform integration and foreign investments (Bozsik et al., 2023; Utari et al., 2024). Additionally, one of the ‘always hot topics’ is sustainability (including circular economy) which absolutely can influence consumer preferences, with many businesses incorporating green practices into their marketing strategies to meet eco-conscious demands (Remsei et al., 2023; Szigeti et al., 2024; Varga et al., 2024).

From the customer’s perspective, the demand for seamless, efficient, and mobile-friendly online experiences is greater than ever. With rapid technological advancements and an increasing variety of platforms, businesses must adapt to this shift by using digital analytics tools (Teichert, 2019; Omol, 2024). As the saying goes, "what gets measured gets improved," and this holds especially true for web analytics (Lim et al., 2022). Today, understanding user behavior and optimizing website performance based on data is essential for making informed, profitable

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decisions. These tools allow businesses to monitor visitor activity, analyze demographic data, and draw actionable insights to enhance their online offerings (Harsányi et al., 2021).

Among the many available web analytics platforms, Google Analytics stands out as the most widely used tool, particularly among SMEs in Hungary. However, there are other platforms, such as Yandex.Metrica, that offer valuable alternatives. Launched by Yandex in 2008 and made publicly available in 2009, Yandex.Metrica has since become one of the most popular web analytics tools globally. By 2019, it was the third most widely used analytics tool, with 5.3% of websites relying on it, following only Google Analytics and Facebook Pixel (W3Techs, 2024). While these tools have similar functions, they differ in certain features and services, making it crucial to assess which platform better meets the specific needs of businesses.

This research examines and compares Google Analytics and Yandex.Metrica using the marketing 7C analysis framework, developed by Rayport et al. (2000). The study aims to answer whether Yandex.Metrica, despite being less known in Hungary, is as efficient, flexible, and user-friendly as Google Analytics. Additionally, it offers practical recommendations for enhancing both platforms. The findings of this study are not only significant for Hungarian businesses but also offer insights that can help organizations globally optimize their web analytics tools and improve their digital marketing strategies.

II. Materials And Method

Over the past decade, numerous studies have explored the evolution of web analytics tools, highlighting key features of both free and subscription-based platforms. These features typically include tracking code placement, traffic source analysis, conversion comparisons, remarketing capabilities, and e-commerce setup (Ramadas et al., 2021). The primary objective of this research was to investigate the presentation, content, and aesthetics of the Google Analytics and Yandex.Metrica websites, alongside their functionalities and the analytical structures they employ. This study also examines additional factors that justify the use of such platforms, focusing on the core purpose of these tools—measuring website traffic through statistical metrics. All relevant elements contributing to the effectiveness and usability of these web analytics platforms are discussed in the context of their design and feature sets. To analyze the features related to the seven elements of web analytics, the 7C marketing model developed by Rayport et al. (2000) was employed. The research period spanned from December 2023 to March 2024, during which a comprehensive evaluation of the websites and their features was conducted.

III. Results And Discussion

3.1 7C Model elements – Context

The main page of the Yandex.Metrica web analytics service, shown in Figure 1, demonstrates quick load times and a well-organized design. Positioned in the top-left corner, the logo adopts a clean, sophisticated aesthetic that conveys orderliness and reliability. Its prominent placement and size effectively capture the visitor's attention, while the capital "Y" in Yandex's signature red color enhances its visual impact. In the top-right corner, the user's name appears in a style consistent with the Yandex.Metrica logo.

