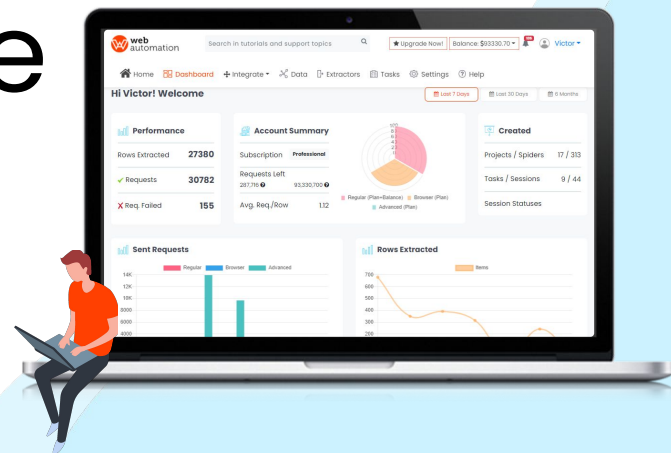


# Future of no-code web scraping

By Victor Bolu  
2022



[www.webautomation.io](https://www.webautomation.io)



**web**  
automation

# agenda



What

Big Picture  
Tools

Why

Why it matters  
Opportunities

When

Use-cases  
Limitations

How

Tech Stack  
Process

Then

The Future  
User expectations

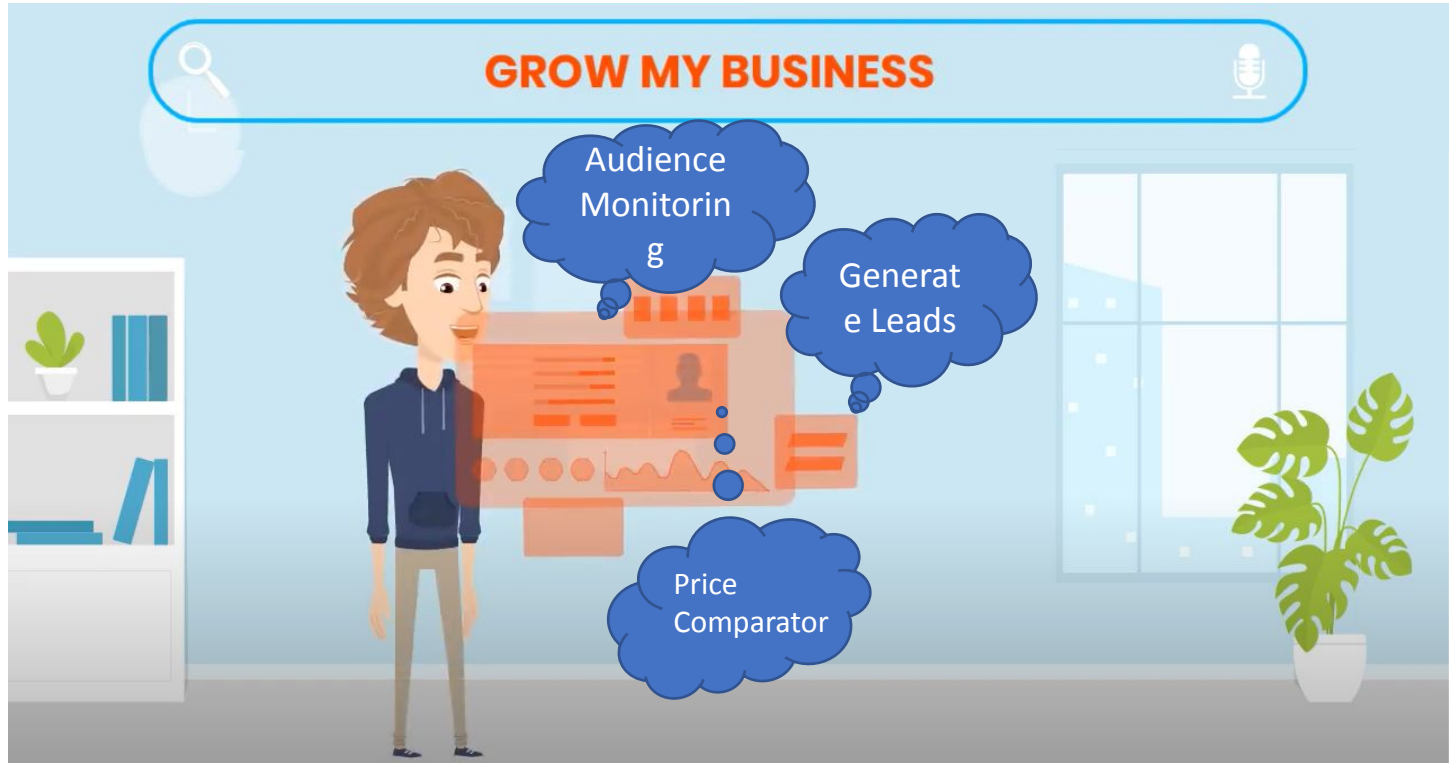


Hi! My name is **Victor**

- CEO of webautomation.io, marketplace of ready-made web scrapers
- Worked with **20K+** no code users
- Scraping millions of pages/month for SMB + **Enterprise** companies
