

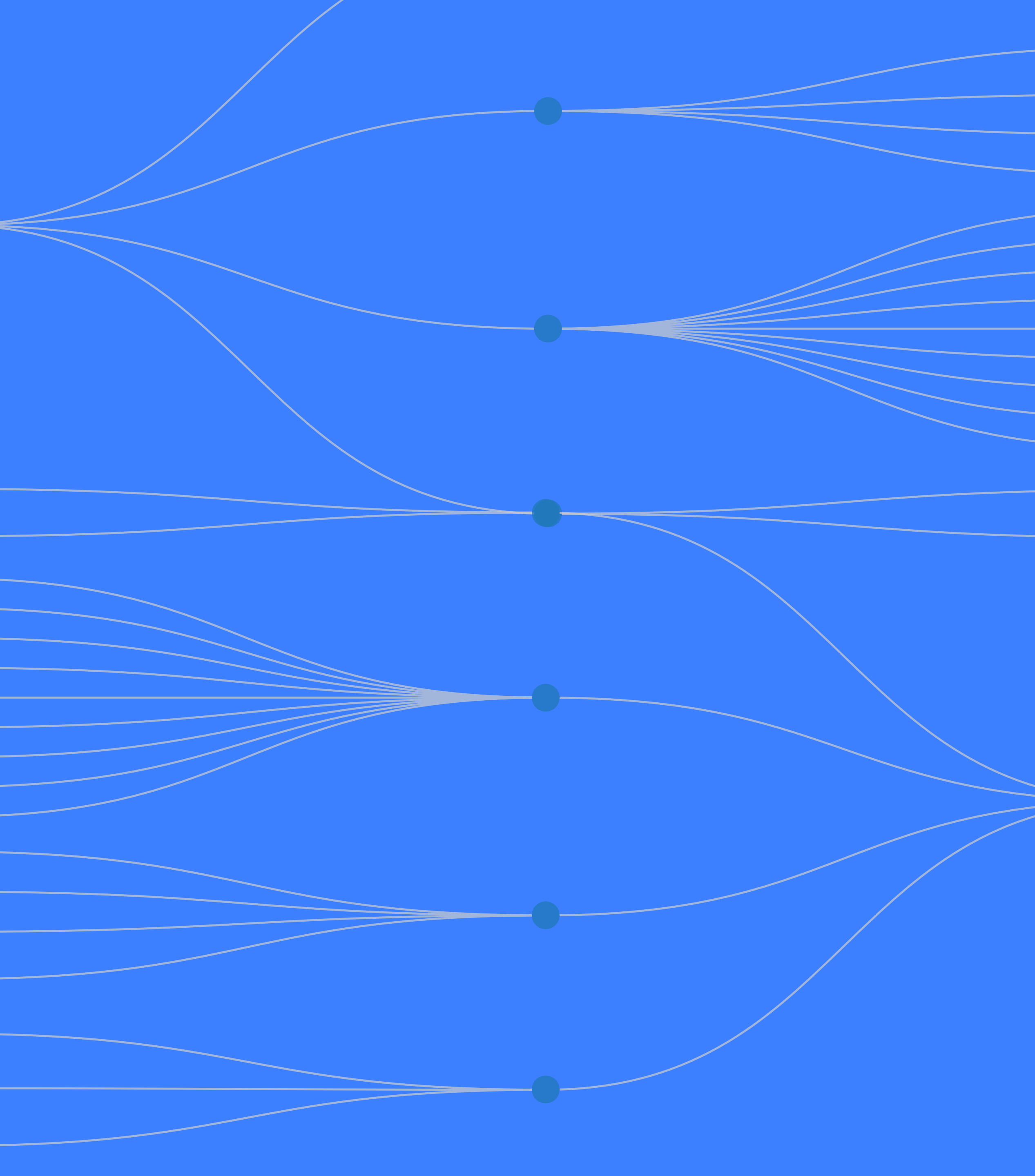
The State of Public Web Data Report 2024

A critical resource for organizations,
the economy, and the consumer.

bright data



Table of Contents



Summary

We are in a data-driven revolution, with nearly every business leveraging public web data for intelligence and research.

89% of respondents recognize public web data is crucial or very important to the global economy. Public web data is defined as any data not behind a log-in.

The pandemic accelerated digital transformation, prompting organizations to adopt more comprehensive public web data strategies and expand their budgets to support these initiatives.

In The State of Public Web Data Report 2024, third-party researchers discover that public web data is an essential currency of business and decision-makers say it is critical to the future of their organization. Among the most common uses of public web data, building AI models stands out as pivotal, underscoring its importance in driving innovation and competitive advantage. With global inflation still high above pre-pandemic levels, consumers stand to benefit too, as respondents reveal public web data helps customers save money.

Public web data serves as a fundamental resource for the global economy, but this report uncovers significant challenges ahead. These challenges serve as an opportunity to address future accessibility, supportive regulation, and understanding of the role public web data has in both business and personal lives.

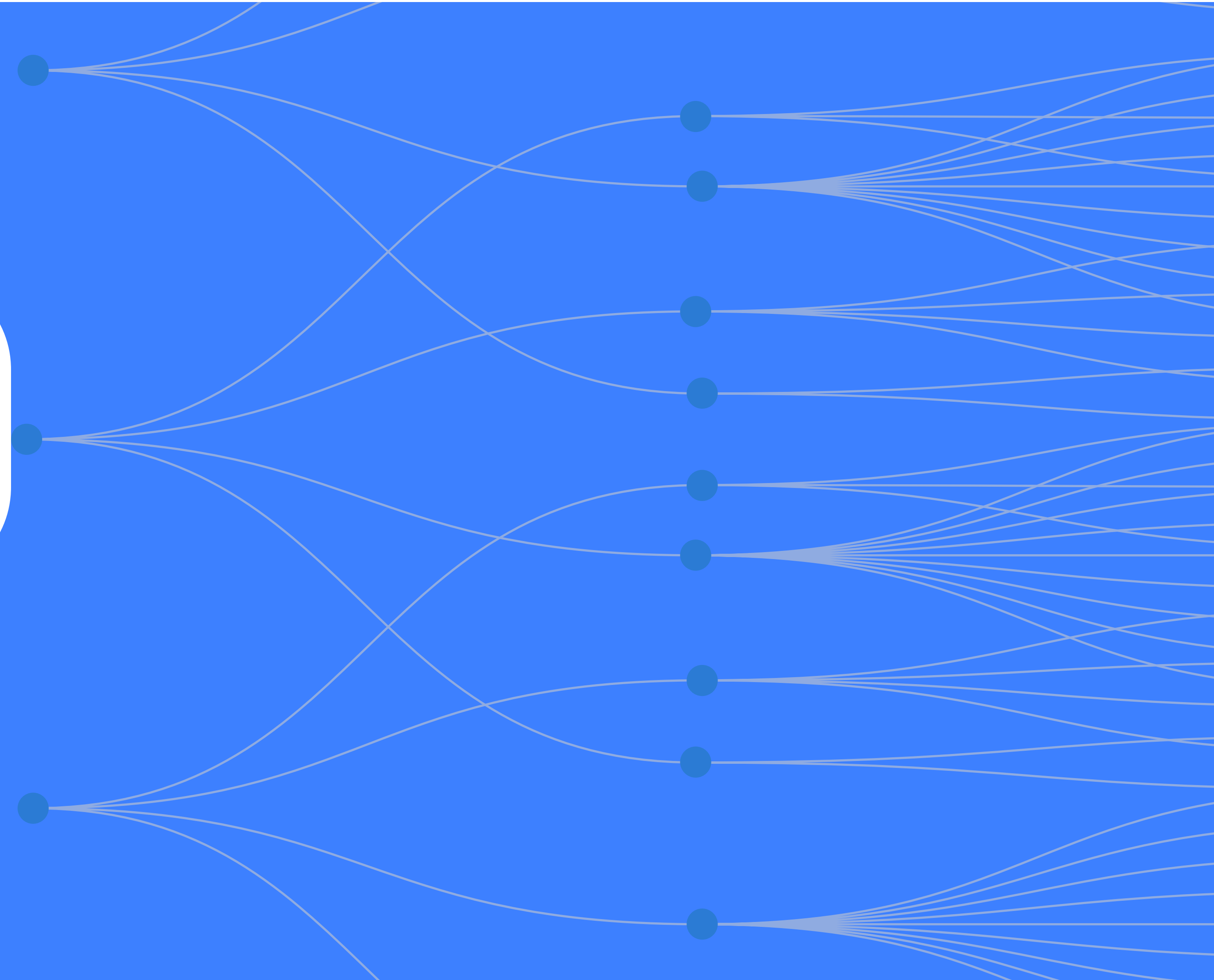
Methodology

Bright Data commissioned independent market research specialist Vanson Bourne to undertake the survey of 500 decision-makers between December 2023 and January 2024, with representation in the USA (300) and the UK (200).

Respondents hold leadership roles and are from organizations with 250 or more employees. They represent organizations from diverse industries, including retail & eCommerce, banking & finance, insurance, manufacturing, media, telecommunications, business & professional services, and IT & tech. These organizations report annual revenues ranging from at least \$10 million to over \$50 billion.

Researchers used a rigorous multi-level screening process to ensure that only suitable candidates were allowed to participate. Unless indicated, the results discussed are based on the total sample.

The Data Effect: Global Economy and Organizations

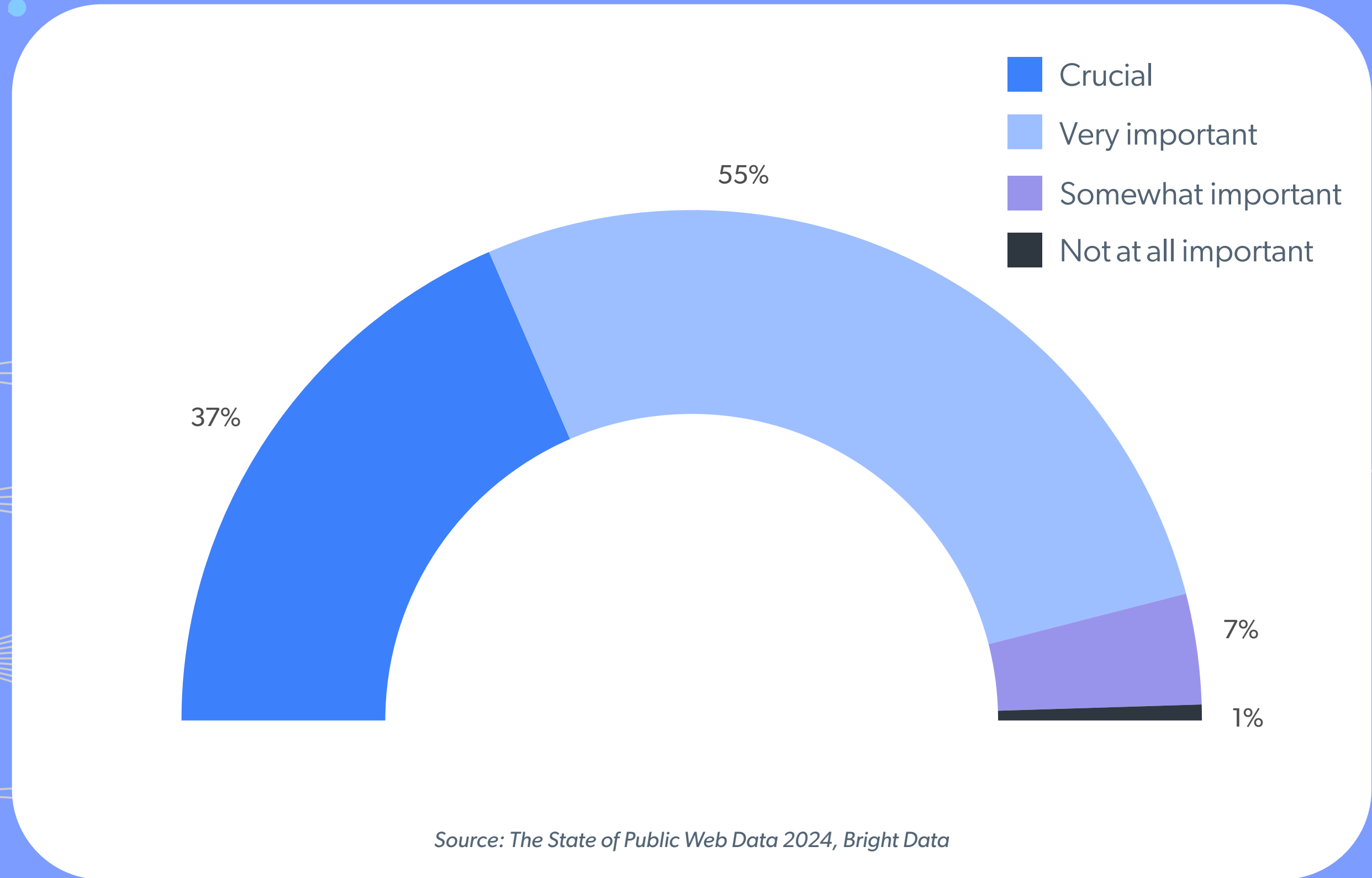


Public web data is mission critical to organizations.

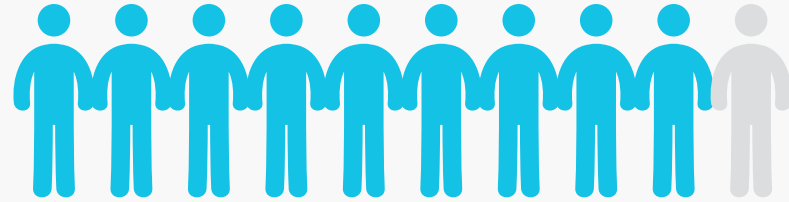
It's relied upon by organizational leaders to make quicker, data-backed decisions in day-to-day operations, is necessary to gain market insights, and serves as a compass for long-term initiatives. Through public web data, organizations go beyond traditional business intelligence and learn about factors that impact growth and production.

89%
say public web data is crucial or very important to the global economy

Importance of public web data on operations and decision making



Organizations without a formal public web data collection strategy in place are prioritizing it in 2024.

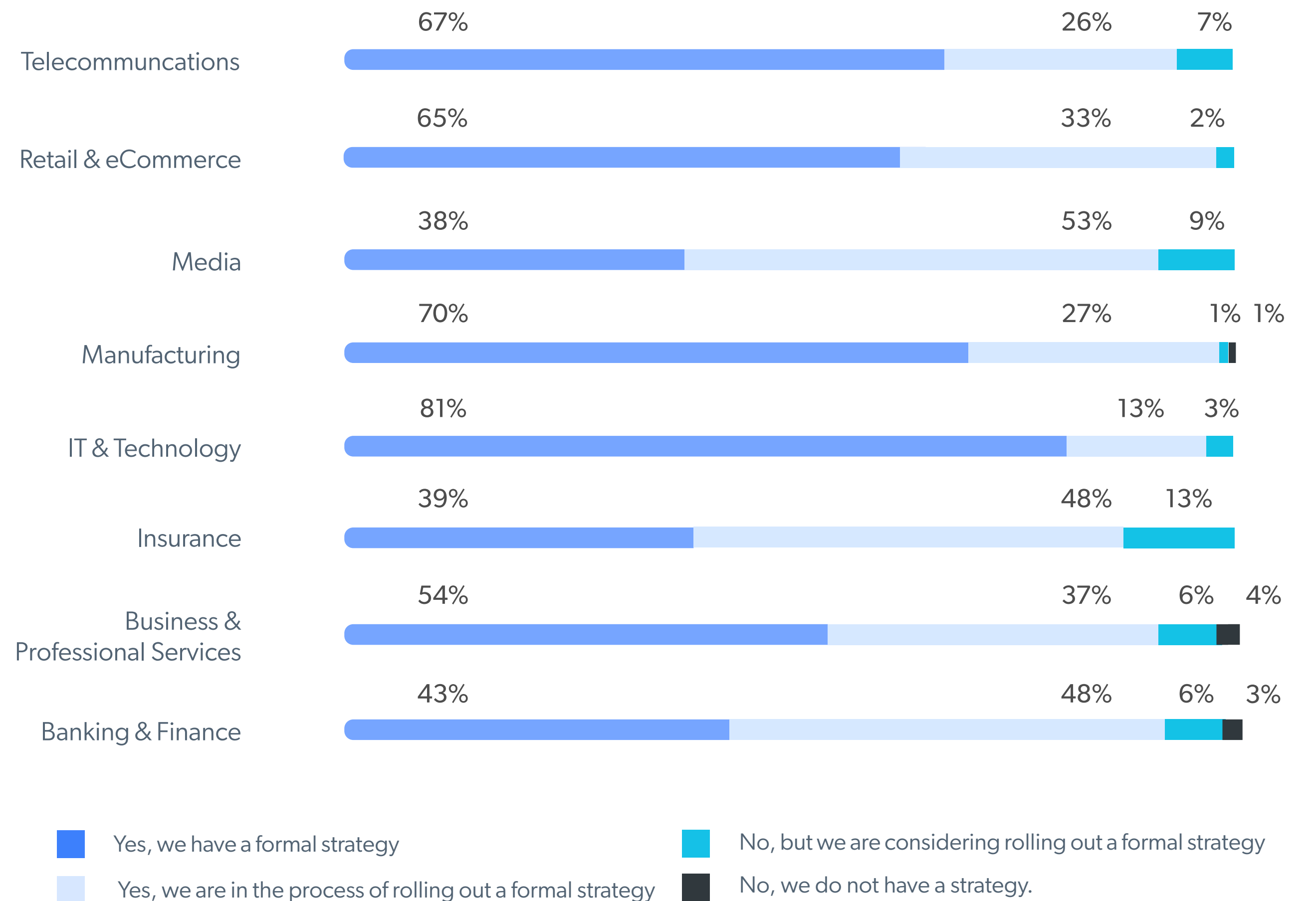
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have a plan to collect and action public web data.

One factor that has added emphasis to this type of data collection is the deprecation of third-party cookies, which 85% of organizations are currently looking to replace.

Public web data has become increasingly important to show a complete picture of what the market looks like for different organizations, products, and research.

Organizations in different stages of strategy



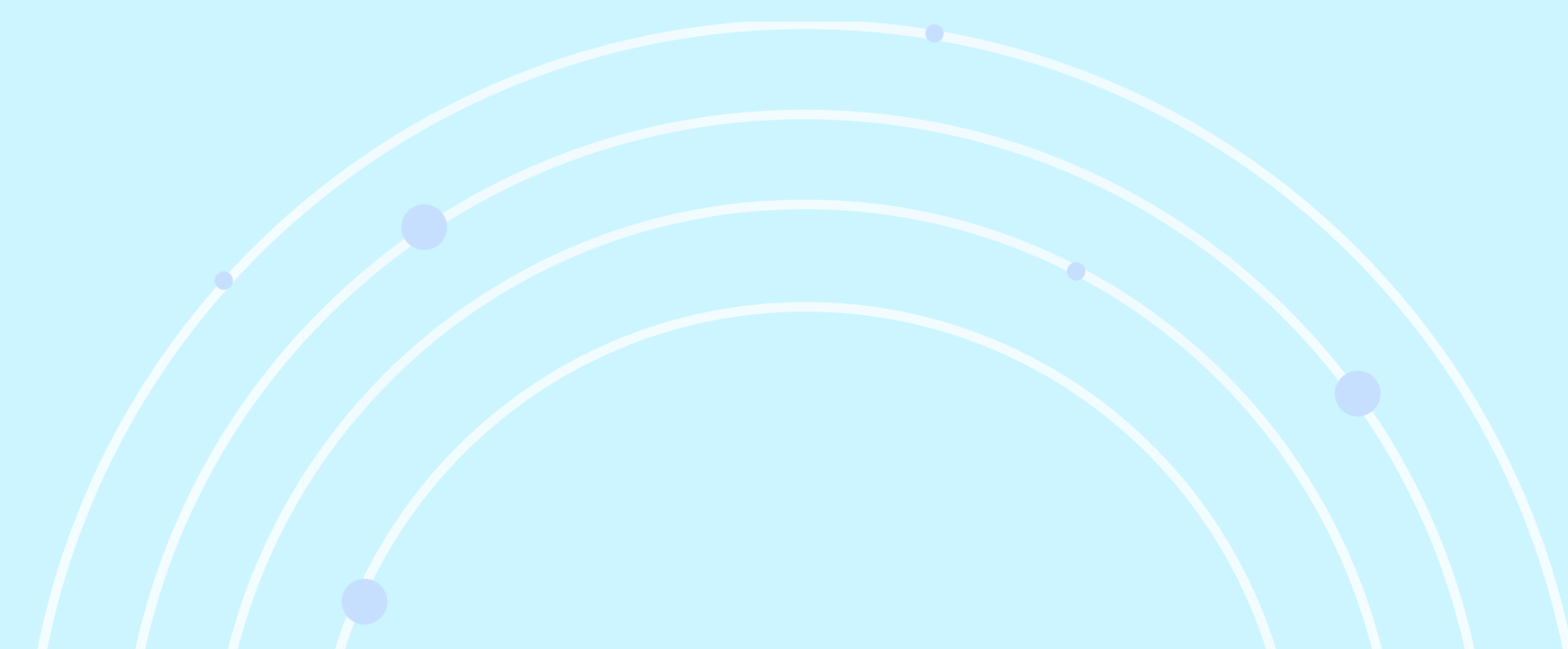
Source: The State of Public Web Data 2024, Bright Data

High value placed on public web data and strategy forecasts a strong financial performance.