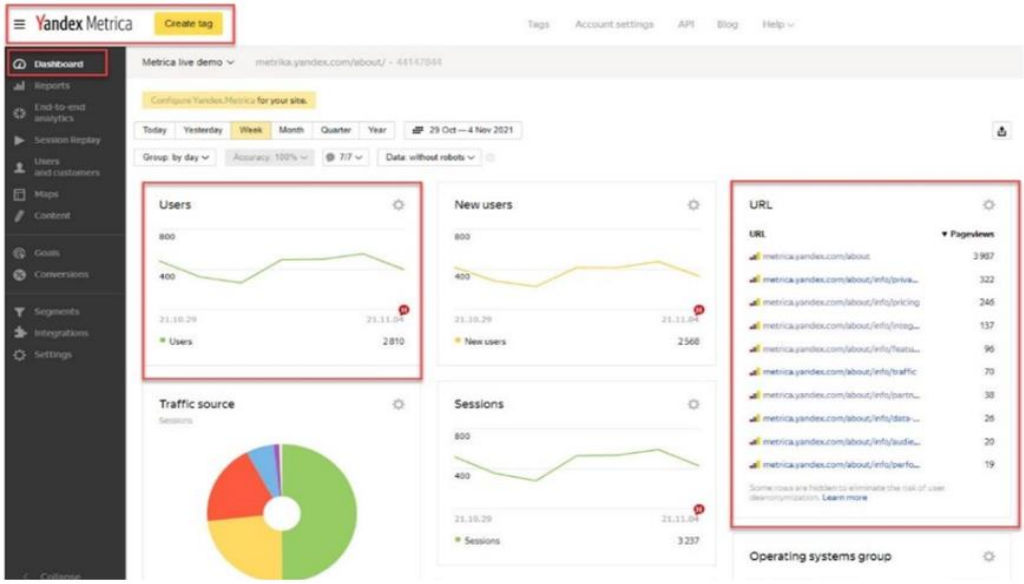

Fig. 1. Homepage of Yandex.Metrica

The website utilizes a balanced color scheme, with black and white serving as complementary hues. The brand's primary colors—yellow and red—are strategically incorporated throughout the site, with yellow accents highlighting the action buttons. Additionally, a minimal amount of blue is used for the site's "favicon," further contributing to its cohesive branding (Mohammad et al., 2015). While the primary colors dominate, additional colors are employed in graphs and charts to present data effectively. The text is predominantly black, easy to read, and well-organized, enhancing the site's overall user-friendliness. The single font used across the page adds to the site's aesthetic appeal, suggesting unity and order. The homepage is designed as a "Dashboard" interface, featuring various graphs with clear, bold titles that explain their content. The main menu, located on the left-hand side of the page, is easily accessible and presented in a dark grey shade (#363636), offering a modern and youthful appearance compared to black. The menu items are legible in light grey, with white highlighting when the cursor is hovered over them. Icons are placed beside the text in the menu, further contributing to a youthful and dynamic design. Overall, the use of color, consistent iconography, and clean layout creates an interface that feels both youthful and professional.

Similarly, the main page of Google Analytics, shown in Figure 2, exhibits quick load times comparable to those of Yandex.Metrica. The logo, situated in the top-left corner, is cleanly displayed with clear visibility due to its size and placement. The graphic element of the logo is orange, and the same icon is used as the favicon. The text, presented in dark grey using Google's official Product Sans font, further reinforces the platform's branding. However, even after changing the language settings from Hungarian to English, some sentences (marked with red color) are not translated in Google Analytics which can confuse the users whose native language is not Hungarian.

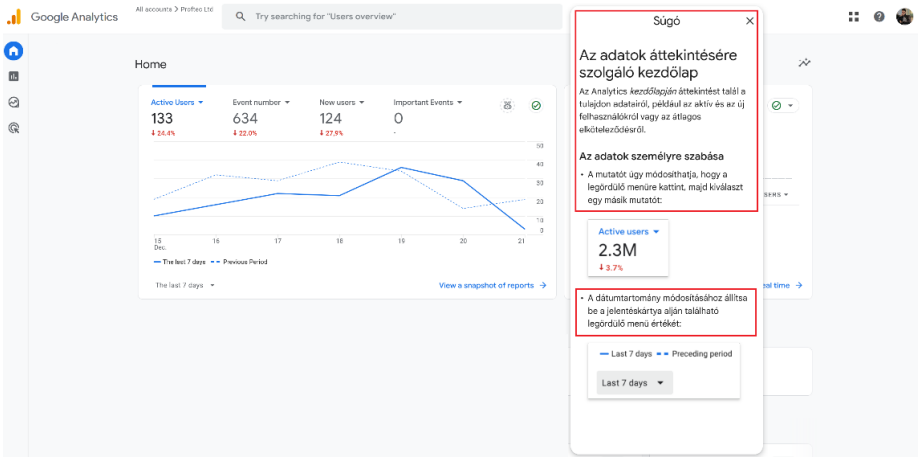

Fig. 2. Homepage of Google Analytics and the Window of Helping Tool

Upon logging in, users are directed to the main dashboard interface, which is also organized into separate graphs with bold titles that identify their content. Blue and its various shades are prominent in the graphs, providing a consistent visual identity. The background is light grey, almost white, while the text appears in dark grey or black, ensuring high contrast and ease of readability. The overall layout is simpler and more streamlined compared to Yandex.Metrica, using cooler tones and a more professional design language. Upon hovering over certain menu items, they are highlighted in grey, with submenus appearing as needed. The consistent, clean design of the interface communicates the high quality and professionalism expected of a leading web analytics service.