- On a mission to make web data extraction easier for businesses



The **WEB** is the most powerful **Data** source

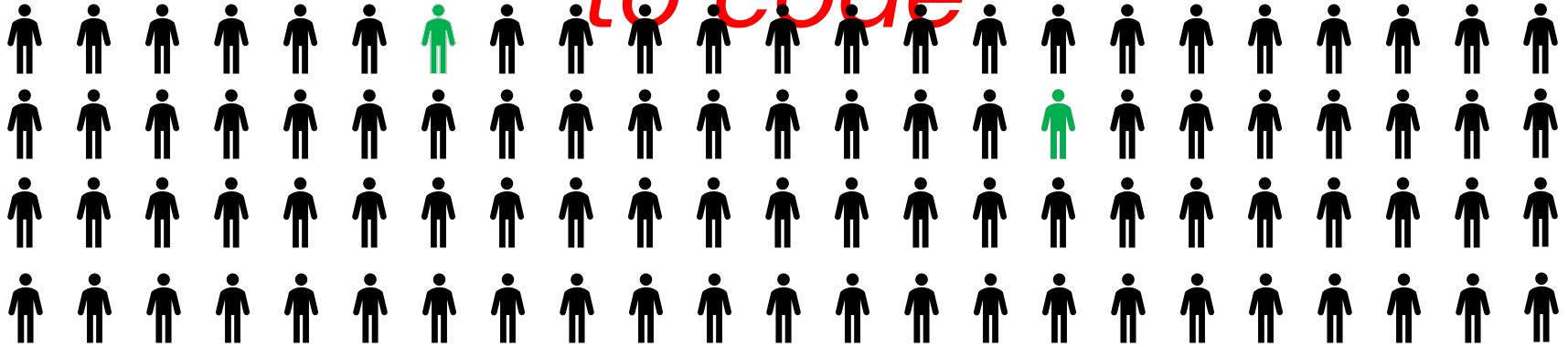


This requires a **SPECIALIST DEVELOPER**



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0.5% of the world's  
population knows how  
to code





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*0.9% of Software  
Developers have web  
scraping skills*



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**<no\_code/>**





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What is no- code web  
scraping?