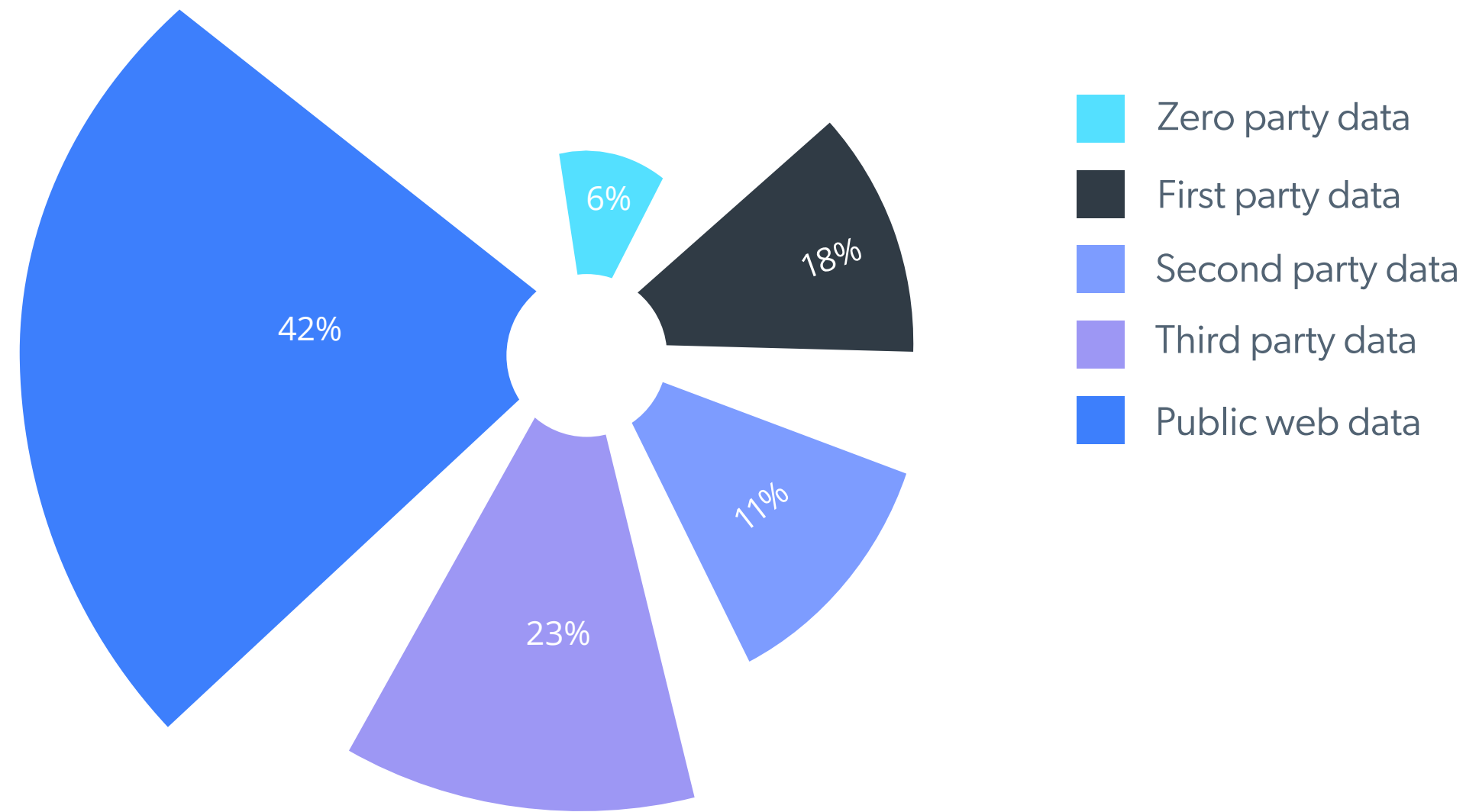
- > Nearly all respondents who expect their organization's revenue to increase regard public web data as crucial or very important to their organization.
- > Nearly all organizations that highly value public web data have a strategy for gathering and actioning it.
- > Those with a formal strategy or are actioning one expect significant revenue growth this year.



92%
have a public web data strategy or are implementing one.

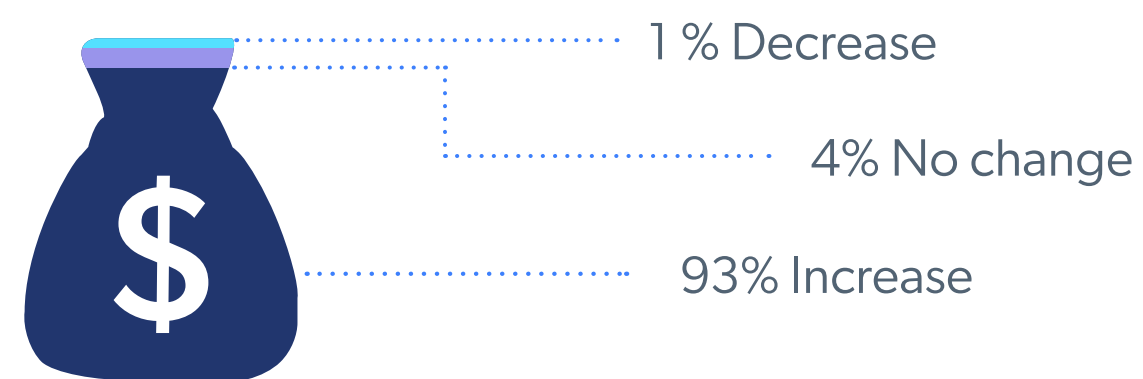


Budget allocated to type of data



Source: The State of Public Web Data 2024, Bright Data

Expected budget change in the next 12 months



Source: The State of Public Web Data 2024, Bright Data

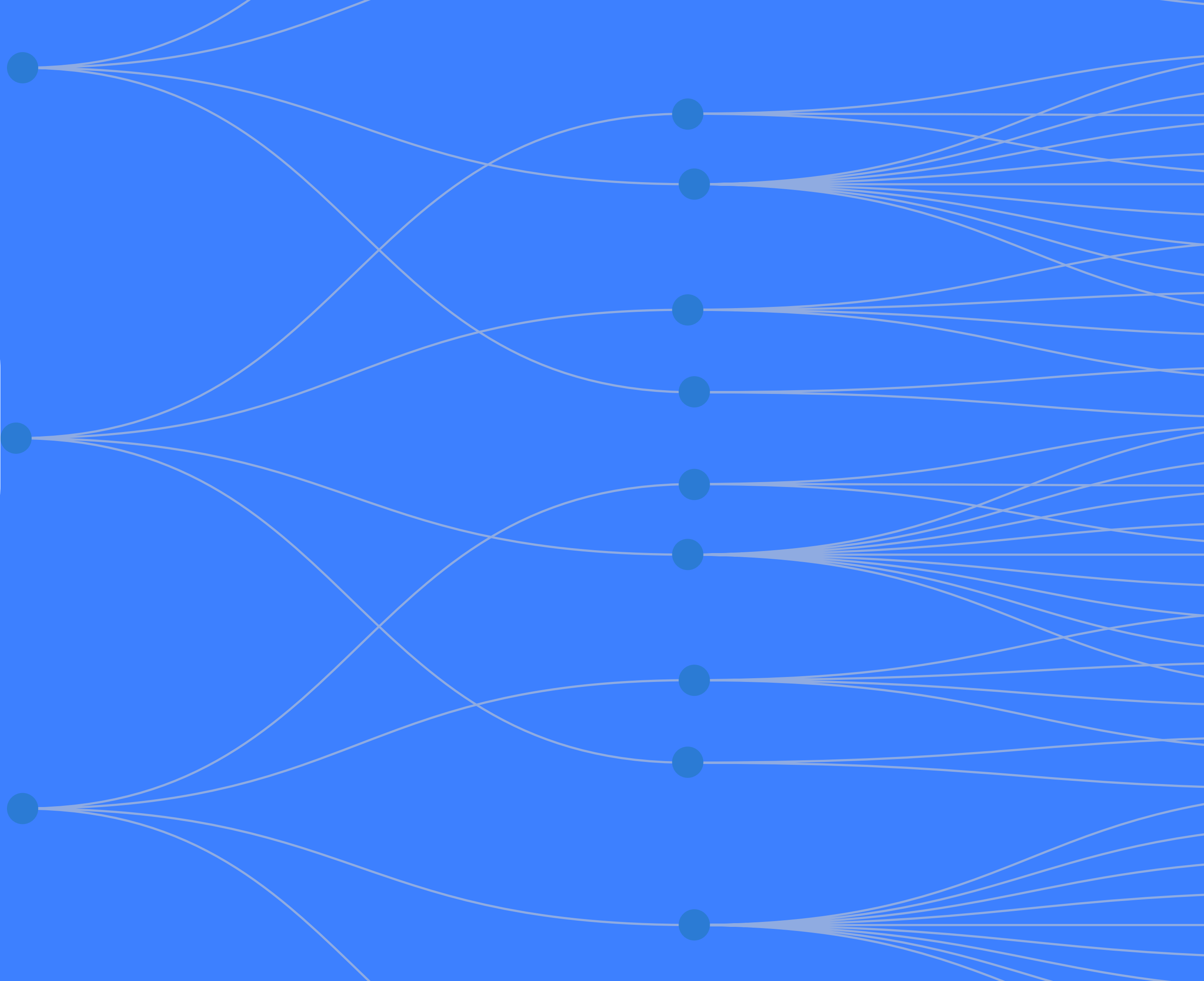
Budgets for public web data collection are increasing across the board.

Organizations are investing more in public web data, which supports current and future predictions of year-over-year growth in the public web data category.

- > In 2023, 86% of organizations increased their budgets for public web data collection.
- > In 2024, 93% of organizations increased their budgets for public web data collection.

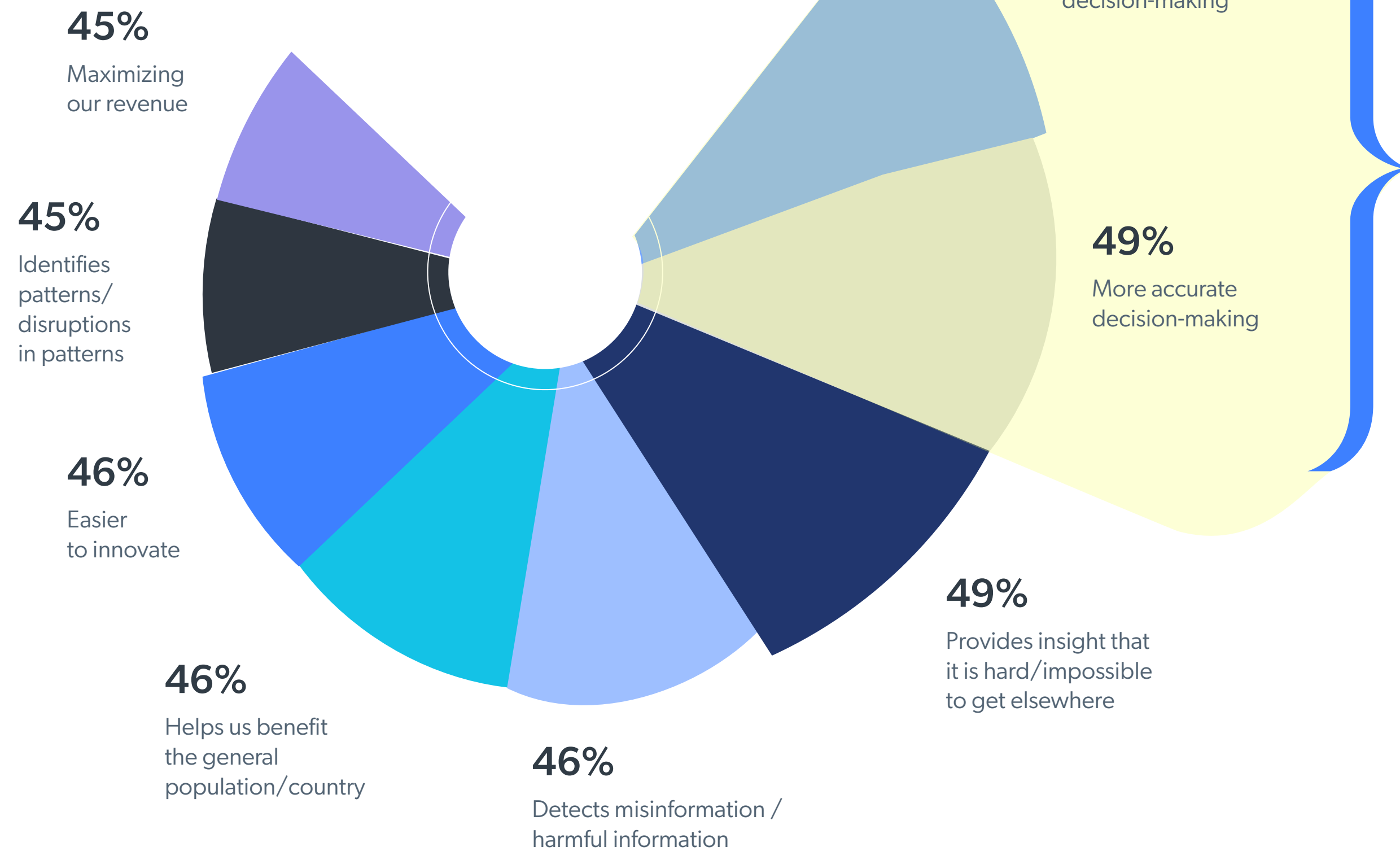
On average organizations budget \$5.313 million annually for public web data collection and use. According to respondents, the majority of organizations spend 42% of their data budget specifically on public web data.

Industries Finding the Competitive Advantage



Industry-specific data available

Benefits to an organization



Source: The State of Public Web Data 2024, Bright Data

73% of respondents say public web data benefits their organization by allowing for quicker or more accurate decision-making.

Public web data is accessible in real-time, so an organization can get an accurate picture of what is happening in the market at that moment. By analyzing this data, an organization can anticipate future trends and make more intelligent decisions.

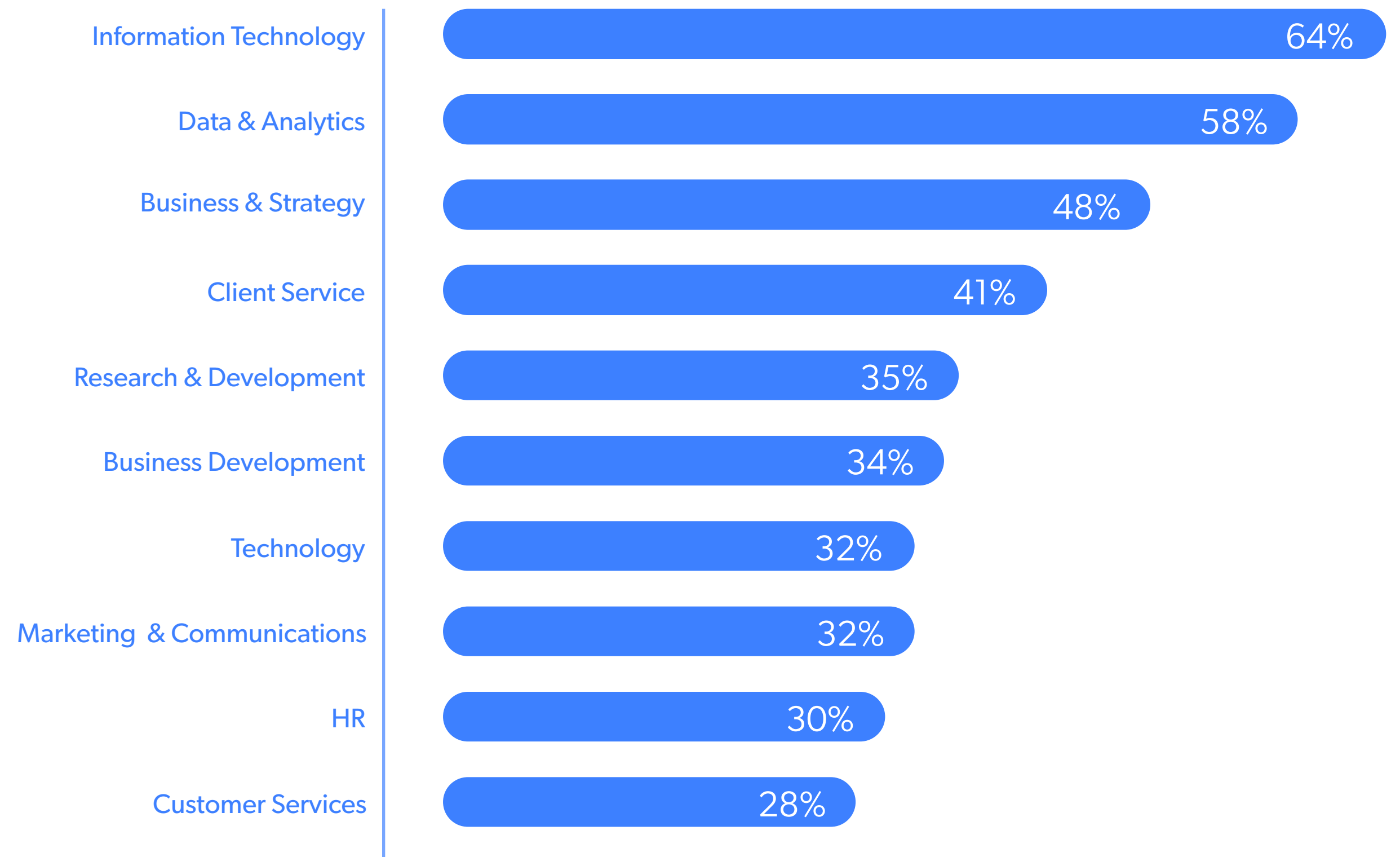
The average organization uses public web data across six departments.

There are thousands of ways public web data is used across departments in all industries.

Departments are finding uses that align with their strategic goals, such as human resources and recruiting, marketing and lead generation, or public relations and brand protection.

If there is a question or insight a department needs addressed, it's highly likely the answer can be found with public web data.