3.2 7C Model elements – Content

When a user logs into their Yandex.Metrica account, they are greeted by the Dashboard, which provides an immediate overview of the website's performance during the selected period. This visual approach, typical of Yandex.Metrica, stands in contrast to the Google Analytics interface and serves as a key differentiator. The main menu is located on the left-hand side of the screen. Within the Reports tab, users can access the primary report categories, with specific reports listed as sub-menu items. The standard Yandex.Metrica reports are functionally similar to the basic reports offered by Google Analytics, but they present data in a distinct structure. In Yandex.Metrica reports, rows represent dimensions and columns represent metrics. A unique feature is the "Information" icon or "How to use it" link located next to each report name on the right-hand side of the screen. This provides a detailed description of the report, including its structure and settings. At the end of each description, users can rate whether the information was helpful. Also, an embedded Call-To-Action (CTA) button offers easy access to the customer support interface for further assistance. One standout feature is the Session Replay report, which presents visitor behavior characteristics – e.g. country and browser – in a table format.

The following categories are available in Yandex.Metrica reports: Traffic, Sources, Audience, Content, Technology, Website Control, and E-commerce.

- Traffic refers to the overall website traffic, including metrics such as the number of users, page views, and time spent on the site.
  - Sources include four subcategories: Search Engines: Information about search engines driving traffic to the site.
  - Keywords: Data on search terms that brought visitors to the website.
  - Social Channels: Traffic from social media platforms, with the ability to track user behavior and measure conversions.
  - Advertising Systems: Data on visitors from various advertising campaigns.
- Audience includes four key metrics:
  - Geographic Location: The geographical distribution of visitors.
  - Long-term Interest: Insights into visitor interests and behaviors based on these interests.
  - Page Depth: The number of pages viewed during a session.
  - Traffic by Time of Day: Insights into how site traffic fluctuates throughout the day.
- Content focuses on data regarding pages and URL parameters, including:
  - Landing Page: The entry pages of user sessions.
  - Exit Page: The last page viewed during a session.
  - URL Parameter: Statistics for pages with specific URL parameters.
- Technology covers information about the browsers and devices used by visitors, including:
  - Browser Version: General browser data and version numbers.
  - Display Resolution: Data on the screen resolutions and types used by visitors.
  - Ad Blockers: Information on ad blockers and their prevalence among users.
  - Cookies: The status of enabled or disabled cookies.
- Website Control assesses the website's performance, focusing on metrics like page load speed and visitor load during a selected period.
- E-commerce tracks key data for online stores, such as popular products, revenue streams, promotional codes, and items in shopping carts.

Another useful feature of Yandex.Metrica is its Cross-Device tracking tool, which monitors customer conversions across multiple devices. Yandex.Metrica offers both quantitative and qualitative tools, found under the Session Replay and Maps tabs. The Session Replay tool allows for a detailed analysis of visitor behavior, including interactions, navigational patterns, and potential areas of frustration. By using the filtering system, users can select specific session characteristics and review relevant data or screenshots. The Maps tab provides four heatmap applications: Link Map: Displays the links clicked on within the website. Click Map: Illustrates the most frequently clicked areas on the site (see Fig. 3). Scroll Map: Shows how visitors' attention is distributed across different sections of the site. Form Analysis: Analyzes how visitors engage with forms on the website.

In terms of content, Yandex also maintains a blog, which can be accessed through the Resources tab in the main menu. However, the blog is not frequently updated. The most recent article related to Yandex.Metrica dates to September 20, 2024, and articles published within the last few years typically appear at intervals of 3-4 months.