①

No- code

②

Low – code

③

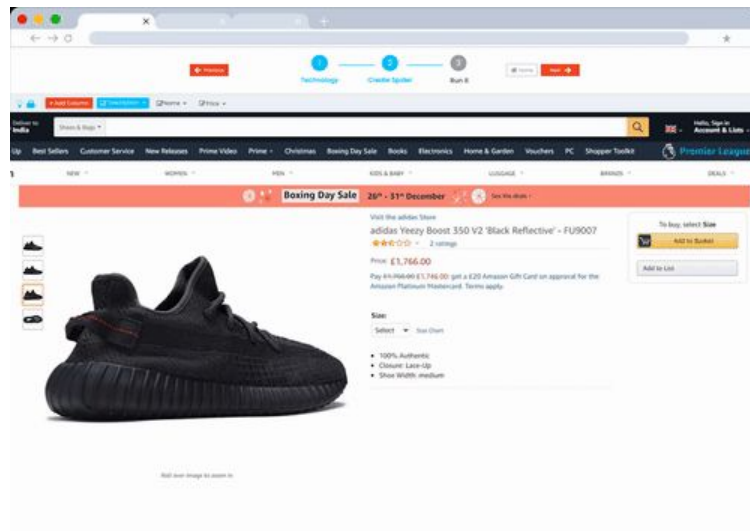
Prebuilt/Ready-made  
de

# No- code web scraping

- Drag & Drop/Point and click
- no option to include custom code

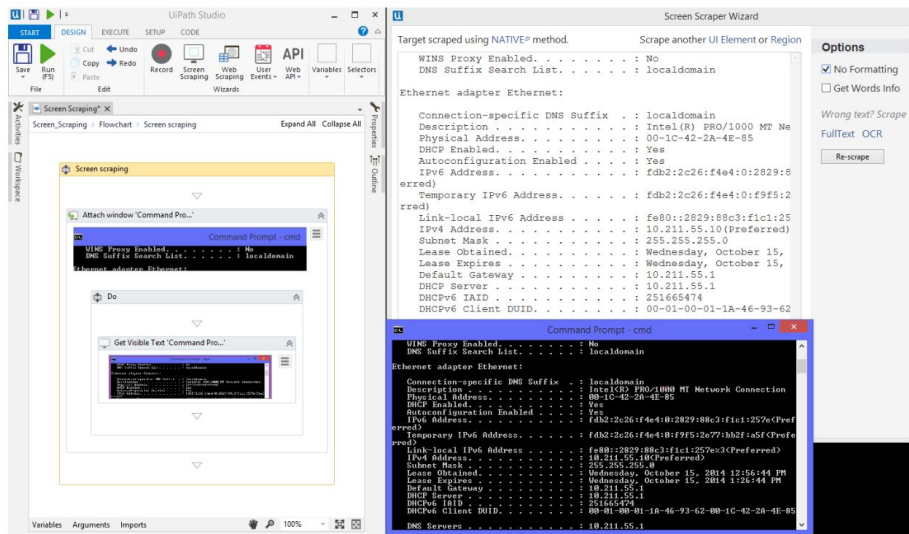
- **Formats**

- Chrome extensions
- Desktop applications
- Cloud



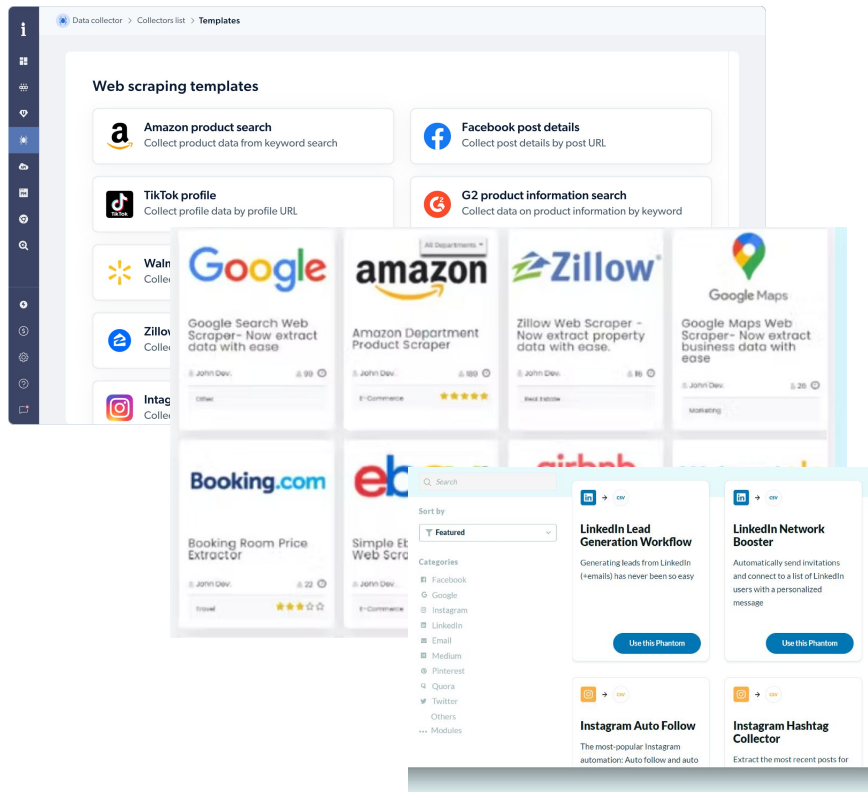
# Low- code web scraping

- Visual interface
- Option to include custom code
- Formats
  - Chrome extensions
  - Desktop applications
  - Cloud



# Pre-built/Ready Made

- Visual interface
  - No customisations
  - Ready made templates
- 
- Formats
    - Desktop applications
    - Cloud



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## No code Web scraping tools





# Tools

## Chrome extensions



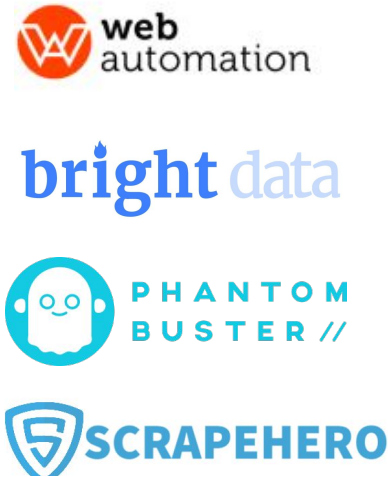