Departments commonly using public web data



Source: The State of Public Web Data 2024, Bright Data

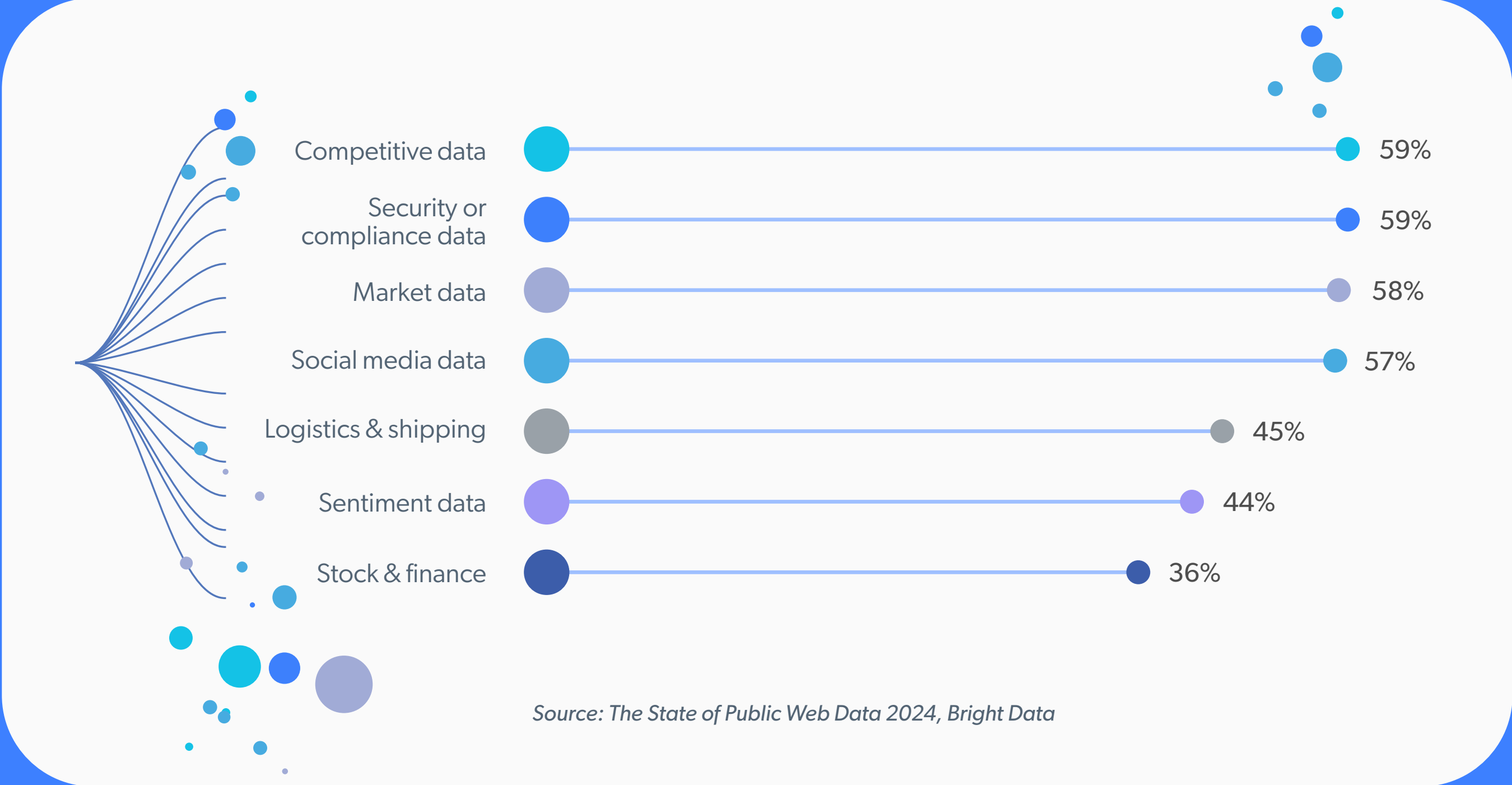
Current data collection

Industry-specific data available

Most organizations leverage four different types of data.

The most common types of data used are security or compliance and competitive data.

Security or compliance data are among the most collected data types across all industries surveyed. By collecting data from threat intelligence feeds, government and security agency alerts, and industry news sites, organizations can stay ahead of potential cybersecurity threats and ensure compliance with regulatory standards.



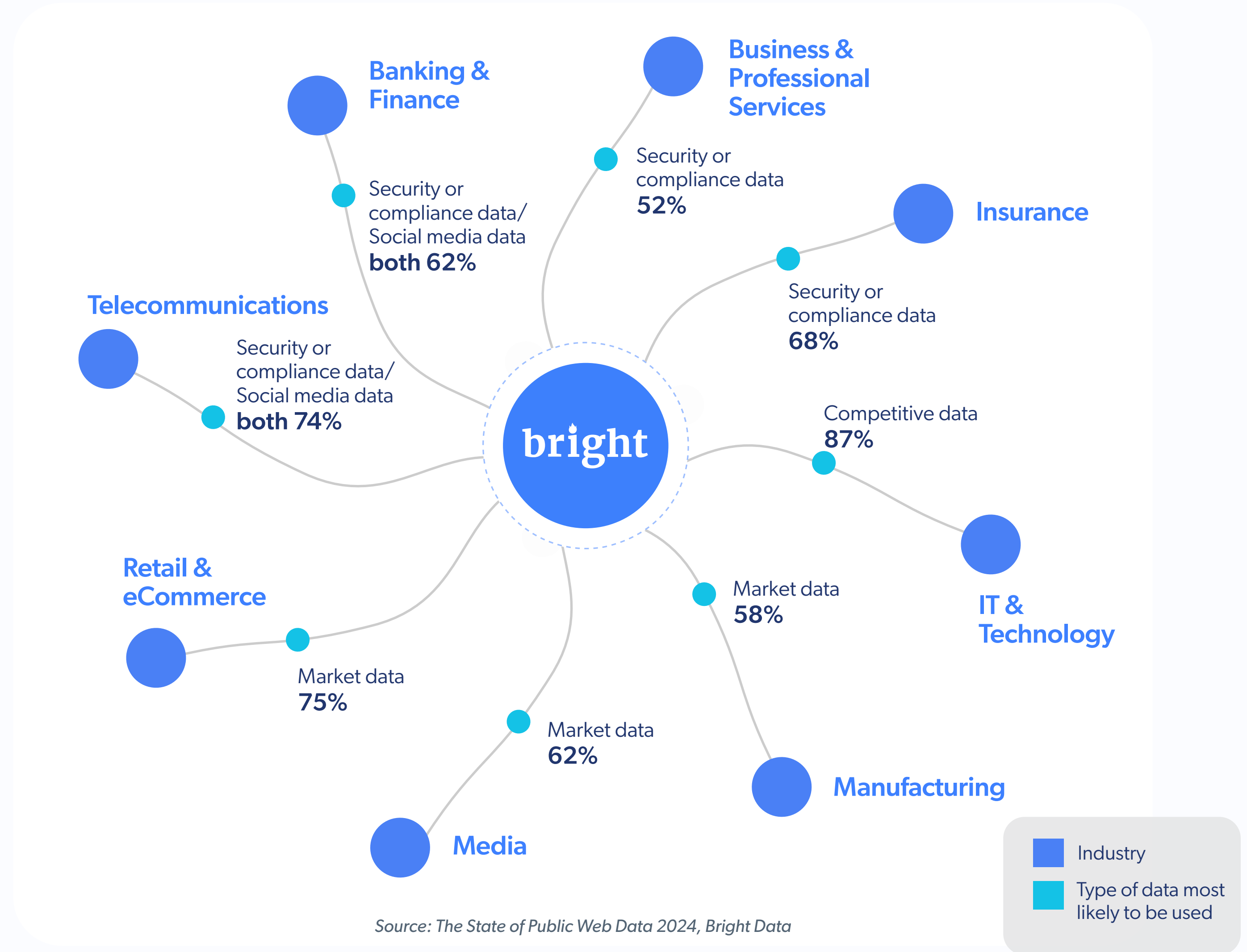
Organizations focused on protecting the web, their data, or clients' data rely on security or compliance data to identify anomalies that signal potential attacks on systems and prevent them.

Market data allows organizations to understand broader factors influencing market dynamics by providing invaluable insight into consumer behaviors and trends.

Through social media data, organizations discover what customers are saying about their brand, locate new customers, and identify influencers.

Competitive data helps organizations understand their competitors' strategies, new product launches, and market positioning.

Type of data most likely to be used by industry



The consumer benefits when an organization uses public web data.

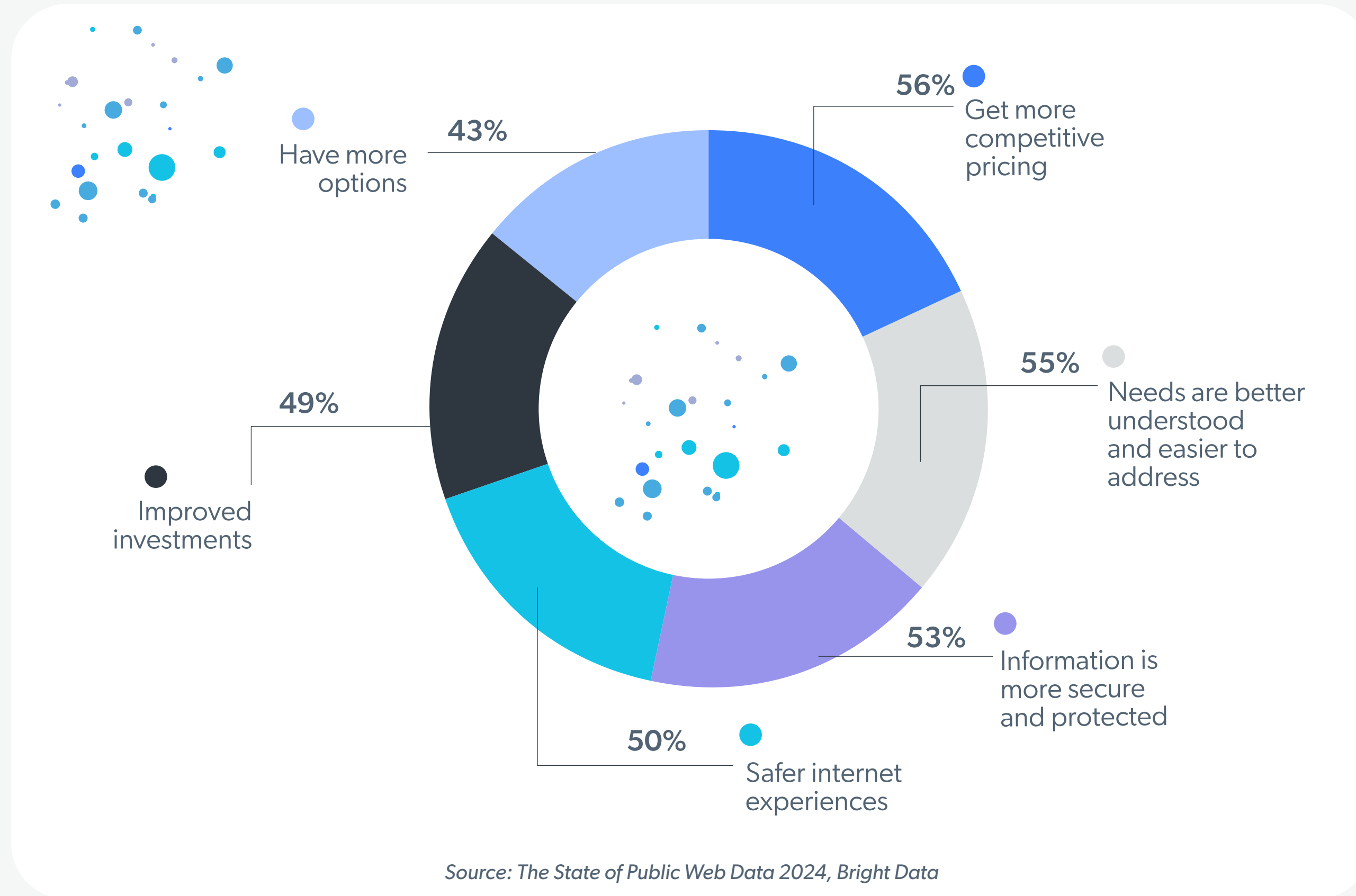
Commonly used in price comparison, this results in more options and better pricing by creating a competitive market.

By tapping into external discussions on public forums, organizations understand customers' needs, address concerns, and adapt strategies more effectively.

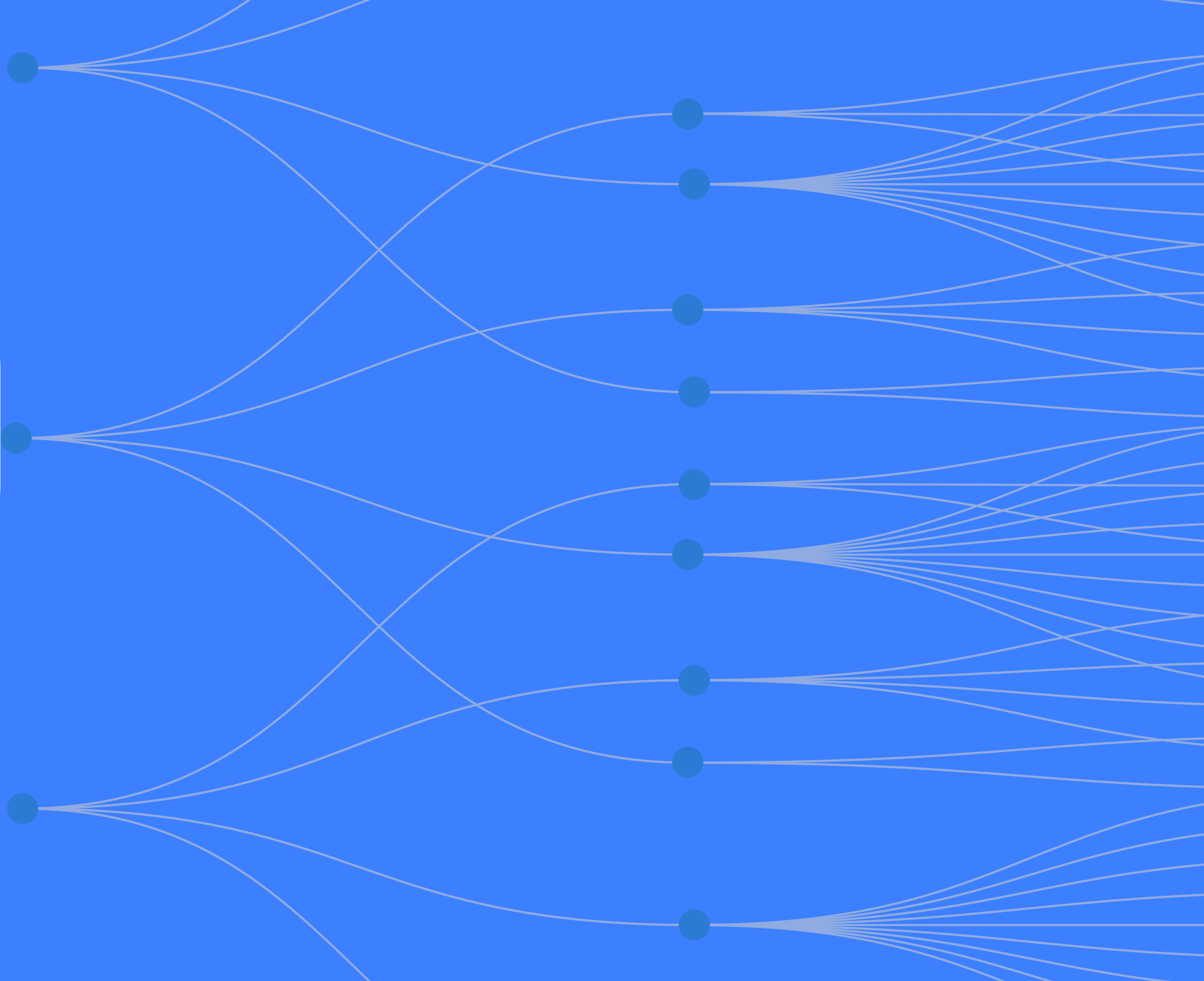
Security and compliance is the most sought-after type of data, used to protect consumer information by adding safeguards to the systems that store it.

Top customer benefits

Industry-specific data available



Public Web Data is the Future of AI



Building AI models is the number one reason organizations use public web data.

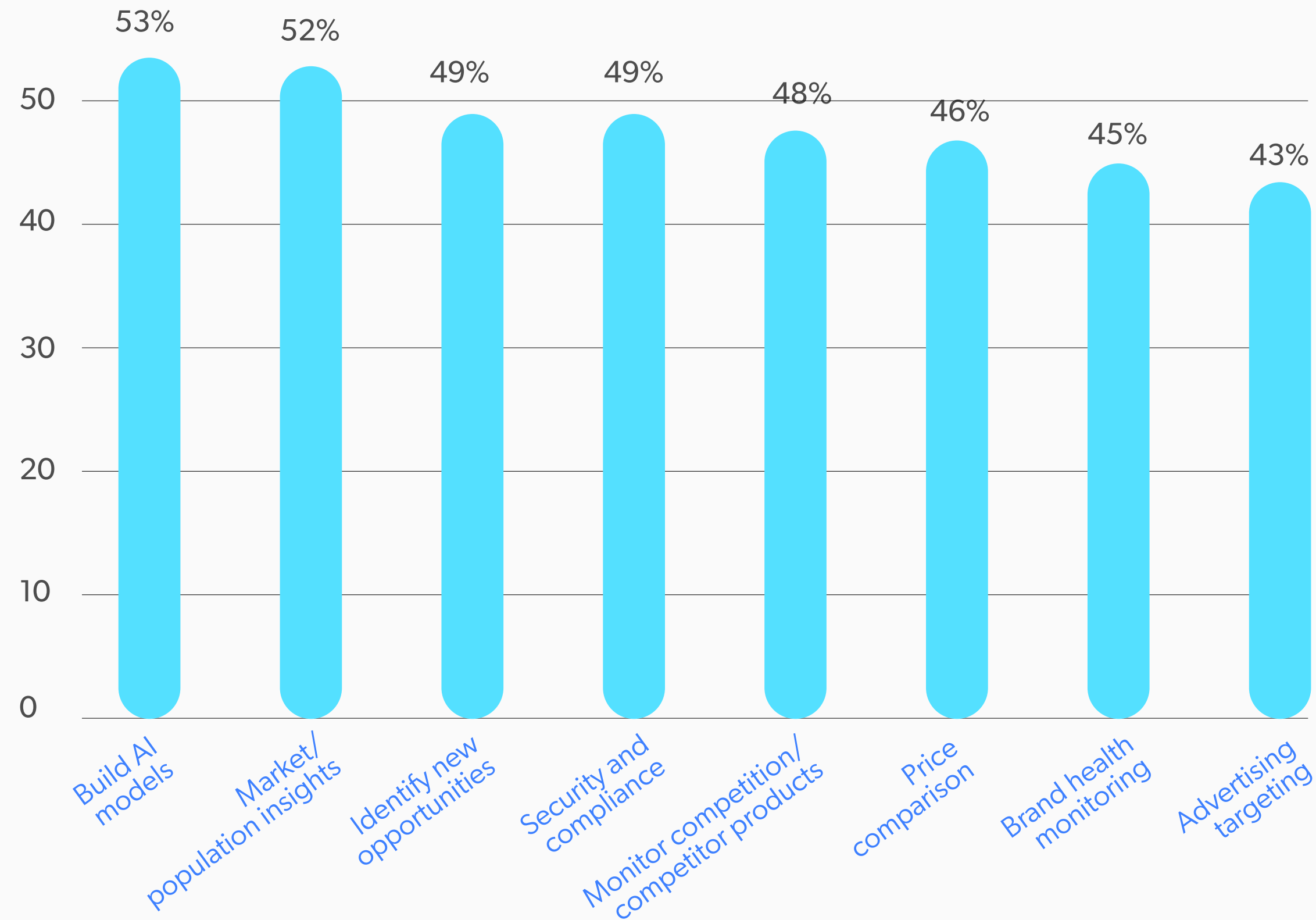
When respondents were asked what they would do with even more public web data, the priority is clear.