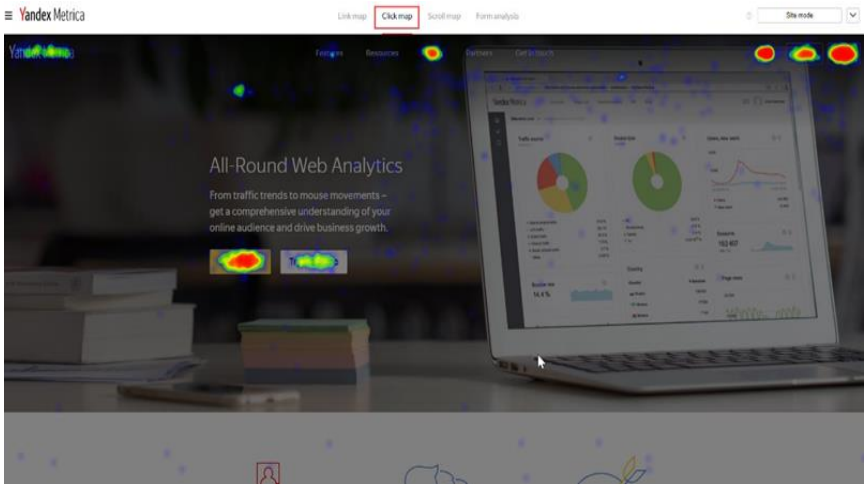

Fig. 3. Heat map analysis

Google Analytics organizes its reports into five primary categories, accessible via the left-hand menu bar:

- Real-time: Offers a live feed of user activity on the website. This includes data on which pages visitors are currently viewing, as well as whether they have completed any conversions on the site.
- Audience: This category provides insights into the primary characteristics of website users. Related reports include behavior (tracks whether users are first-time visitors or returning visitors and monitors their level of engagement during their visits), demographic data (displays the age and gender distribution of users) and interests (offers insights into the topics that interest users, as well as their market segment affiliations).
- Customer Acquisition: Reports in this category describe the channels through which users accessed the website. These include:
  - Organic: Traffic from unpaid search engine results.
  - Social: Traffic from social media platforms.
  - Paid Search: Traffic from paid advertisements.
  - Referral: Traffic from external websites that have referred visitors.
  - Other: An aggregation of minor traffic sources. The Campaigns report, specifically the All-Campaigns section, is particularly useful for monitoring paid advertising campaigns.
- Behavior: The reports in this category help optimize website content by tracking user interactions with the site. Key metrics include:
  - Which pages users visit.
  - The amount of time spent on each page.
  - Bounce rates.

These reports are invaluable for identifying underperforming pages that may need improvement, as well as recognizing high-performing pages that can guide future content development. This section also includes reports on Landing Pages, Exit Pages, and Events.

Conversions (which includes E-commerce): Conversion reports track the achievement of specific business goals, which can vary based on the company's objectives. These goals may include actions such as newsletter subscriptions or purchases made by website visitors. Within this category, the E-commerce report is particularly useful for monitoring shopping activities on the website.

The information in this summary is based on Google Analytics Help descriptions and online tutorials from the Google Analytics Academy. Real-time reporting offers a live feed of user activity on the website. This includes data on which pages visitors are currently viewing, as well as whether they have completed any conversions on the site (Google Analytics Help, 2024).

In terms of content elements, Google Analytics is a robust, free, and professional web analytics system. It combines ease of use with transparency, supported by an effective assistance system, making it a valuable tool for marketing workflows. However, the incorporation of qualitative analysis tools is strongly recommended as a potential enhancement, which would significantly expand the usability and analytical capabilities of the system.

3.3 7C Model elements – Communications

The Yandex.Metrica website features a prominent text bubble icon in the header, which, when clicked, opens a chat interface. This feature enables direct communication between the user and customer service representatives, facilitating a seamless support experience. Upon initiating a conversation, the chat window defaults to a message in Cyrillic, which translates to, "Hello! Here you can ask your question about Metrica" in the necessary language. When I initially engaged with the chatbot in English, it was replaced by a live customer service agent. The agent, responding in Russian, provided a template reply informing the user that the chat service only accepts inquiries in Russian. The agent then shared a link directing us to the English-language support interface for further assistance. The message, translated into English, read: "Yandex Metrica chat support is ready to help you if you describe your problem to us in Russian. Please forward your answer to us. If you would like to start a conversation in English, we suggest you contact us using the form here: https://metrica.yandex.com/help." This link redirects to the Yandex Support page, which is entirely in English. The interface is user-friendly, featuring clickable problem categories that, when selected, open a form requiring the completion of various mandatory fields (e.g., Name, Application Number, Device, Operating System, Message), marked by an asterisk. Users can also attach files. Despite the simplicity and transparency of this interface, two functional shortcomings were noted: the absence of an estimated response time and the lack of a forum feature for community-driven support. Yandex.Metrica interface offers a user-friendly direct chat feature, facilitating communication with support. However, it is only available in Russian,

leaving English-speaking users with no option but to submit queries via forms. Additionally, the site is currently available in only three languages: Russian, Turkish, and English. The website's language can be changed by clicking on the flag icon located in the footer. It is also worth noting that, despite setting the website to English, certain Cyrillic texts remain visible, likely due to unintentional discrepancies.

