



State of the Web Data Industry in 2022



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Web data is becoming a
strategic priority

Improving Operations

Strategic Insights



Organizations are investing in data capabilities



The past 18 months has been a turning point for many organizations, where they are doubling down on their ability to extract real-time insights from their large data sets.



Data engineering is a field that is without doubt, on fire

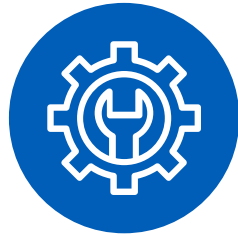
Source: Gergely Orosz, The Pragmatic Engineer



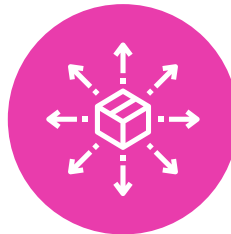
Organizational Changes



Dedicated data teams



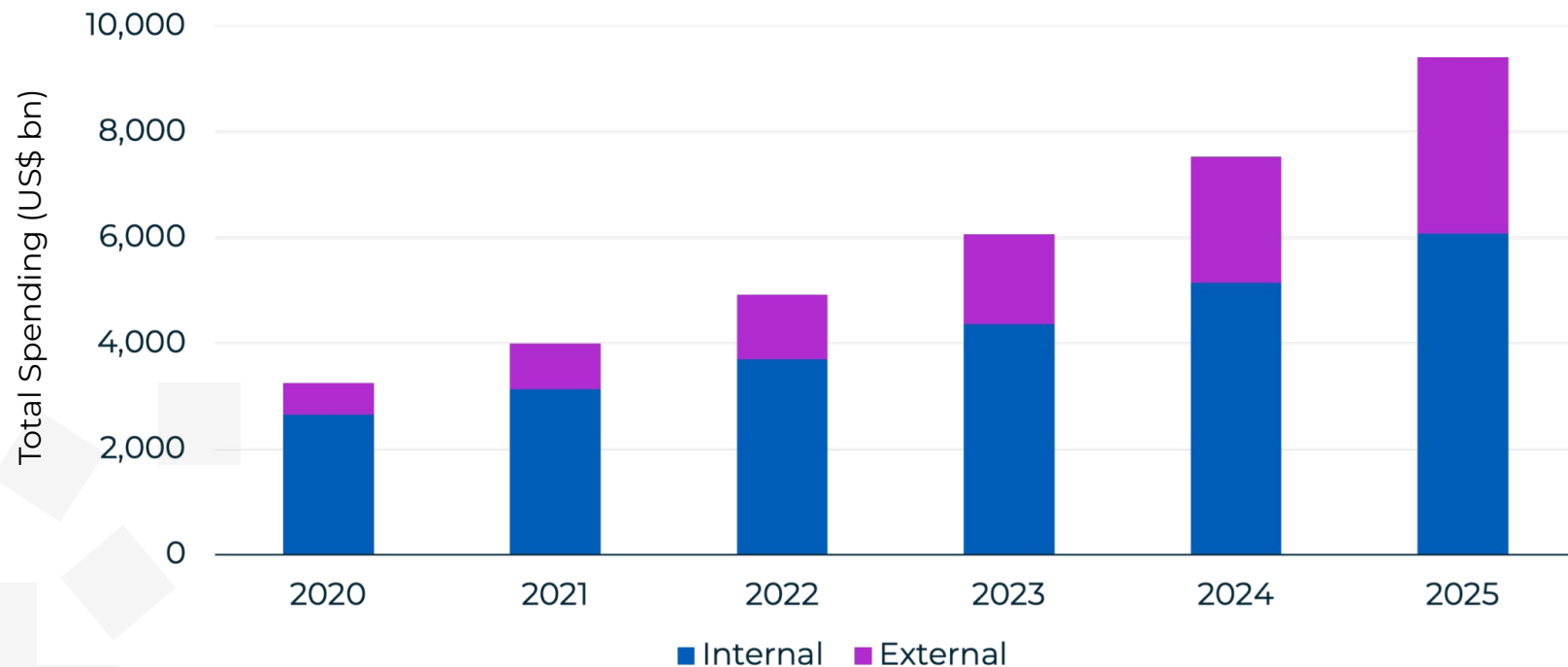
Prioritized data feeds



Maximising value

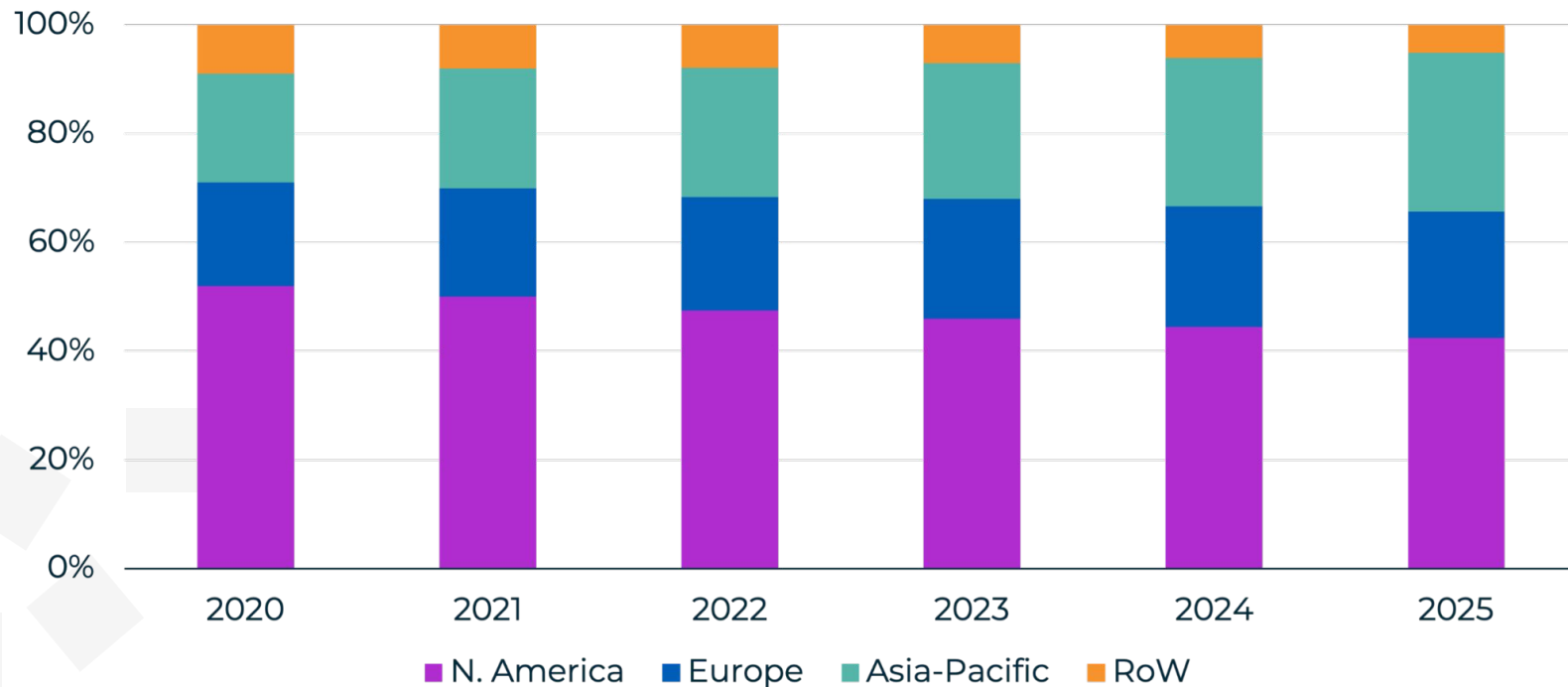
Web Data Extraction Spending*

Internal & External



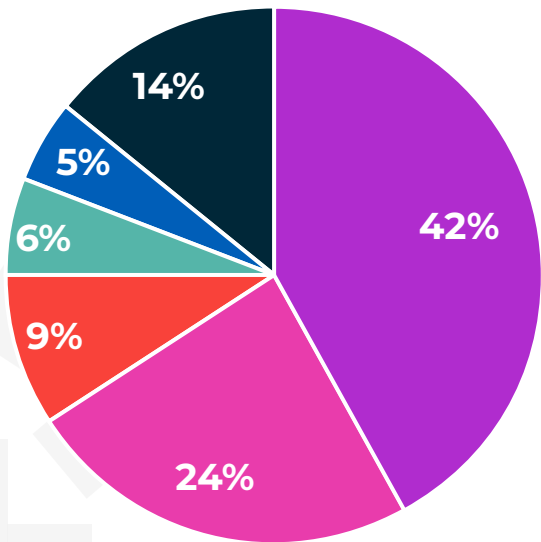
*Opimas May 2022

Web Data Extraction Market Share by Region



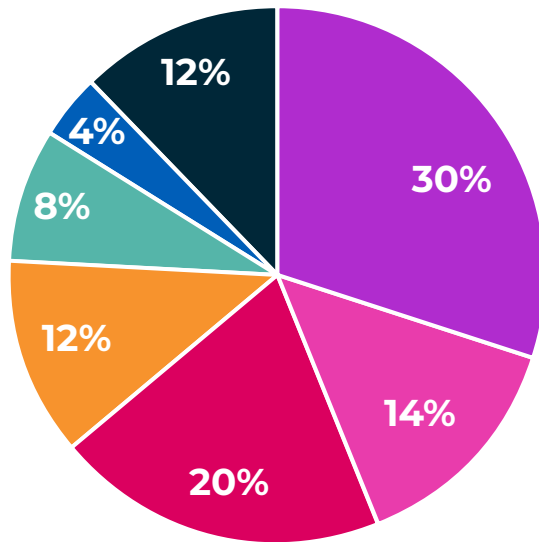
Industry

- Retail Trade
- Finance
- Market Research
- Services
- Manufacturing
- Other



Use case