56% of organizations would use additional public web data to enhance current AI models or start a new AI program.

65%
of organizations that recognize how crucial public web data is for the global economy are building AI models.

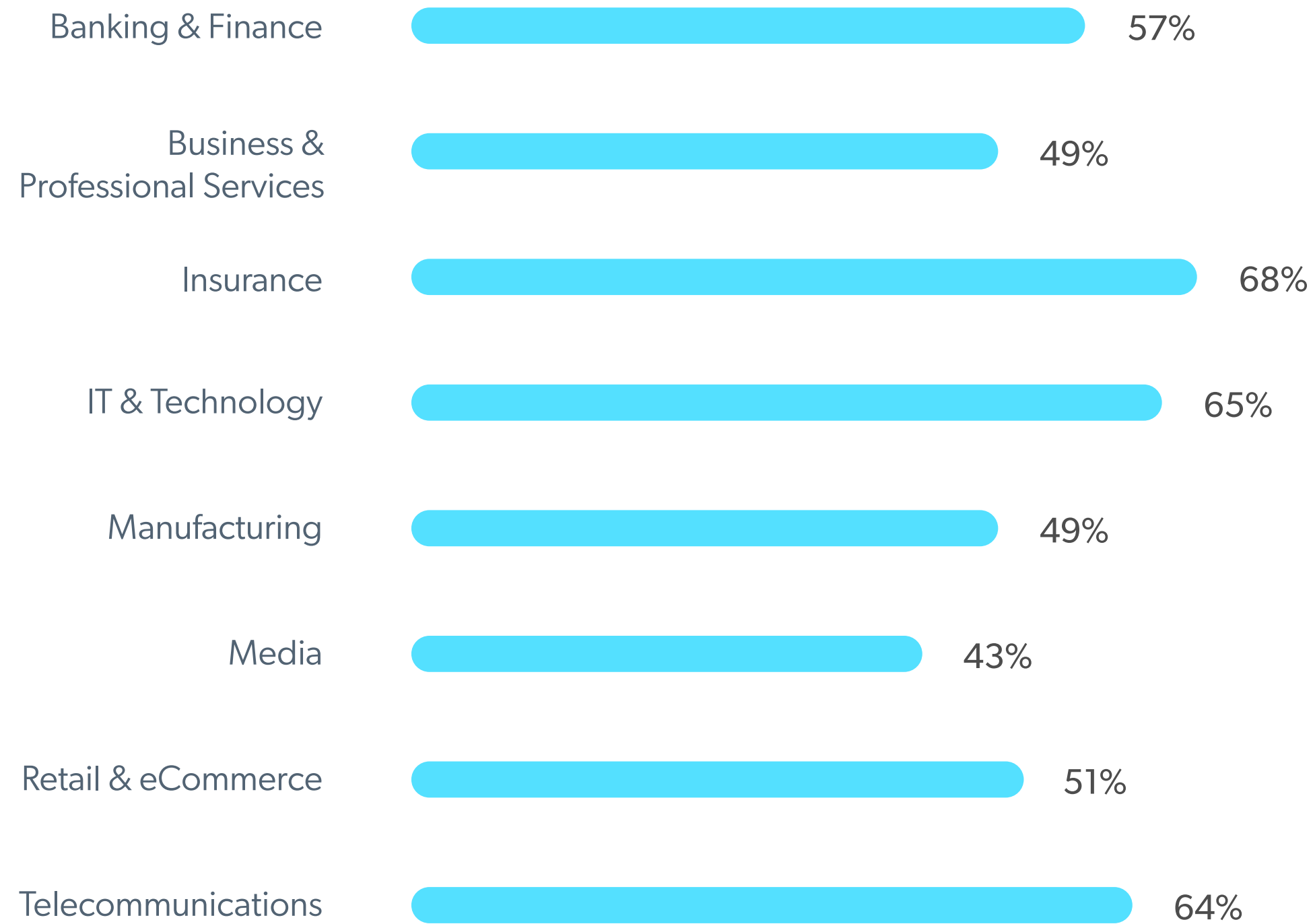
How public web data is used in organizations

Industry-specific data available



Source: The State of Public Web Data 2024, Bright Data

Industries using public web data to build AI models



Source: The State of Public Web Data 2024, Bright Data

Every industry surveyed is using public web data to build AI models.

Organizations with a formal strategy for public web data are more likely to use this data to develop AI models. This highlights a strategic commitment to position themselves for a future defined by intelligent automation powered by public web data.

90%

of organizations that expect an increase in revenue believe public web data is critical for the development of AI models.

Respondents have three concerns:

72% are worried about the accessibility of public web data within the next 5 years.

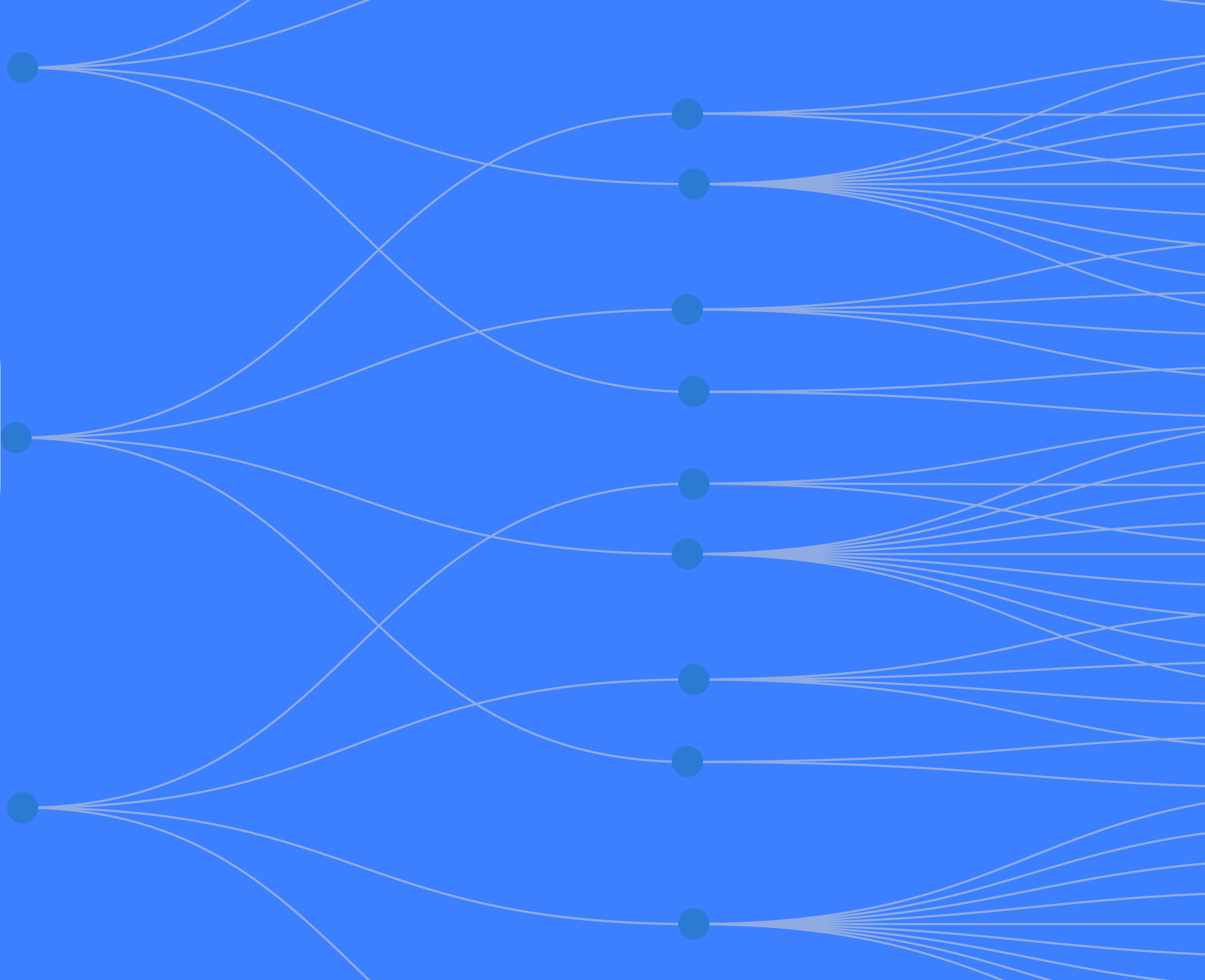
79% believe big tech hides too much public web data.

73% say lack of regulation around public web data worries their organization.

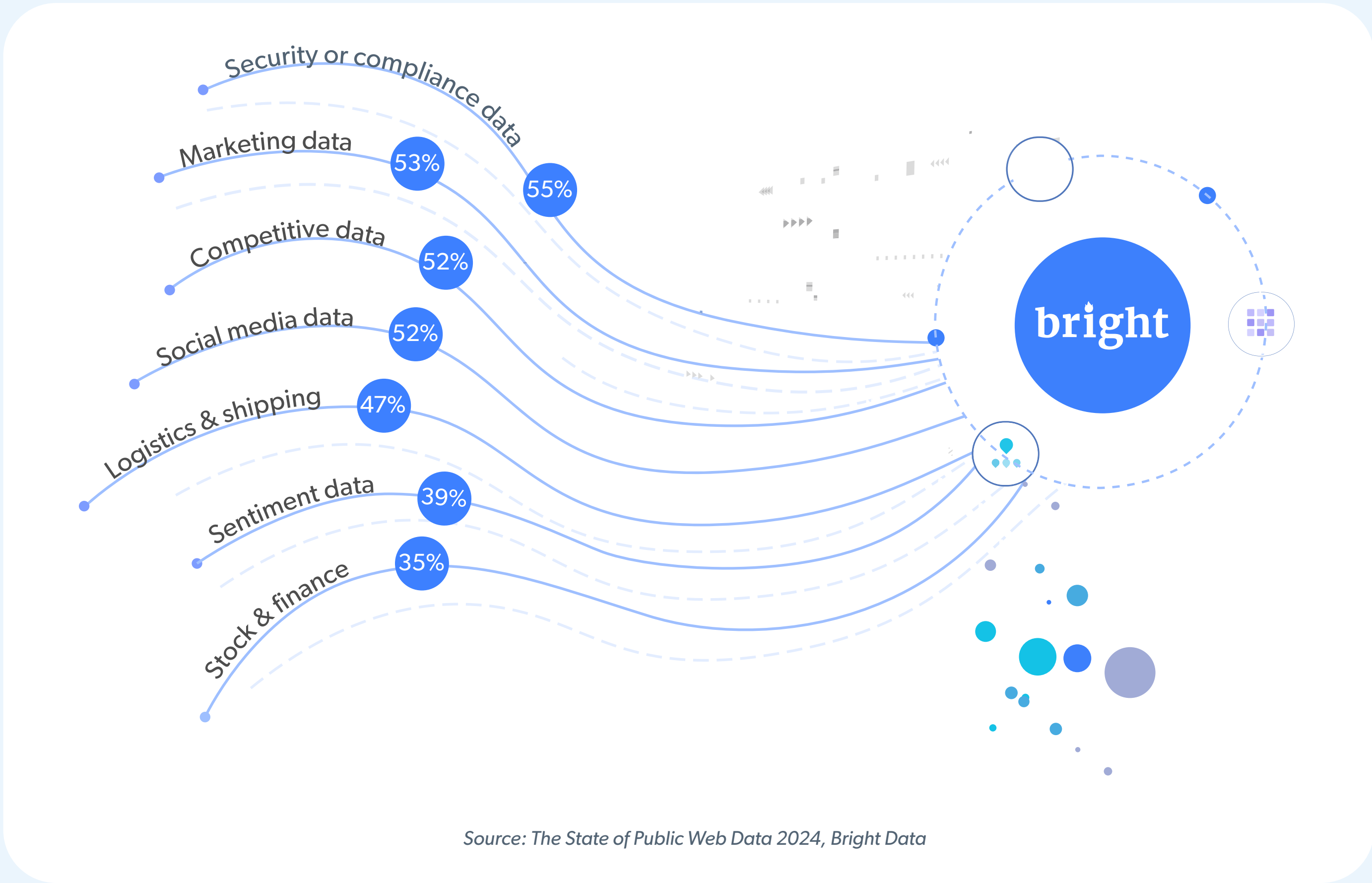
At the time of writing this report, regulation that protects information in the public domain is very rare. It's left out of most written legislative frameworks but is the tool needed to promote a competitive market, conduct research, and train generative AI machines.

88%
agree public web data is
critical for the development
of AI models.

The Call for More Data



Type of additional data needed



98% of respondents say their organization needs more data of at least one type.

Most survey respondents desired an additional three types of data.

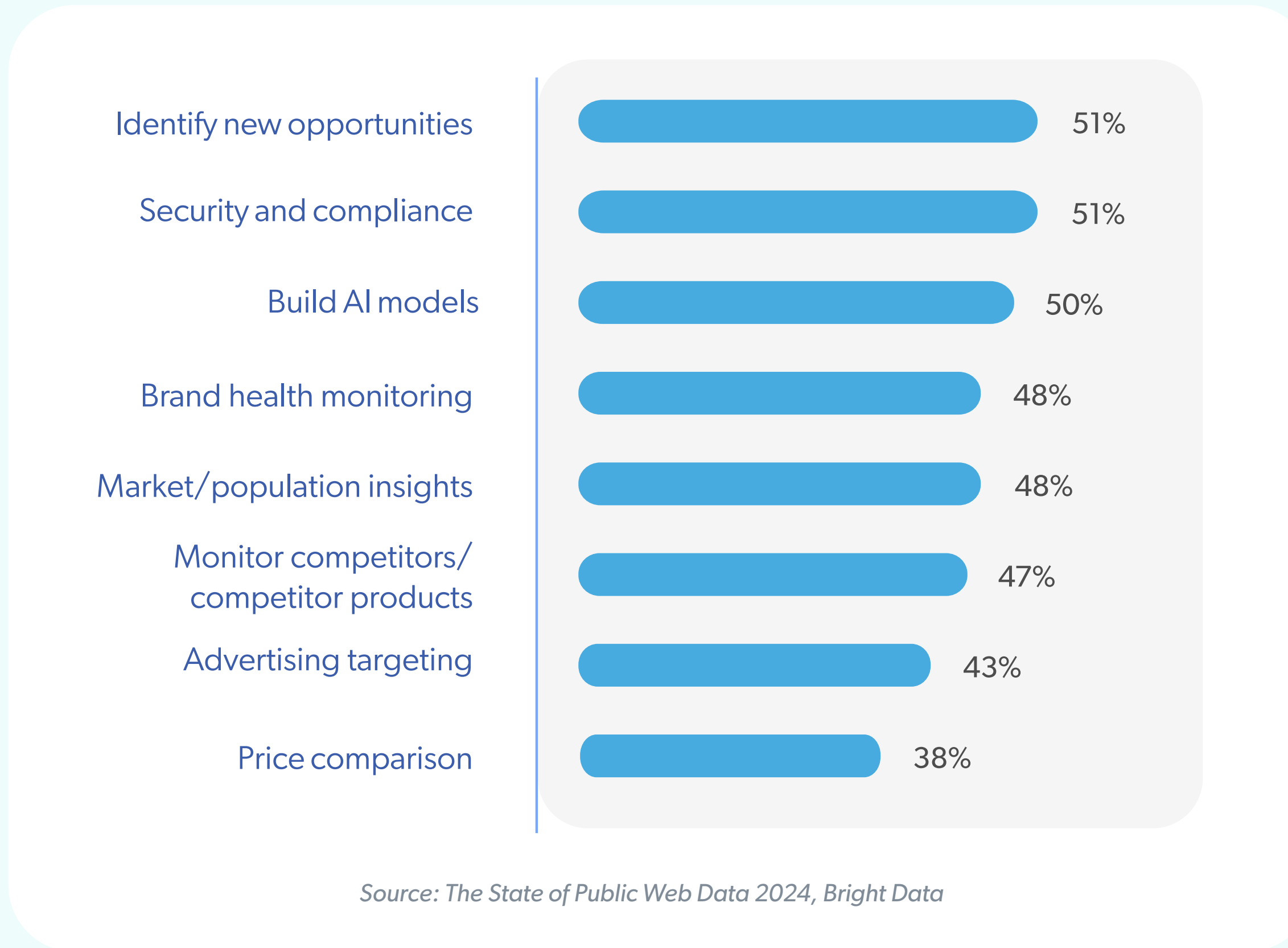
Despite the widespread use and collection of various data types, organizations will almost always want and need more.

Security and compliance data was consistently noted as one of the most common types of public web data collected and identified as the most desired category for additional data collection.

If organizations collected additional data, they would most likely use it to identify new opportunities and for security and compliance purposes.

Using public web data such as search trends, social media discussions, and reviews on eCommerce sites, organizations can gather information on market trends and customer sentiment. These important insights help organizations identify new opportunities by anticipating consumer needs and fostering innovation.

Desired use cases



More data, more often.

Of those that were surveyed...

38% leverage public web data at least once a day.

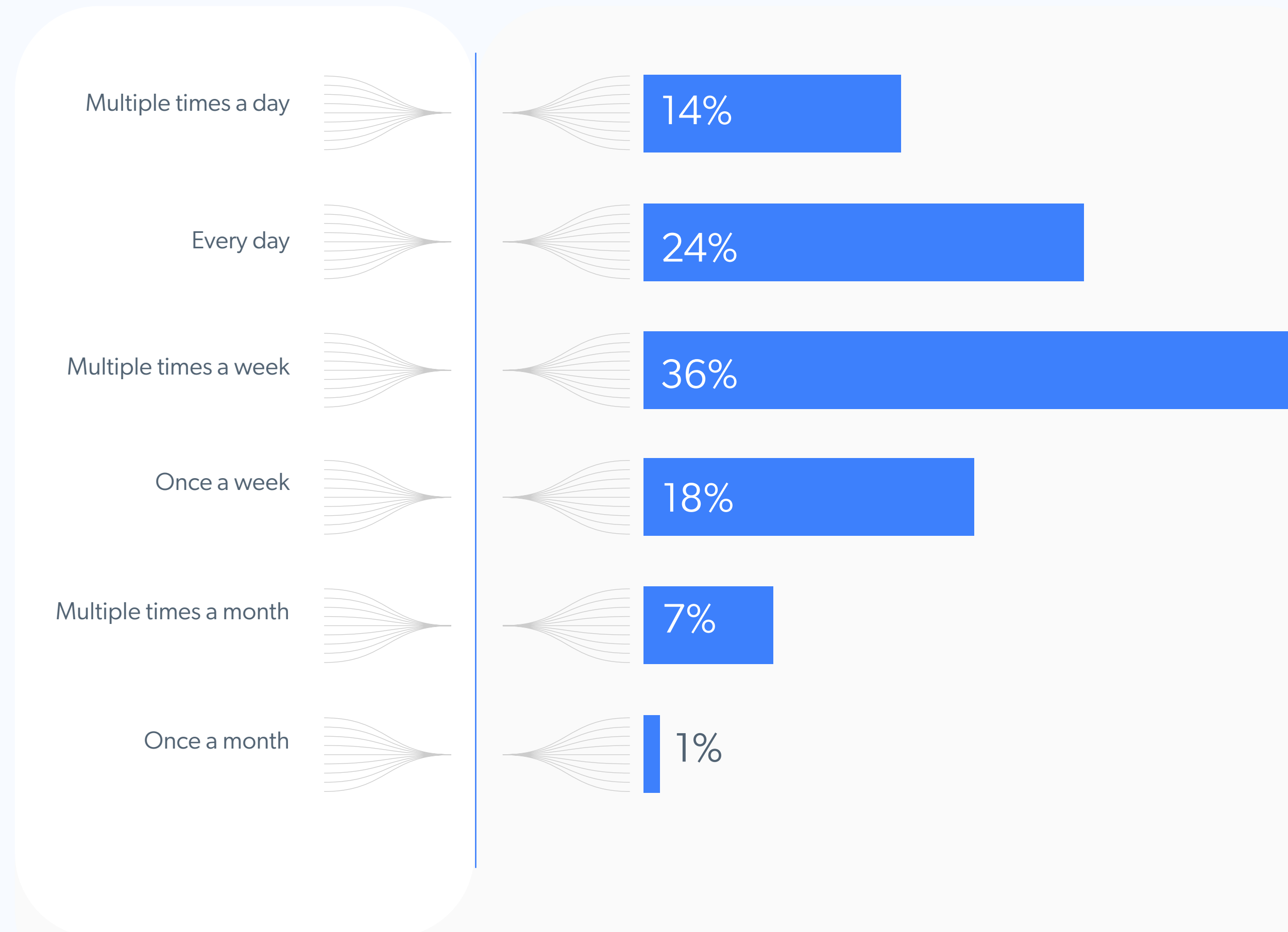
92% leverage public web data at least once a week.