## Desktop



## Cloud



## Pre-Built





# Why Is no-code important?





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1. They have opened up the TAM of web scraping



The market is **growing**

- By 2024, three quarters of large enterprises will be using at least four low-code development tools for both IT application development and citizen development initiatives. [Gartner]
- By 2024, low-code application development will be responsible for more than 65% of all application development activity. [Gartner]
- The global Low-Code Development Platform Market is Set to Reach USD 53.0 billion by 2024, Observing a CAGR of 80.0% during 2019–2024. [VynZ Research]



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2. Forced us to make the web scraping experience simpler and easier

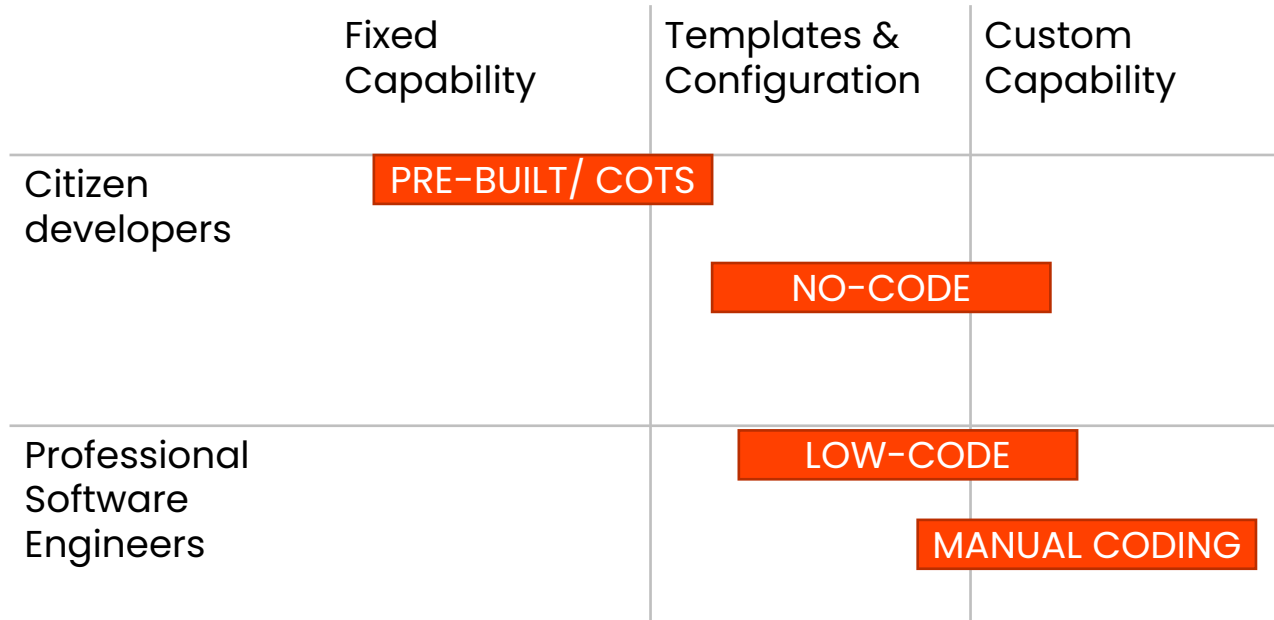
how  
.....