- E-Commerce Analytics/
Dynamic Pricing
- Sentiment Analysis
- Economic &
Investment Research
- Brand Protection
- Marketing & Sales
- Account Aggregation
- Other



Converging on best practises



Alternative Data Council



Ethical Web Data Collection
Initiative (EWDCI)

Legal Misconceptions



It's totally okay to get public web data.

HiQ case said web scraping is legal.

My vendor says they are GDPR compliant.

Build vs. Buy

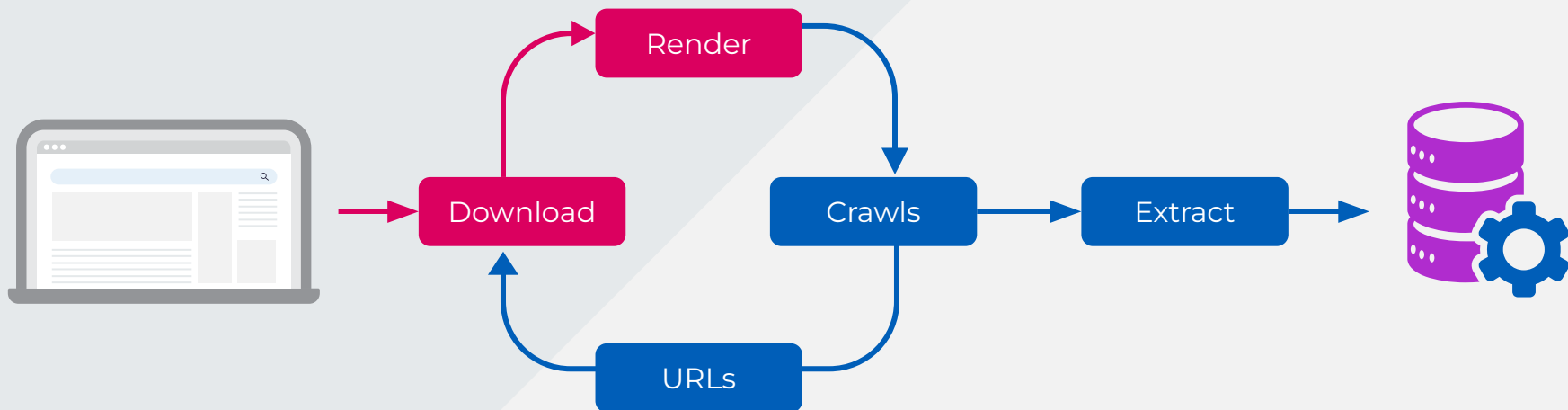


VS



Key Challenges

Website bans



Scaling and maintenance



Thank you