Case studies support the need for public web data collection multiple times a day, especially if the data on the website changes often.

This is especially true for industries that face fluctuation, such as pricing or security, where the need is constant and evolving.

Frequency public web data is sourced*

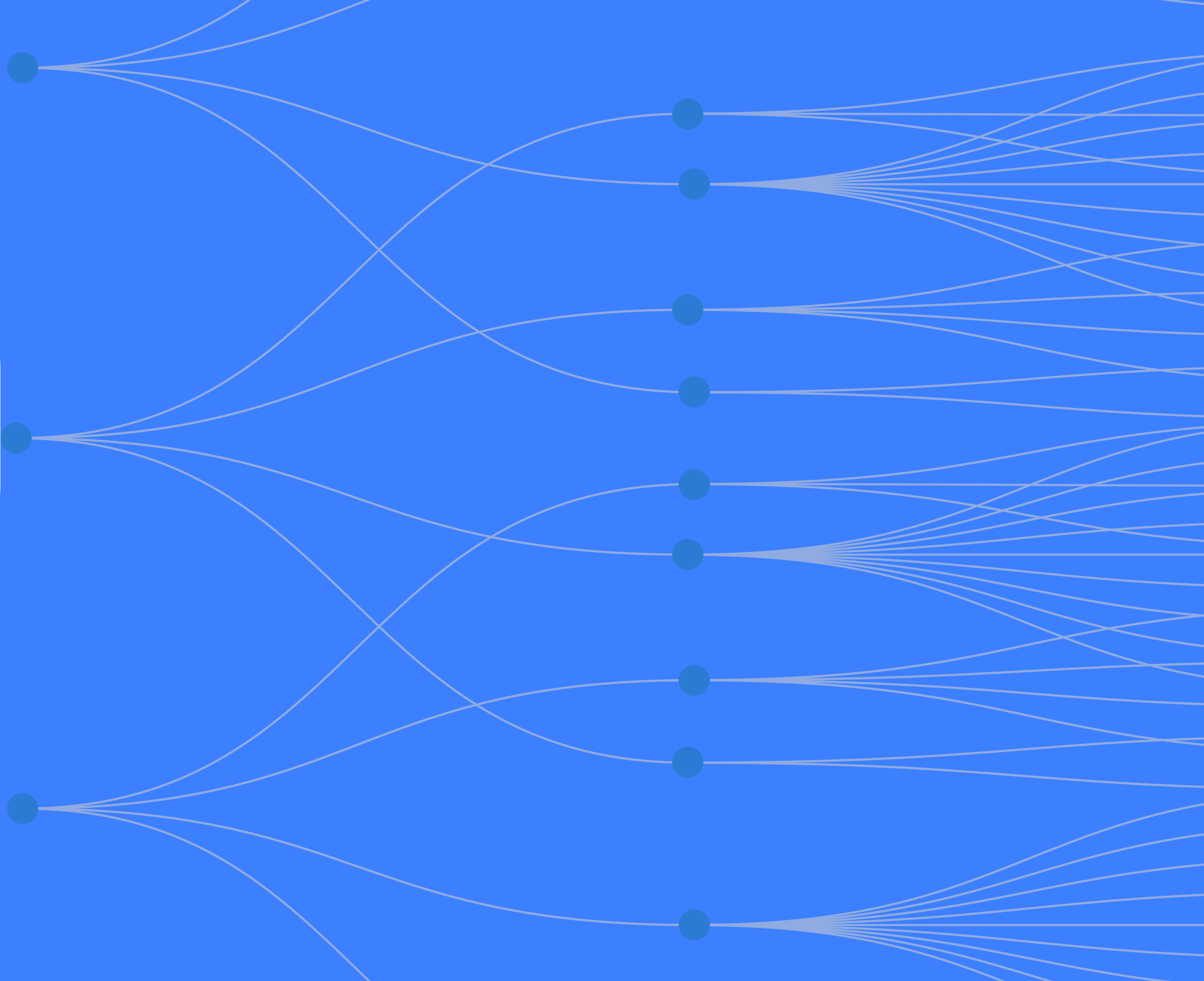
**rounded to the nearest whole number*

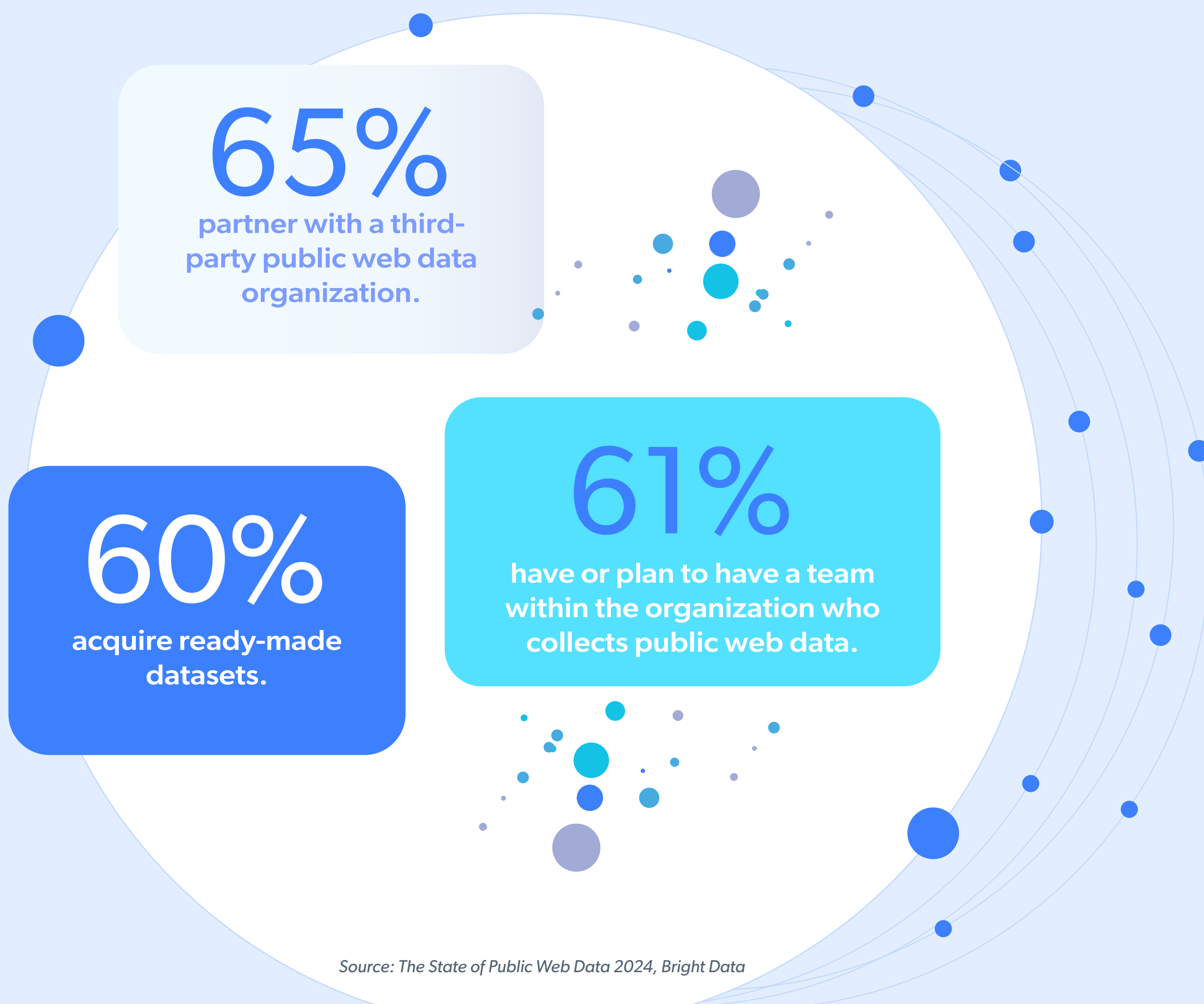


Industry-specific data available

Source: The State of Public Web Data 2024, Bright Data

From Access to Application: Data Challenges





Successful organizations use multiple strategies to collect and action public web data.

This includes obtaining ready-made datasets from marketplaces, utilizing web scraping tools within their team, or sourcing custom datasets with the help of a third party.



Source: The State of Public Web Data 2024, Bright Data

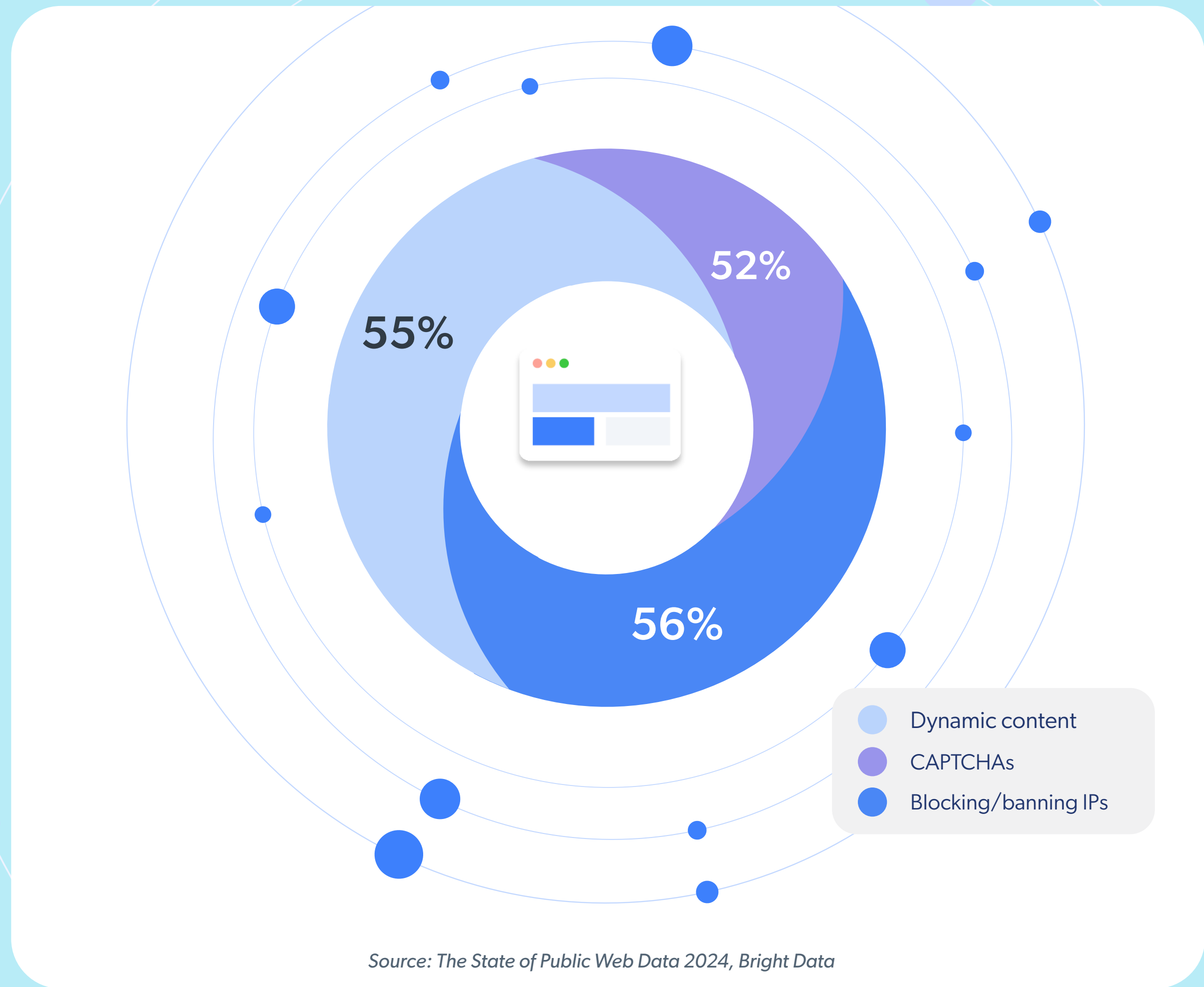
Web data access remains the key technical challenge for organizations to overcome.

More than half of organizations face one or more technical challenges when trying to access public web data, mainly blocking IPs, CAPTCHA solving, and handling dynamic content.

Keeping up with advanced technical challenges and rapid website changes is becoming increasingly complex as organizations scale their web data collection operation.

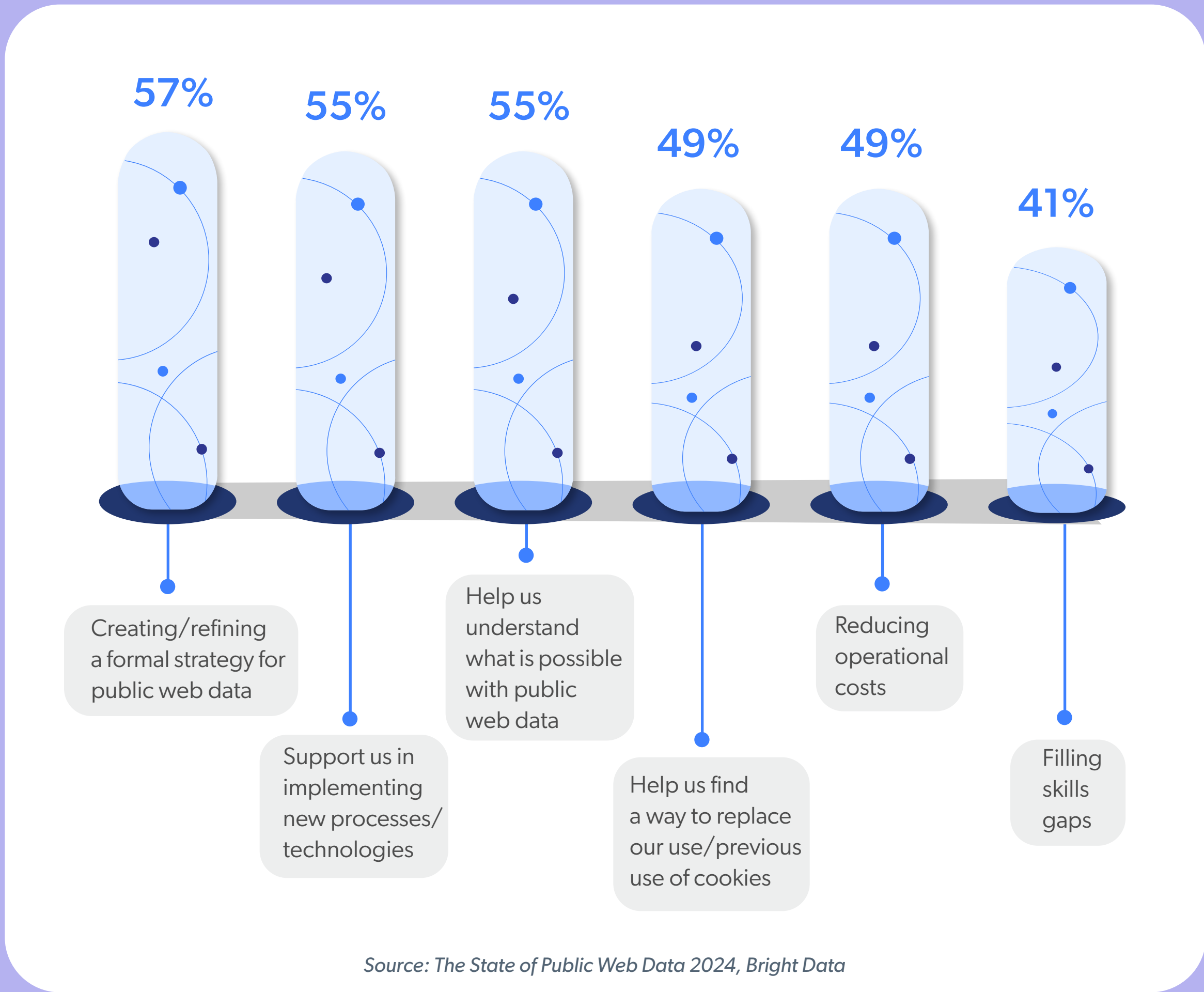
Vendors today have software solutions designed to tackle these challenges, allowing teams to focus on innovation and revenue-generating projects instead of spending time and resources building and maintaining their scraping infrastructure.

Top three technical web scraping challenges vendors can solve



Source: The State of Public Web Data 2024, Bright Data

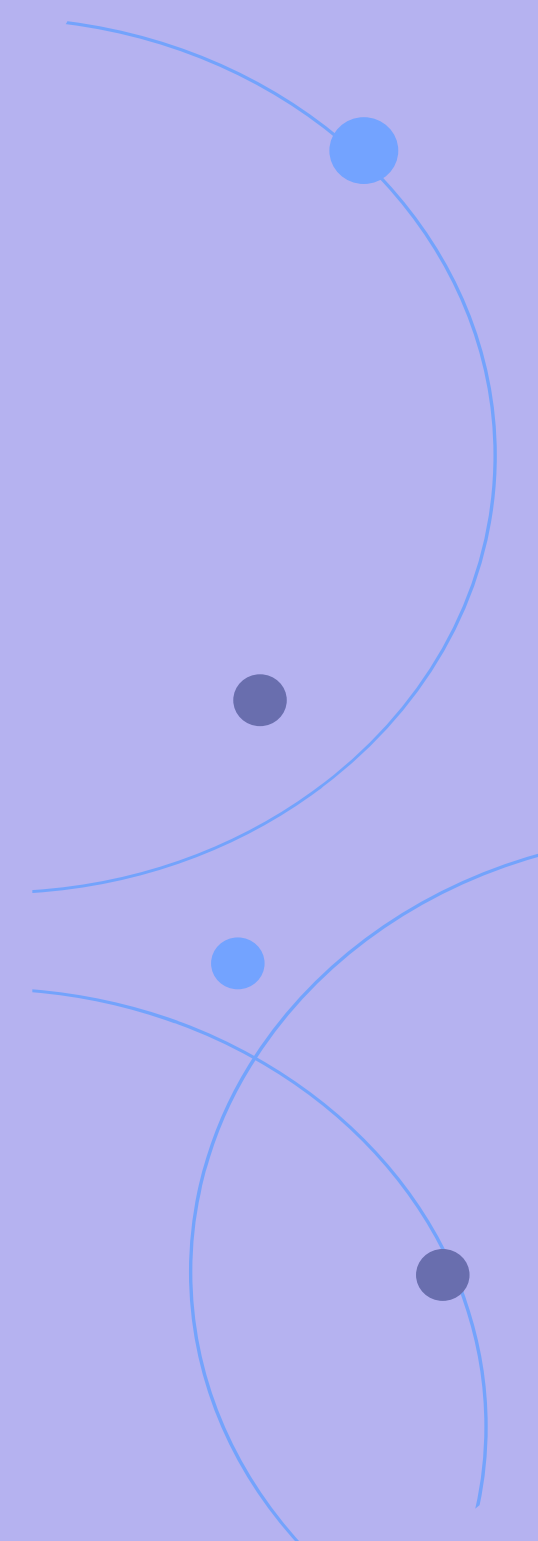
A vendor can help your organization by



A public web data vendor can do more than provide you with the tools to succeed; they are experts in understanding how your industry can use data most effectively.