The footer of the Yandex.Metrica website contains links to its social media profiles, including Facebook and LinkedIn, which open in new pages. Before logging into the homepage, users can find company contact details by clicking the "Company" link in the footer. This redirects users from https://metrica.yandex.com/ to https://yandex.com/company/, where contact information, press releases, and access to the Yandex blog are available. The contact details include phone numbers for the "Contact Center" and a separate line for advertising clients. Email addresses are provided for the "Public Relations" department, the general support team, and Yandex.Taxi Customer Service. A map is also provided, outlining directions to the office via public transport or car. Legal documents, including the GDPR, Terms of Use, Privacy Policy, Data Protection Policy, and Data Processing Agreement, are listed at the footer of the homepage. Turning to Google Analytics, the Help interface can be accessed by clicking the question mark icon in the top-right corner. The "Contact Us" option directs users to the Google Analytics Help page, while the "Help Request" section describes the customer support process and response timelines for each product. Google Analytics also offers a chat service, although it is less directly accessible than Yandex.Metrica's. Within the Help menu, the "Contact Us" option prompts the display of a customer support form. This form allows users to request support via chat or email. Both the form and the chat functionality are available through the Analytics Help Center. Additionally, the Google Analytics Help Community interface, accessible via the Help menu, provides a platform for users to interact with one another, share insights, ask questions, and offer support. For more details, refer to the "Community" subsection. Legal documents, including the Terms and Conditions and Privacy Policy, are available through links in the footer. A feedback button is also provided for user input. One notable advantage of Google Analytics is the availability of the interface in multiple languages, including Hungarian, which significantly enhances its accessibility for users across different regions.

3.4 7C Model elements – Customization

In the previous analysis of the 7C elements, several critical features of Yandex.Metrica and Google Analytics were explored. From a customization perspective, both tools offer significant options to tailor the interface and reporting features according to user preferences and specific business needs.

Yandex.Metrica: Starting with the main panel, the Dashboard in Yandex.Metrica is entirely customizable, providing users the flexibility to display only the elements that are most relevant to their work. These elements are defined as Widgets, which are small software tools used on websites to display concise information on the user's screen (Melnyk et al., 2014). Widgets can be easily added or removed from the Dashboard, and users have the option to browse the Widget Library to select the most suitable options. This customization extends to setting custom goals aligned with business objectives. Once defined, Yandex.Metrica will track these goals and count conversions when they are achieved, providing tailored reports based on specific business targets. Furthermore, the reports themselves are fully adaptable. Users can adjust the metrics, criteria, and analysis parameters to suit their needs. Standard reports can be modified to reflect particular situations, ensuring that the analytics are relevant and comprehensive. An added benefit is the ability to save reports to a "favorites" section, making frequently used or customized reports readily accessible. Another useful feature is the Scheduled Reports function, which allows users to schedule reports to be automatically sent to their inbox. This feature enables users to review the website's performance over a defined period without needing to log in to the platform. Lastly, the customization of chart displays allows users to fine-tune how data is visualized, adding or removing elements via checkboxes in the tables.

Google Analytics: Google Analytics also excels in its ability to adapt to the user's specific needs, particularly in everyday usage. Under the Customize menu in the left-hand navigation bar, users can access various options for personalizing the tool. Like Yandex.Metrica, Google Analytics allows customization of the Dashboard for a personalized overview. Additionally, users can link external data sources to integrate information across platforms, enhancing the analytics experience. The integration with Google Data Studio – an online tool developed by Google – further enhances the customization options. Data Studio allows users to create custom, interactive, and easily digestible reports that can be tailored to specific business needs. The Custom Report subsection in Google Analytics lets users create bespoke reports by defining the dimensions and metrics that are most relevant to their business. Similar to Yandex.Metrica, users can save frequently used reports for quick access. Additionally, custom alerts can be set to notify users when specific thresholds are met, offering a proactive approach to monitoring analytics.