## Advantages

- speed up development cycle for large scale projects
- can be self-documenting
- reduces testing
- simplified and accelerated deployment
- ability for citizen developers to create solutions without coding.



When should you use no code web  
scraping?



When  
.....

are no code tools good?

*Ran a test with amazon.com product web scraping*

	Chrome ex	No code	Low code (desktop)	Low code (Cloud)	Pre-built (cloud)
Speed	Fast	Varied	Fast	Varied	Controlled
Quality	Inconsistent	Inconsistent	Inconsistent	Consistent	<b>Consistent</b>
Customisation	<b>Very Little</b>	Very Little	Flexible	Flexible	None
Cost	<b>From Free</b>	From \$49	From Free	From \$49	From \$49
Limitations	Features Customisation Antibot protection	Features Customisation Antibot protection	<b>Proxy + Infra needed</b>	<b>Advanced customisation</b>	No customisation
Maintenance	High	High	Medium	Low	No maintenance
Scalability	Low	Medium	Medium	<b>High</b>	<b>High</b>

# When



## limitations

- Platform dependency
- Learning curve
- Limited functionality
- Lack of flexibility and customisation- for more complex use cases
- You don't own your source code.





## Use case

### Problem

- Monitor Marketplace websites
- Didn't want their Dev resources distracted
- Wanted Managers to have autonomy to configure and manage with visual interface
- Didn't want the burden of managing more proxies & servers



CTO, e-commerce retailer



## Use case

### Solution

- Monitor Marketplace websites
- Didn't want their Dev resources distracted -----> **Low maintenance**
- Wanted Managers to have autonomy to configure and manage with visually -----> **Visual Interface**
- Didn't want the burden of managing more proxies & servers -----> **Cloud based**



**CTO, e-commerce retailer**



## Use case

### Problem

- Monitor competitor websites
- Technical team but no web scraping expert on team
- Needed ability to do some minor customisations
- Consistent recurring data with low disruption to pipeline



**Data Analytics Manager,  
e-commerce retailer**



## Use case

### Solution

- Monitor competitor websites
  - Technical team but no web scraping expert on team
  - Needed ability to do some minor customisations
  - Consistent recurring data with low disruption to pipeline
- > **No-code**
- > **Low-code**
- > **Prebuilt, cloud**