A vendor can help you understand how to best gather and use the information with your current resources as well as provide a road map to increase data collection for other purposes.

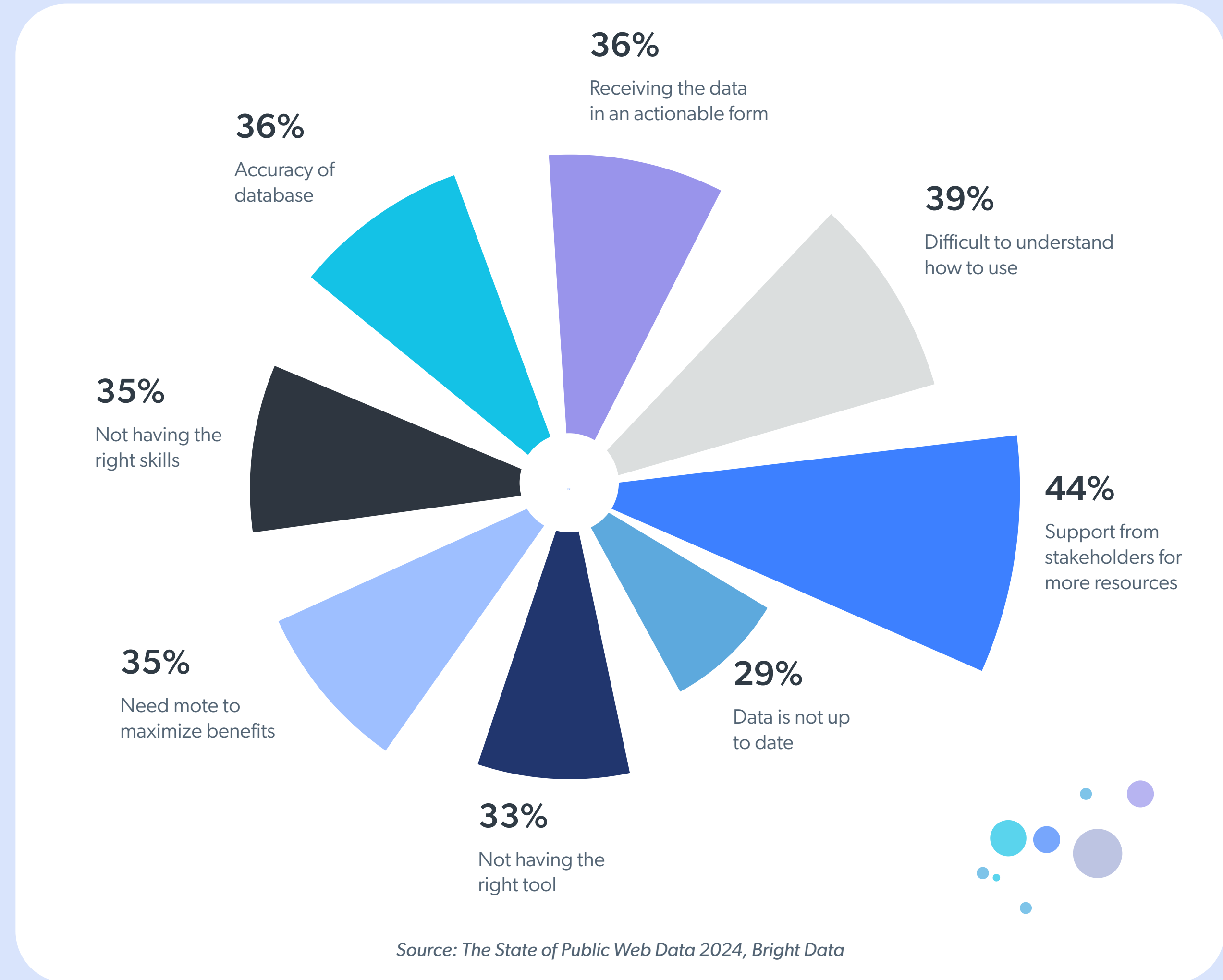
Partnering with a public web data vendor is an investment in the future of your organization’s growth and stability in the market. With the help of a public web data vendor, organizations can build consumer confidence, increase brand recognition, and reduce costs.



Choosing a vendor to work with is a long-term investment in data. Know what to ask for to start a successful partnership.

- > Ask for use cases and trusted studies that demonstrate the benefits of public web data collection.
- > Discuss how solutions can be tailored to your organization’s needs. Identify your organization’s capabilities ahead of collection and account for technical gaps.
- > Buyers should receive a sample dataset that proves it can provide the accurate and timely information the organization desires.
- > A vendor should identify data needed in the future and encourage collection now.

Challenges organizations face



In conclusion

The significance of public web data in today's business landscape and its contribution to the global economy cannot be overstated.

99% of respondents surveyed rely on it as a cornerstone of their organization's operation, while recognizing it as an undeniable asset across departments and fuel for AI innovation. However, the future of this indispensable resource hangs in the balance as organizations require more data but face roadblocks in acquiring and utilizing it.



Public web data serves as a critical tool for research and watchdog initiatives, but its importance in the business world must not be overlooked.

This report demonstrates how public web data is a necessity for business survival in the Information Age. It's no longer something businesses want to have but something they need to operate. Its uses drive a free and competitive market, ultimately benefitting the consumer.

It is imperative that the challenges facing public web data be addressed to ensure public web data remains accessible to businesses and researchers alike.



Or Lenchner
Bright Data CEO

About Bright Data

Bright Data is the world's #1 public web data platform, innovating products for over 20,000 customers worldwide. From fueling an openly competitive market to more informed business decisions, public web data is necessary for any organization to succeed. Bright Data simplifies the hard work of scraping and preparing public web data through a suite of AI-powered efficient, reliable, flexible, and compliant solutions allowing organizations to focus on what matters most — the data itself.

Find out how public web data can transform your organization.

Schedule a Demo

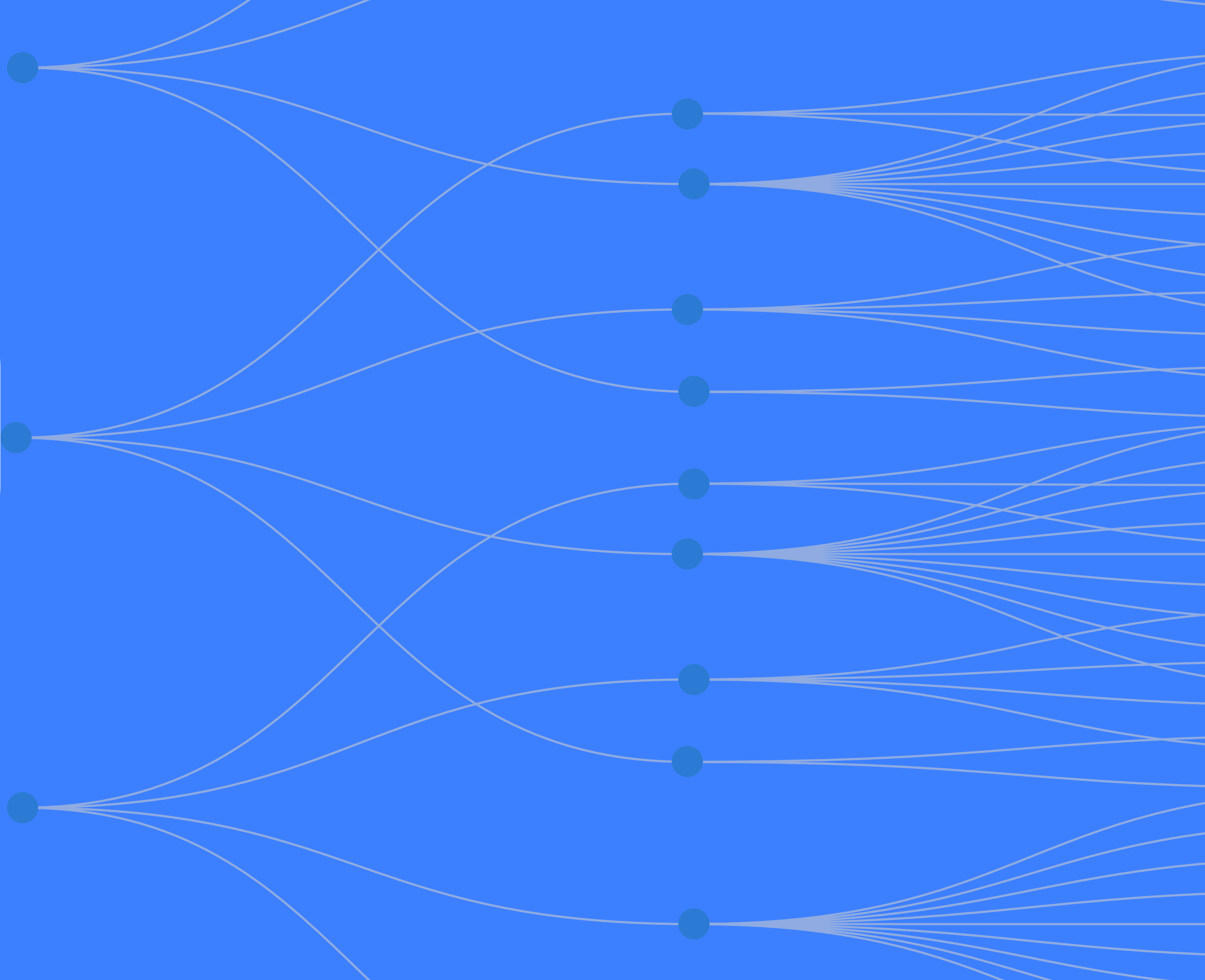
Media Inquiries

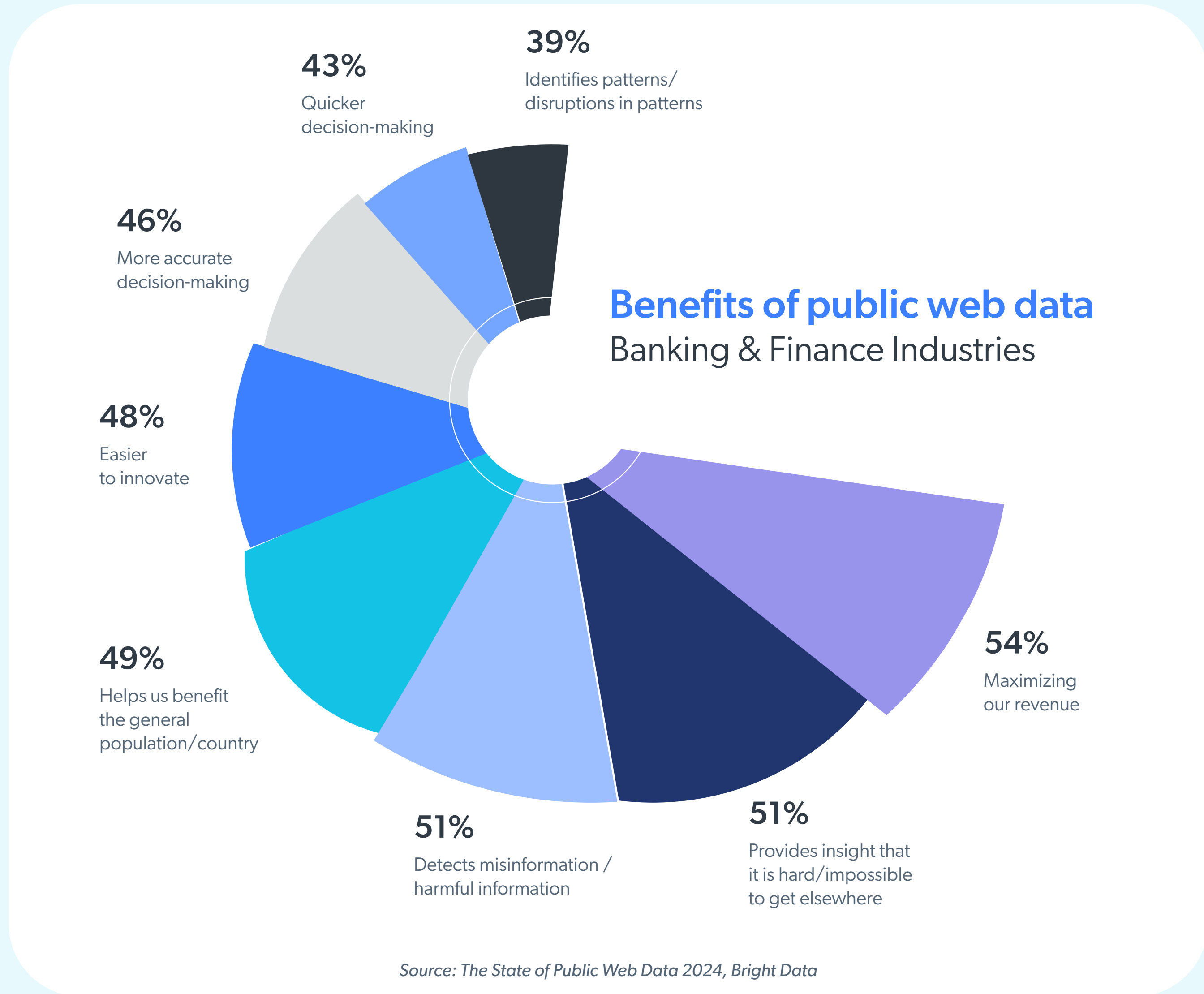
Industries

Click the link to discover your industry



**Industry:
Banking & Finance**





75% of respondents in the banking and financial industries say public web data is critical to their organization.

80%
of these respondents in banking and finance say it is a currency for the organization.

More data, more often.

Of those that were surveyed...

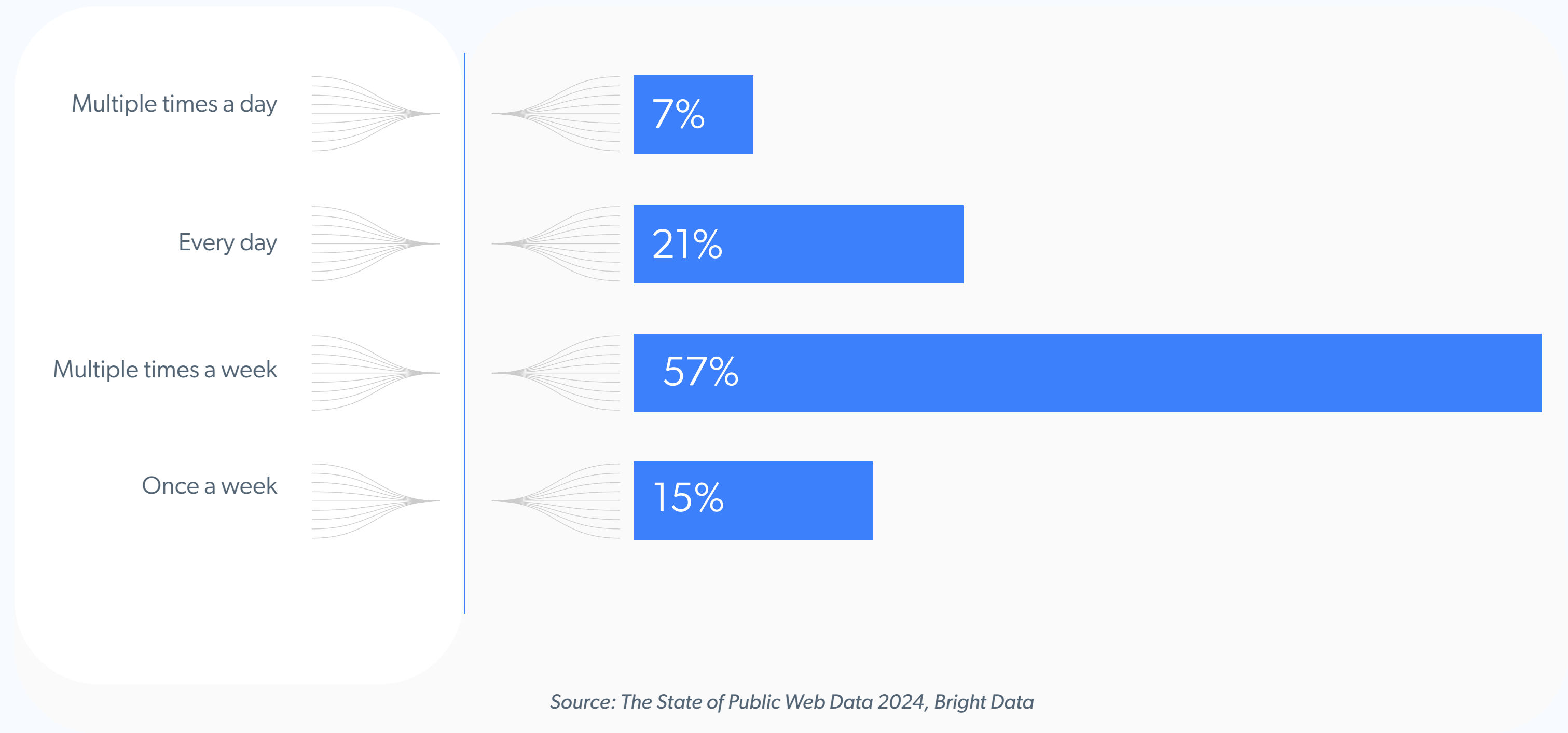
28% leverage public web data at least once a day.

100% leverage public web data at least once a week.

As the market changes quickly, bankers and investors need to be able to react to it in real-time by collecting data to understand changes at any given moment.