Another noteworthy feature is the ability to create different views within the platform, tailored to specific audiences or stakeholders. This flexibility ensures that data can be presented appropriately, depending on the intended recipient. Finally, Google Analytics offers a mobile app that allows users to monitor key indicators on the go, providing real-time access to performance metrics from anywhere. It can be stated that both Yandex.Metrica and Google Analytics provide great customization options, allowing users to set up the interface, reports, and data displays according to their specific needs. While Yandex.Metrica offers extensive control over widgets, goal tracking, and report scheduling, Google Analytics stands out with its integration with Google Data Studio, custom alerts, and mobile app, offering users a highly flexible and accessible experience.

3.5 7C Model elements – Community

Yandex.Metrica's direct chat feature has been highlighted as an effective tool for enhancing user communication, particularly when it comes to interactions with customer service. This feature helps alleviate user frustration by providing a straightforward way to seek assistance. But it is important to note that the chat function is limited to customer service interactions only. Users cannot use the chat to communicate with each other, which restricts the potential for peer-to-peer support. Moreover, there are no forum capabilities available on the main Yandex.Metrica website for users to interact with one another, share experiences, or discuss issues collectively.

In contrast, Google Analytics offers a more expansive platform for user interaction through the Google Help Communities (see Fig. 4). This community-driven space allows users to engage in discussions about various topics related to Google Analytics, fostering knowledge exchange and collaborative problem-solving. The community forum is organized into different categories, each dedicated to specific issues or subjects, where users can browse previous discussions, ask questions, and share insights. This format not only helps in troubleshooting but also builds a sense of community among professionals using the tool. The collaborative nature of Google Help Communities significantly improves the user experience by providing a platform for users to find solutions and learn from each other's experiences.

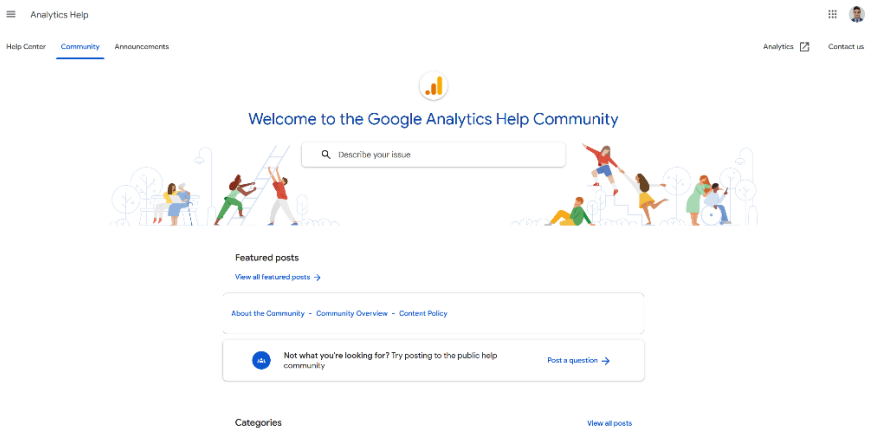

Fig. 4. Page of Google Analytics Help Community

Overall, comparing the two analytics tools to each other, Yandex.Metrica provides a more limited, customer-service-focused communication system through its chat function, while Google Analytics offers a more interactive community forum that encourages users to collaborate and share knowledge, making it a more comprehensive solution for user support and engagement.

3.6 7C Model elements – Connection

In Yandex.Metrica, navigation to other Yandex services is facilitated through the menu located next to the Yandex.Metrica logo. By clicking on this menu, users are presented with links to a range of other Yandex products, such as Yandex.Direct, Yandex.Webmaster, Yandex.Radar, and more. This integration provides users with easy access to a broader ecosystem of tools within the Yandex brand, enhancing the platform's utility for those already engaged with other Yandex services. Additionally, social media links to Yandex.Metrica's official Facebook and LinkedIn profiles are located in the footer, providing users with another avenue for engagement and information. On the other hand, Google Analytics offers a different approach to linking its services. Located in the top right of the screen is the "Switch between products" icon, which is represented by four squares arranged in a formation. This icon provides access to a sub-menu that lists products under the Google Marketing Platform, including tools like Optimize, Tag Manager, and Campaign Manager 360. By clicking on any of these products, users are

redirected to their respective pages, allowing them to explore other features and tools within the Google ecosystem. Additionally, a link to Google Skillshop is worth noting. This is a platform offering free online training on Google Analytics and other Google marketing tools. Upon completing the training and passing the exam, users can earn a formal qualification, certifying their proficiency in using the web analytics tool and other products within the Google Marketing Platform.