**Data Analytics Manager,  
e-commerce retailer**

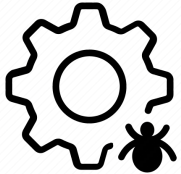


How



## No code web scraping Tech stack

**No code tool**



**Integrated SaaS Tools**



and thousands of possible tools



**Database Layer**



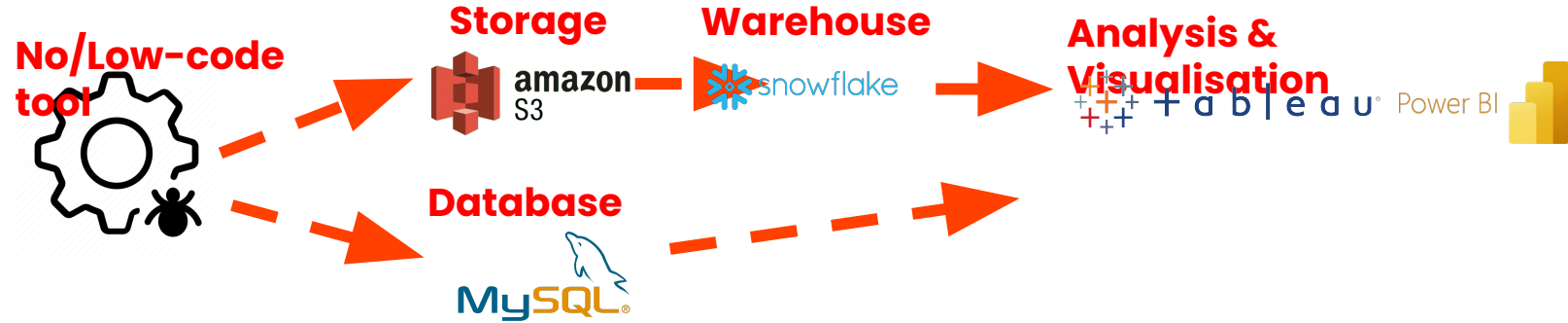
**Airtable**



Google Sheets

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## No code web scraping Tech stack





# How to build a successful no-code tool

Intuitive UI/UX







# How to build a successful no-code tool

## Templates

**WebAutomation Extractor Marketplace**

Find ready-made Web Scrapers and extract data from any website with just a few clicks, no coding necessary.

Search Keywords

513 Pre-Defined Extractors (PDEs) Sort ▾

**Categories**

- All
- Amazon
- Directory
- E-Commerce
- Investment
- Learning
- Marketing
- Marketplaces
- Other
- Real Estate
- Recruitment
- Reviews
- Social Media
- Travel

**By country**

- All
- Australia
- Belgium
- Brazil

**Don't see what you need?**  
Let our concierge build an extractor for you.

- E-Commerce Data
- Real Estate Data
- Marketplaces Data
- Reviews Data

Order Now From \$149

**amazon**

**Amazon Product Details Scraper**

Amazon scraper to extract price & product data from Amazon category, department, product or search pages

Webautomation 5 stars 5,459

**Booking.com**

**Booking.com Scraper - Hotel Rooms ...**

Scrape booking.com Hotel room listings full details including Price, Address, Amenities, No of Beds, Longitude, Photos,...

Webautomation 5 stars 708

**ebay**

**eBay Listings Web Scraper**

Extract Product listings data like Price, Title, Condition, Image and description from ebay product search pages

Webautomation 5 stars 753

**twitter**

**Twitter Profile Scraper**

Our pre-built Twitter Scraper tool will scrape all tweets, retweets, replies starting from a Twitter profile page. Wit...

Webautomation 5 stars 159

**Google Maps**

**Google Maps Web Scraper**

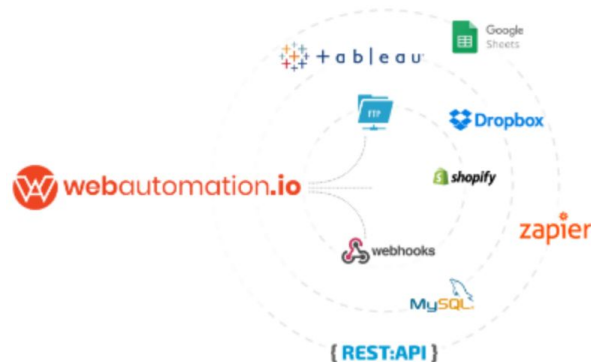
Generate leads by Extracting Business information, reviews and more from Google Maps Listings without writing any code

Webautomation 5 stars 9,858



# How to build a successful no-code tool

Integrations






# The Future



More Cloud based solutions





More vendor no code products



Bigger market



Artificial Intelligence/  
Machine Learning





Should every business have a  
no-code web scraping strategy?