Frequency public web data is used in

Banking & Finance Industries

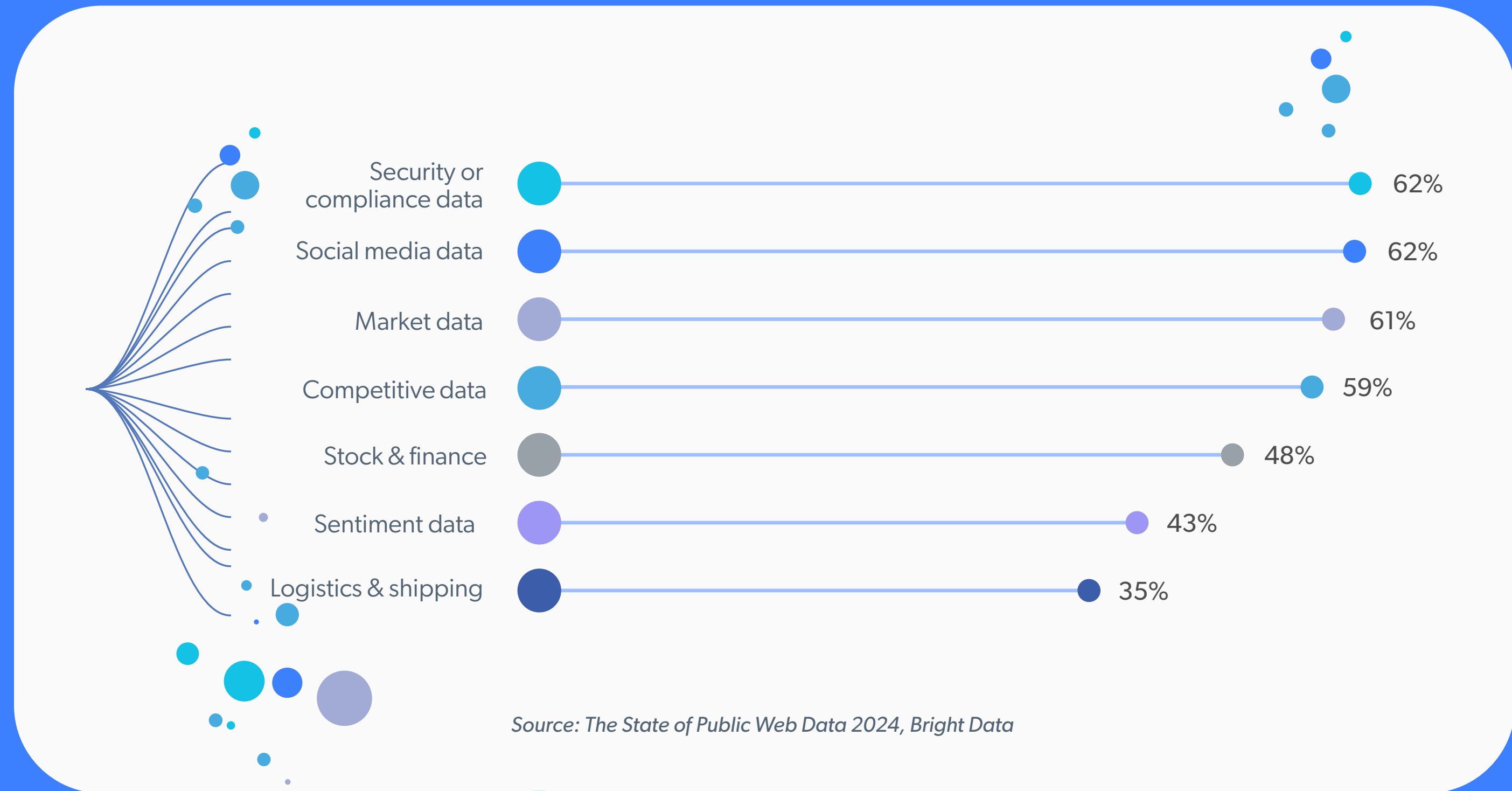


Types of data most often sourced in Banking and Finance Industries

Security or compliance data and social media data are the most often sourced in the banking and finance industries.

Public web data is vital for fraud detection and prevention, cyber threat intelligence, and regulatory compliance monitoring. Banking and finance organizations collect public web data to identify patterns that alert to potential scams.

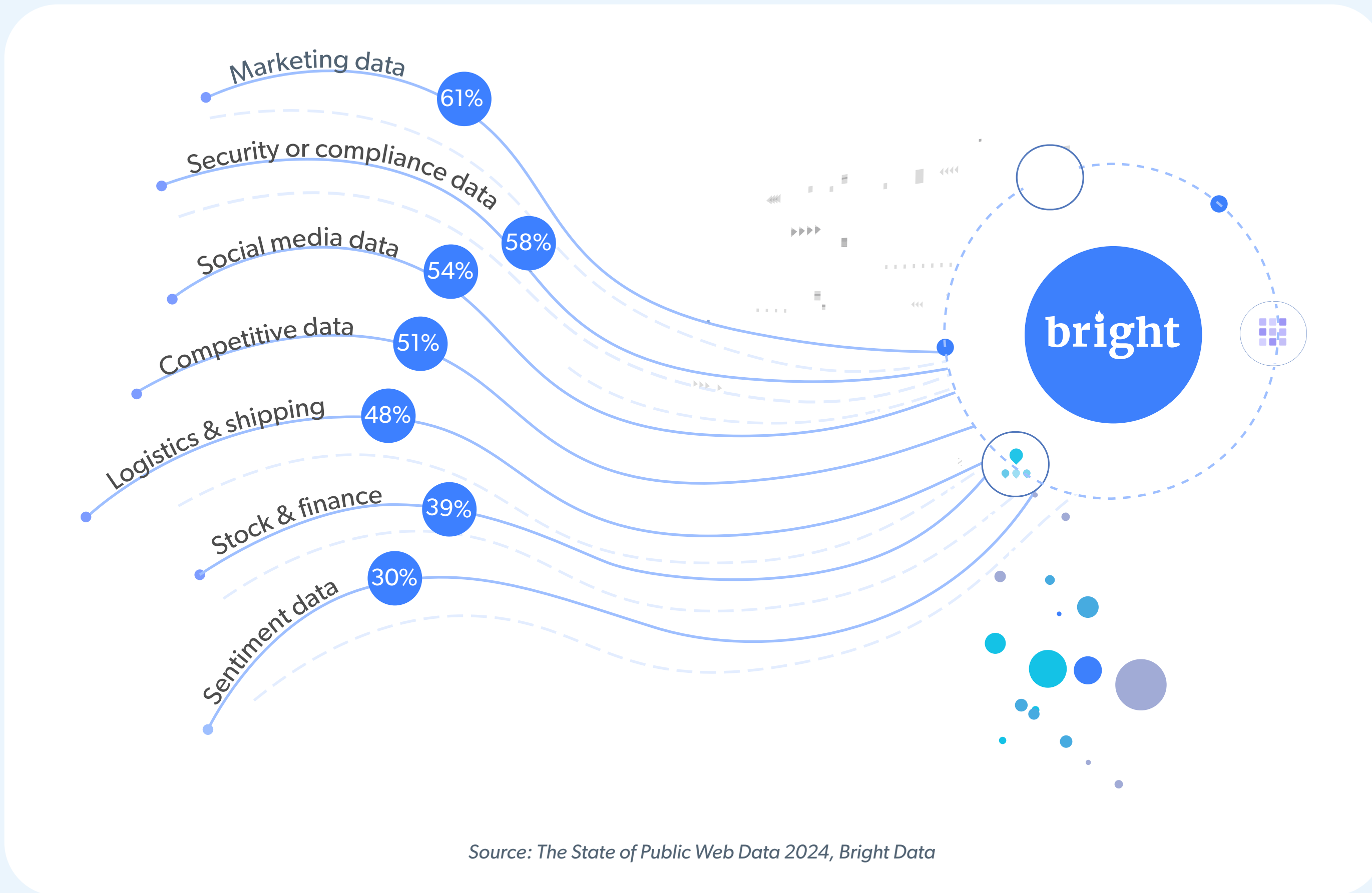
This includes monitoring for phishing websites, fraudulent social media accounts, or suspicious online behavior that indicate identity theft or financial fraud.



Source: The State of Public Web Data 2024, Bright Data

Additional types of data needed

Banking & Finance Industries



The banking and finance industries need more data of all types, but marketing data is the most desired.

Through public web data, organizations discover new insights into customer interests, investment purposes, and market trends.

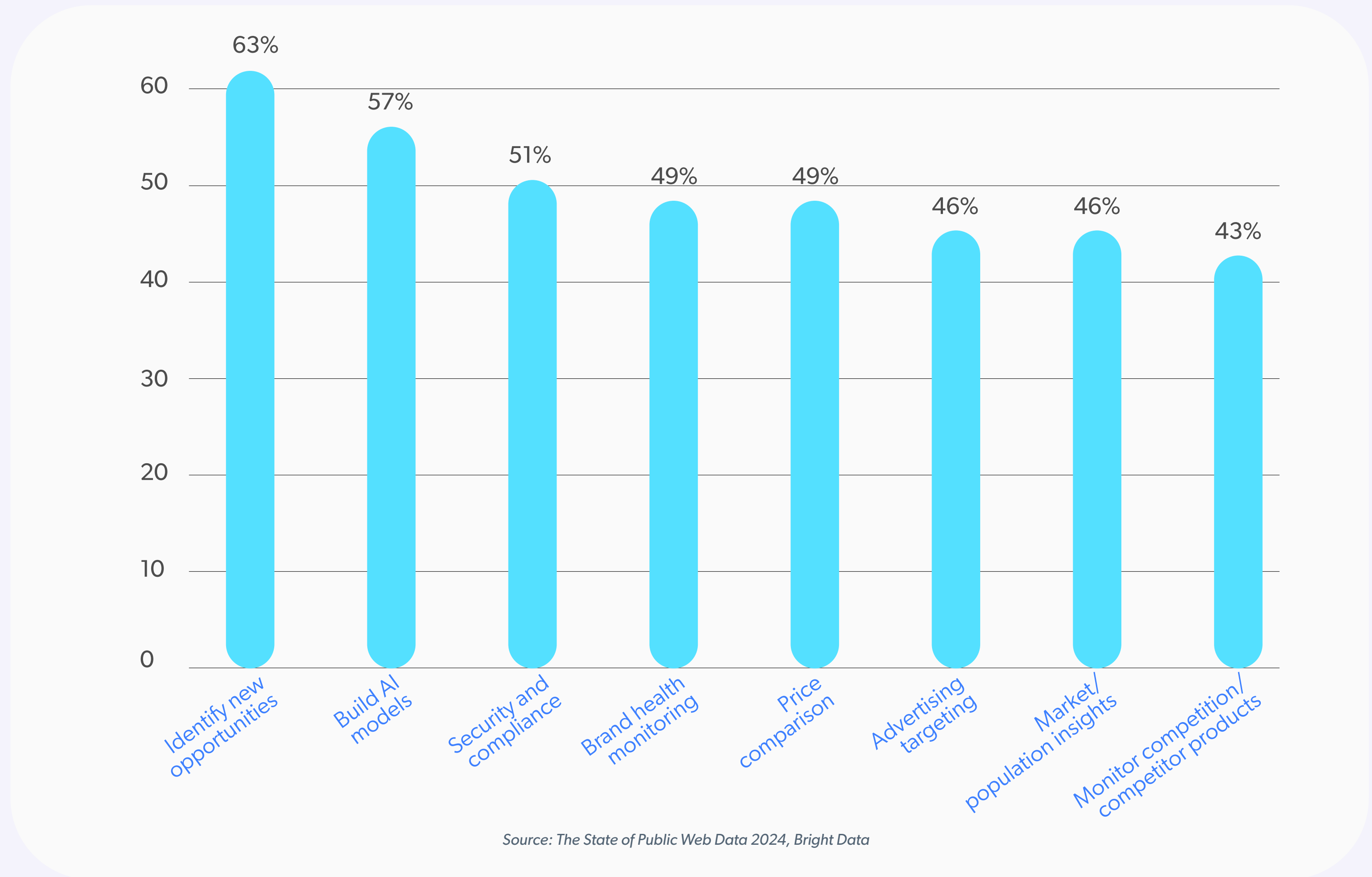
By leveraging marketing information, banking and finance organizations can learn where and how to invest and make data-driven decisions that optimize investment portfolios, enhance product offerings, and ultimately drive growth and profitability.

Respondents report they are also utilizing public web data to build AI models. Organizations use AI models to gather public web data for common customer questions and sentiment.

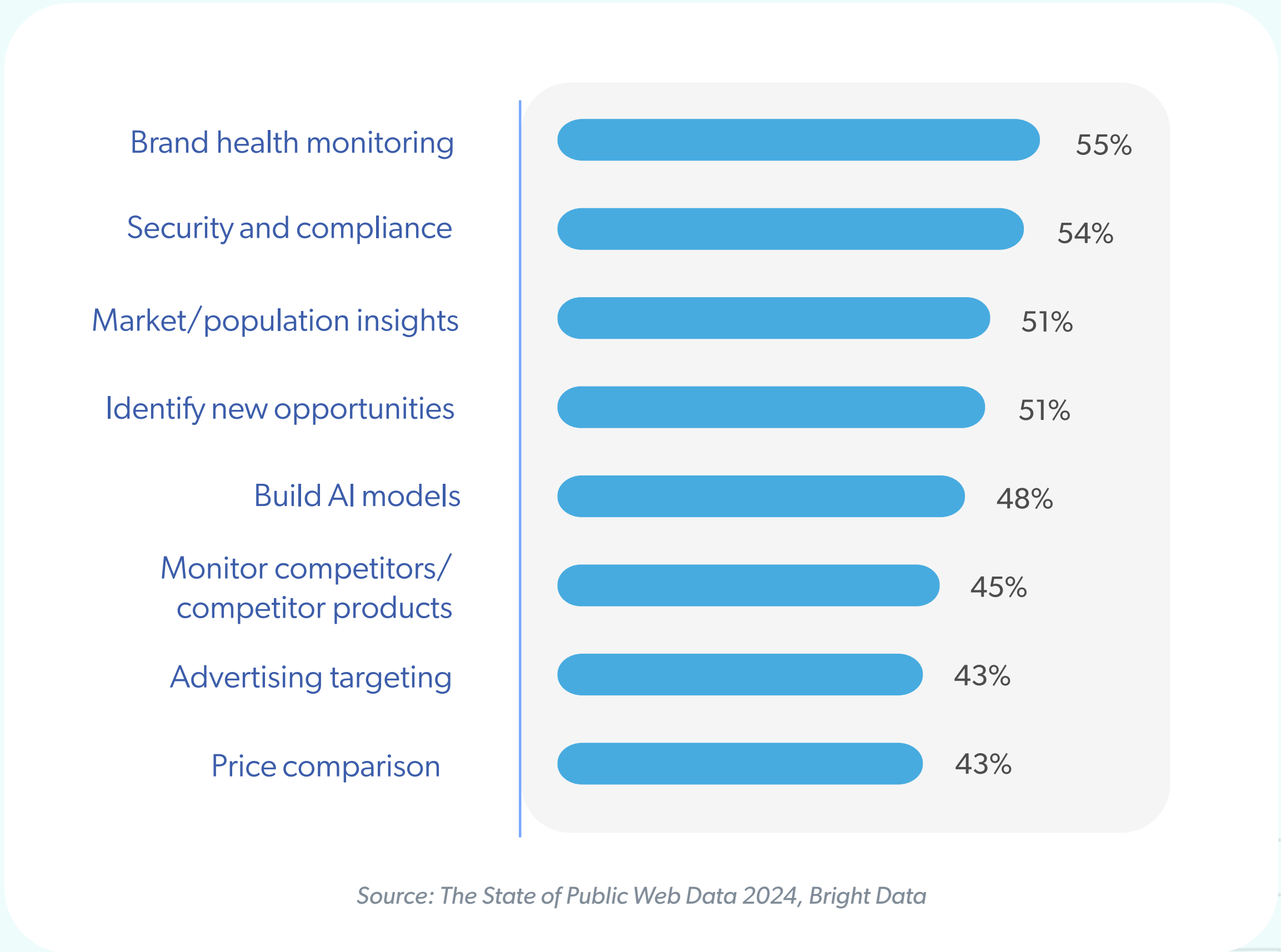
This information trains chatbots and virtual assistants to provide timely, accurate, and personalized customer service. Banking and finance organizations can also leverage public web data to train AI models to proactively identify and prevent fraudulent activities.

63%
organizations in the banking & finance industries are most likely to use public web data for identifying new opportunities.

Top public web data is uses in Banking & Finance Industries



The Banking & Finance Industries want to use more public web data for



Source: The State of Public Web Data 2024, Bright Data

Respondents expressed a desire for increased access to public web data but with the need for more data comes concern of lost or limited access.

51%

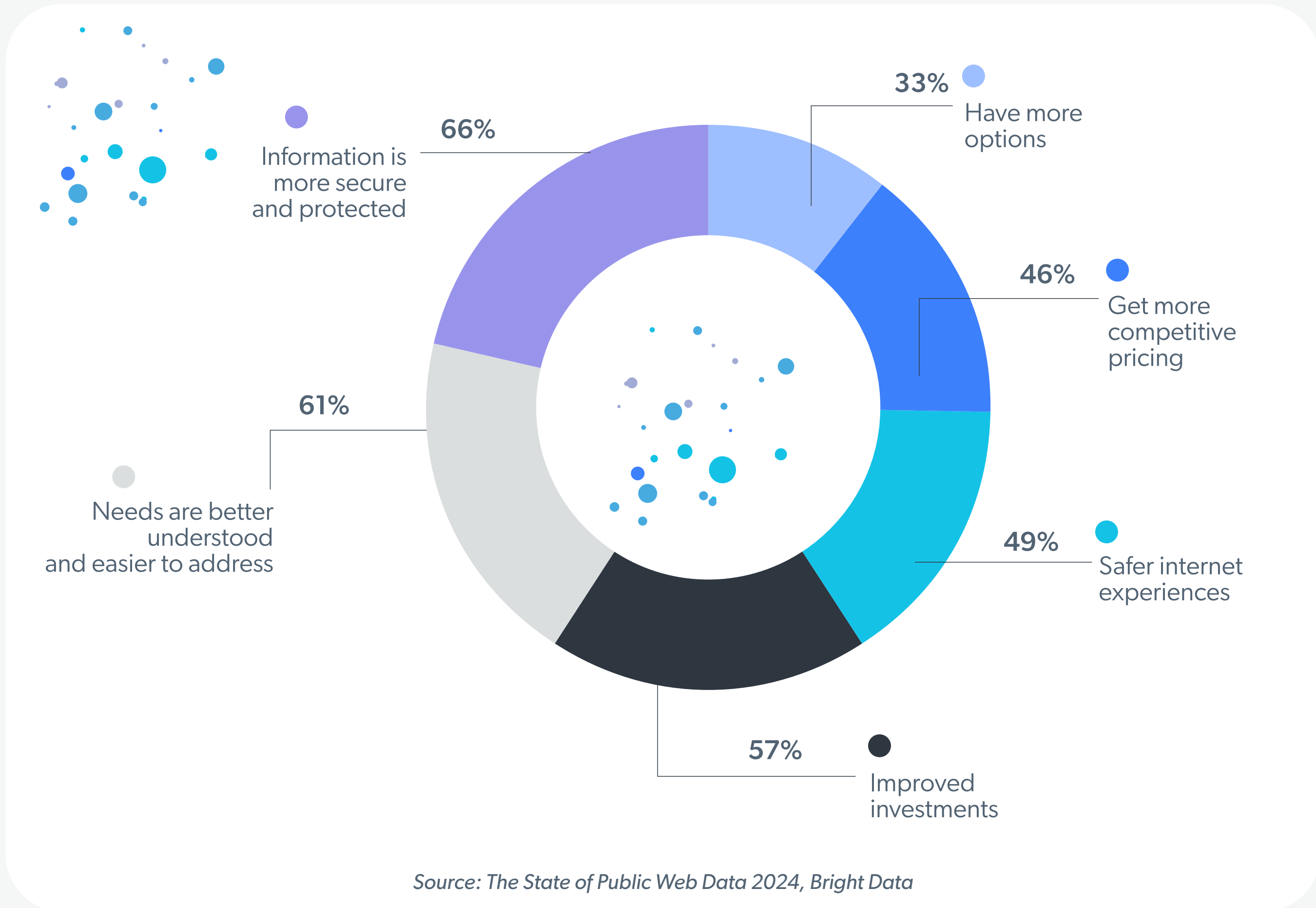
organizations in the banking & finance industries are most likely to use public web data for identifying new opportunities.

Customers are reaping the benefits of the banking and finance industries use of public web data.