Comparing Yandex.Metrica to Google Analytics, it is visible that Yandex.Metrica allows users to seamlessly explore other Yandex services through its main menu, while Google Analytics provides access to additional products within the Google Marketing Platform through a dedicated icon, also offering educational opportunities through Google Skillshop. It is also clear that both platforms provide easy access to related tools and resources, enhancing the overall user experience by fostering a more integrated approach to web analytics and digital marketing.

3.7 7C Model elements – Commerce

Both Yandex.Metrica and Google Analytics serve as powerful tools for web analytics, but due to their nature, neither platform facilitates direct purchases within their interfaces. For Yandex.Metrica, although it does not support direct purchasing, the platform consistently promotes the use of other Yandex products that complement its analytics functions. For example, Yandex.Direct, an advertising manager, and Yandex.Market, a shopping application, are frequently highlighted. These integrations allow users to transition seamlessly into other areas of the Yandex ecosystem, where purchasing services or engaging in e-commerce is possible.

Similarly, Google Analytics does not allow direct purchases on its interface. Instead, it serves as an integral part of the Google Marketing Platform, guiding users to other tools within the ecosystem, such as Google Ads for advertising and Google Tag Manager for managing tags on websites. While users cannot purchase directly through Google Analytics, they are encouraged to leverage its data insights to optimize their advertising and marketing strategies across various Google platforms.

IV. CONCLUSIONS

In this paper, the main aim was to use the framework of marketing 7C and create a comparative analysis of Google Analytics and Yandex.Metrica and show what are their respective strengths and limitations, offering valuable insights into their functionalities and relevance for businesses in Hungary and beyond. Both platforms play a crucial role in empowering organizations to harness data for informed decision-making, yet their unique attributes and challenges highlight the importance of choosing the right tool based on specific business needs. Google Analytics remains a dominant force in web analytics, celebrated for its usable quantitative capabilities, seamless integration with the Google ecosystem, and wide accessibility through multilingual support, including Hungarian. Its intuitive interface and the availability of training resources make it a powerful tool for both novices and experienced marketers. The platform’s community-driven support system, which encourages collaboration and shared problem-solving, adds a layer of reliability for users seeking assistance or insights. However, despite its strengths, Google Analytics shows room for improvement. For instance, the absence of built-in qualitative tools, such as heatmaps or session replays, limits the platform's ability to provide a nuanced understanding of user behavior. Also, the interface, while functional, can be overwhelming for newcomers due to its complexity and breadth. Yandex.Metrica, on the other hand, distinguishes itself with innovative features that set it apart from competitors. The setup process of dashboard makes Yandex.Metrica particularly valuable for businesses aiming to refine their website designs or identify usability issues. The customizable dashboard and goal-tracking capabilities allow users to tailor the platform to their specific objectives. However, the platform’s potential is undermined by significant usability challenges. The limited language options, coupled with persistent Cyrillic text even in English-language settings, create barriers for non-Russian-speaking users, reducing its appeal in international markets like Hungary. Additionally, the lack of a greater user community or discussion forum limits opportunities for knowledge exchange and peer support, leaving users reliant on direct customer service, which is also constrained by language barriers.

To address these issues, both platforms could benefit from targeted improvements. For instance, Google Analytics should simplify the interface to make it more approachable for new users. Meanwhile, Yandex.Metrica could significantly broaden its appeal by expanding its language support to include more European languages and ensuring full linguistic consistency across its interface. Establishing a formal user community or discussion forum would also foster greater collaboration and provide an additional layer of support for users navigating its features.

In conclusion, While Google Analytics excels in accessibility and integration, Yandex.Metrica's qualitative tools provide unique insights that are invaluable for certain use cases. By addressing their respective limitations, both platforms have the potential to enhance their utility further, making them even more indispensable for businesses striving – not only in Hungary – to optimize their online presence and performance.

V. ACKNOWLEDGEMENT

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