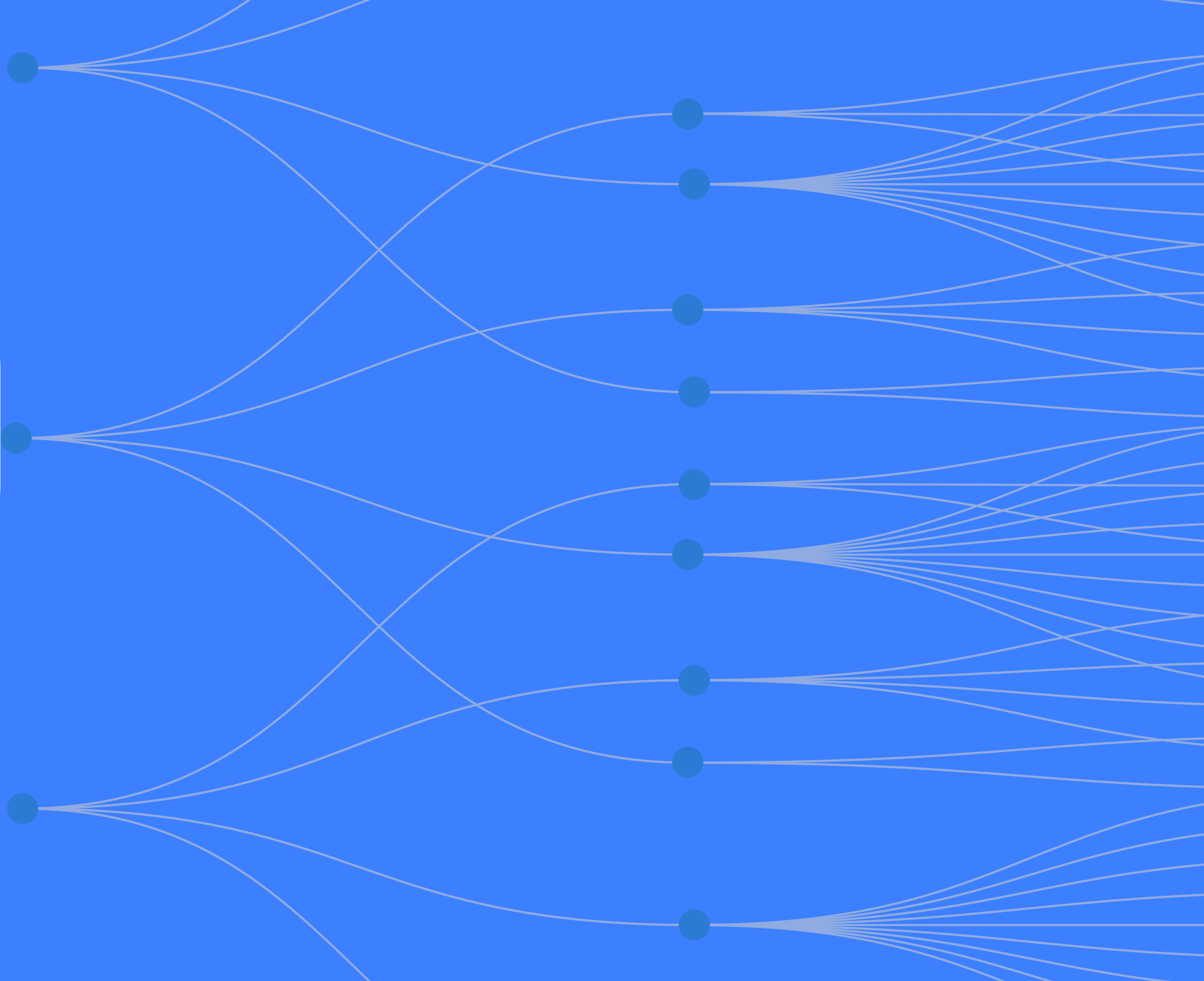
66% of respondents say the use of public web data makes customer information more secure and protected.

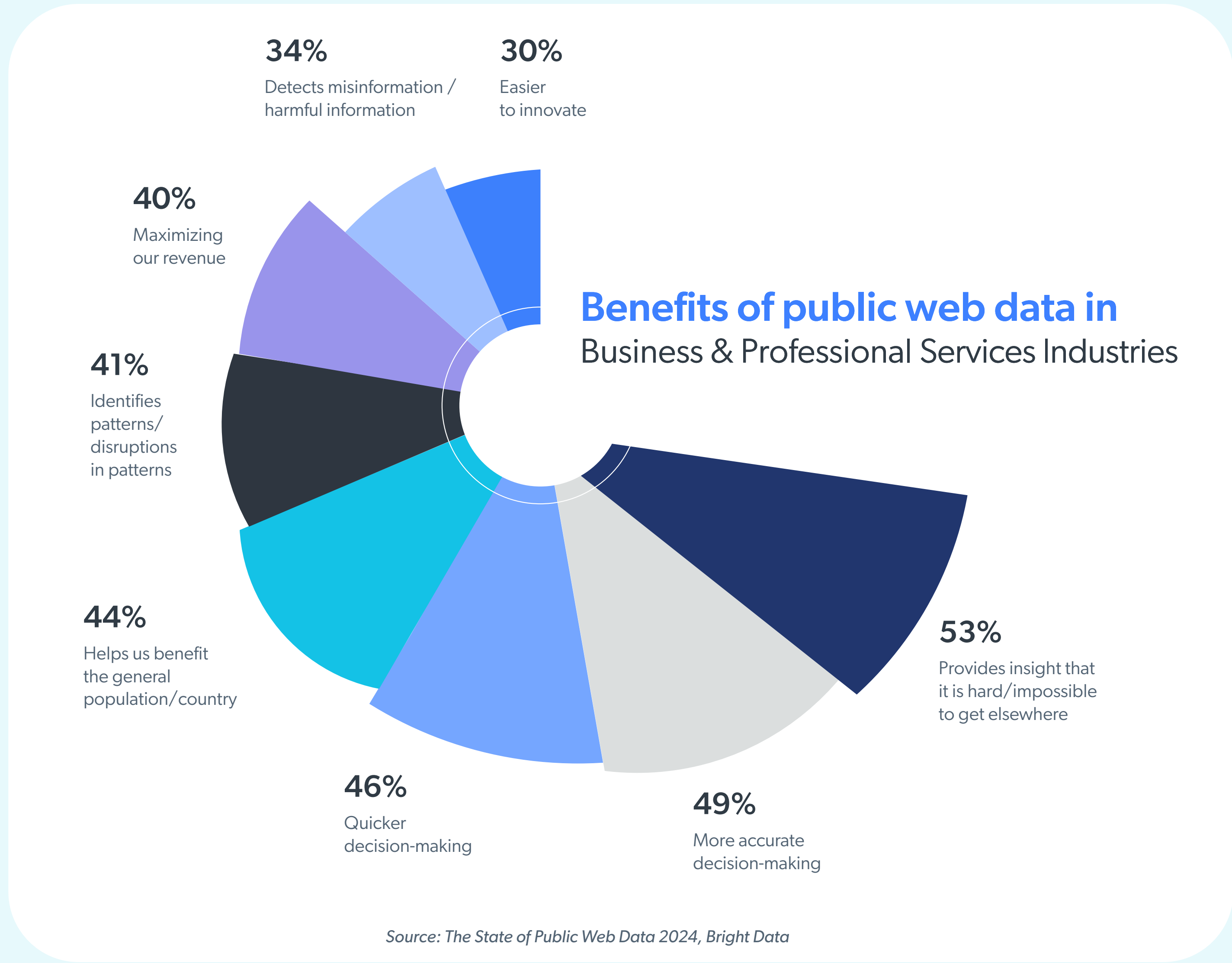
Public web data collected at scale can ensure customer personal data is not stored after privacy breaches and data leaks. It is necessary to test for malicious and phishing sites that aim to obtain usernames, passwords, and credit card information.

Customer benefits in the Banking & Finance Industries



**Industry:
Business & Professional Services**





Public web data gives business and professional services organizations real-time insights into market trends, consumer behaviors, and competitive landscapes.

By analyzing this data, organizations adapt quickly to market changes, capitalize on emerging trends and strategically position themselves against competitors.

75%
of business and professional services respondents say public web data is critical to the future of their organization.

Business and professional services serve as consultancies, project management firms, or legal experts for nearly every industry.

More data, more often.

Of those that were surveyed...

28% leverage public web data at least once a day.

94% leverage public web data at least once a week.

100% leverage public web data at least once a month.*

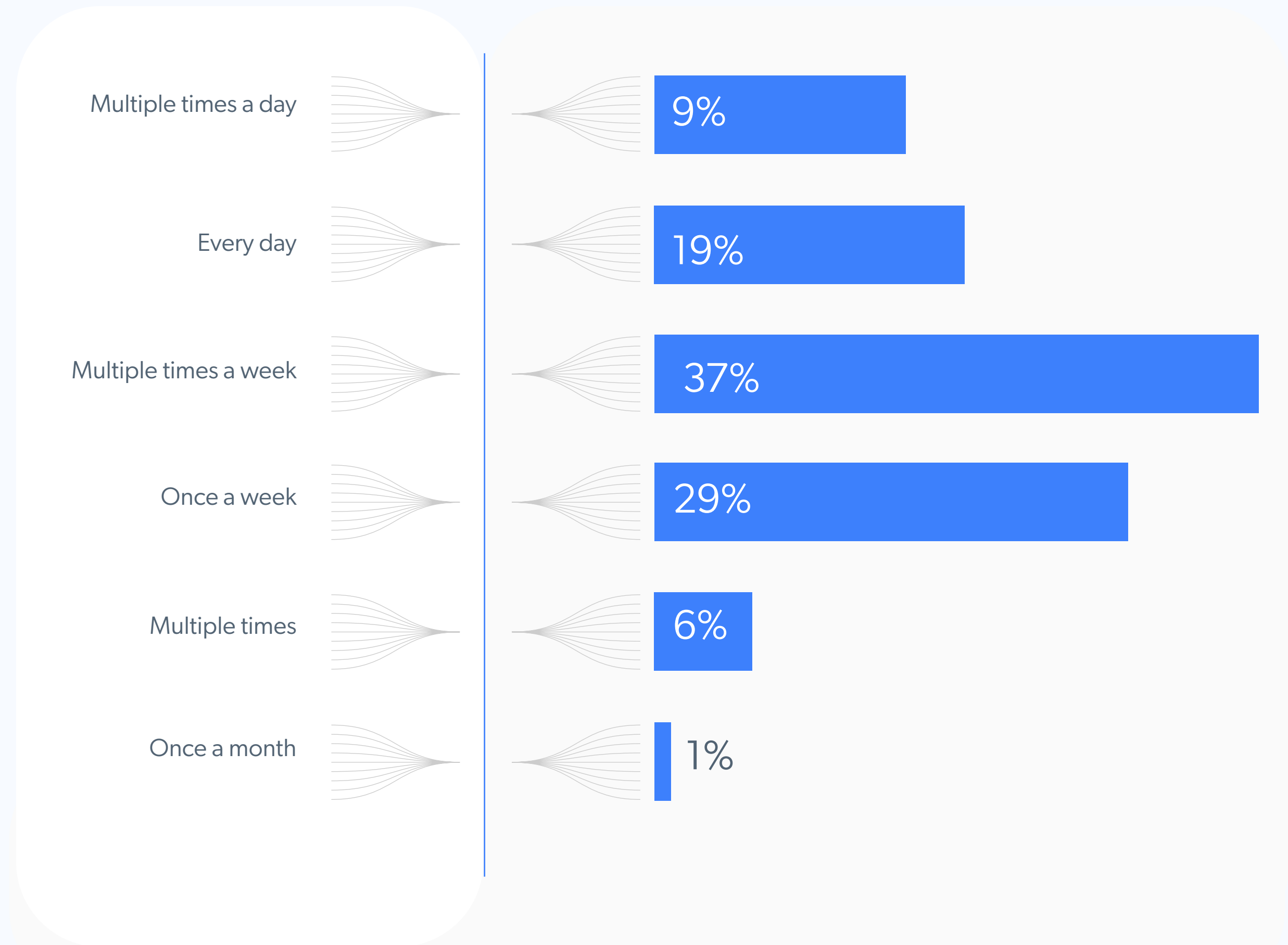
*rounded to the nearest whole number

Business and professional services organizations must be knowledgeable about their clients, which can require research of competitors, the market, and other factors affecting the businesses they serve.

Business and professional services serve as consultancies, project management firms, or legal experts for nearly every industry.

Frequency public web data is used in

Business & Professional Services Industries



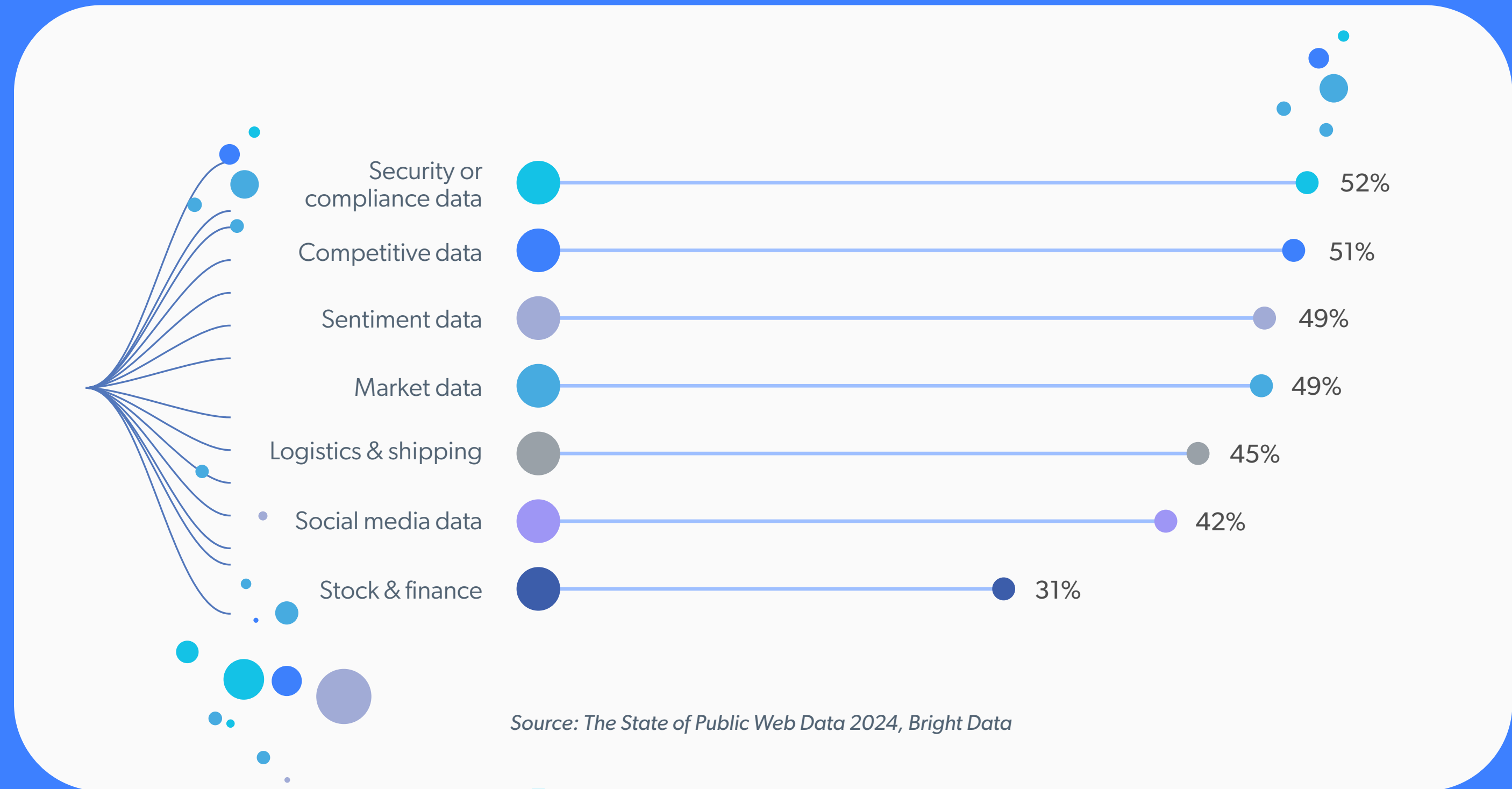
Source: The State of Public Web Data 2024, Bright Data

Types of data most often sourced in Business & Professional Services Industries

Nearly half of respondents in the business and professional services industries source one or more of these three types of data: competitive data, sentiment data, or market data.

Business and professional services organizations work to create tailored client solutions that directly address needs, market gaps, and emerging trends.

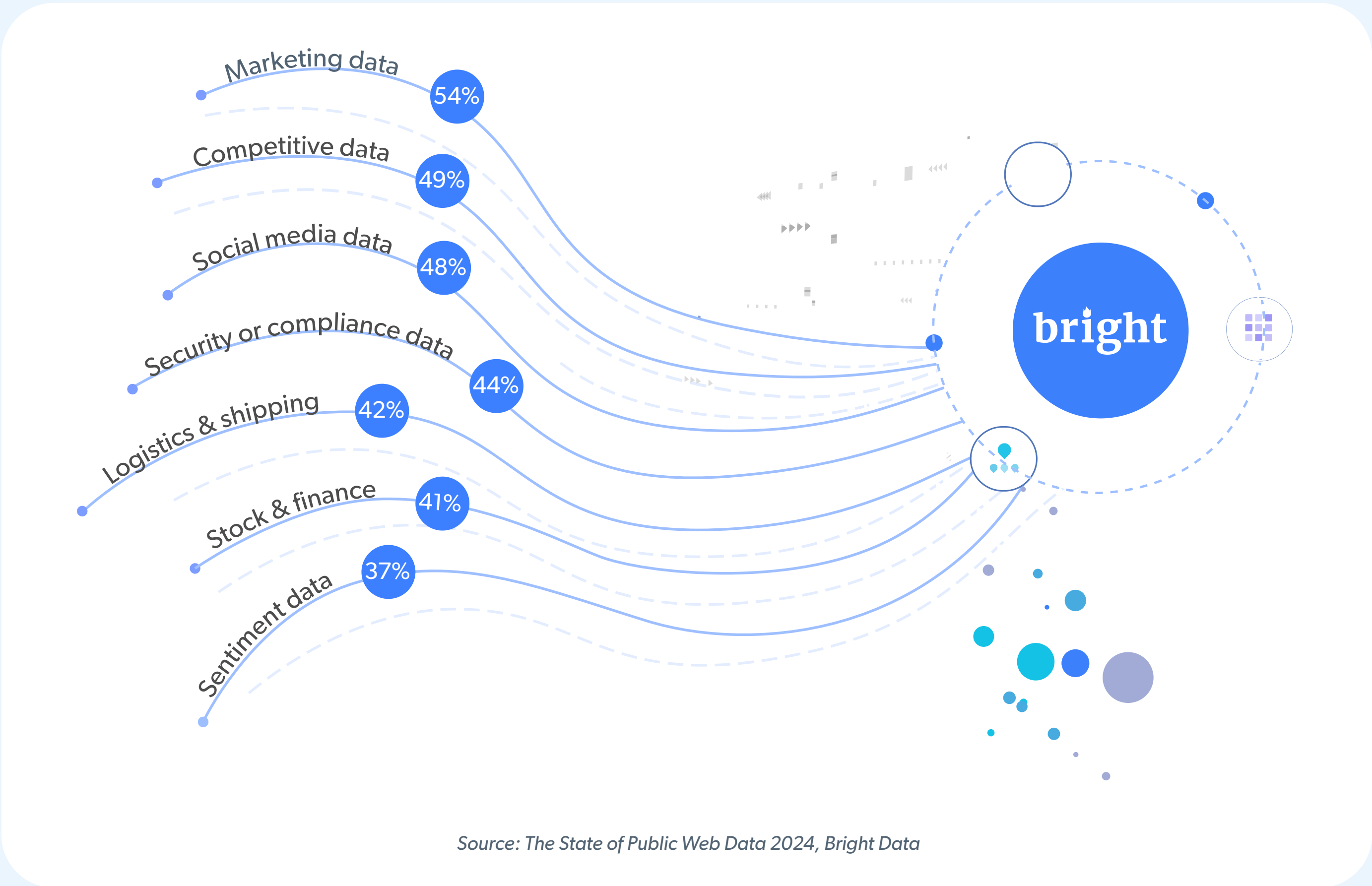
Business and professional services serve as consultancies, project management firms, or legal experts for nearly every industry.



Source: The State of Public Web Data 2024, Bright Data

Additional types of data needed

Business & Professional Services Industries



54% of business and professional services respondents need more marketing data.

Respondents also noted a strong interest in more competitive data and social media data.

Competitive data can lead to insights on competitors' service offerings and customer feedback to identify areas for improvement or innovation.

Social media data can help to manage online reputation, address negative feedback constructively, and amplify positive client experiences and testimonials.

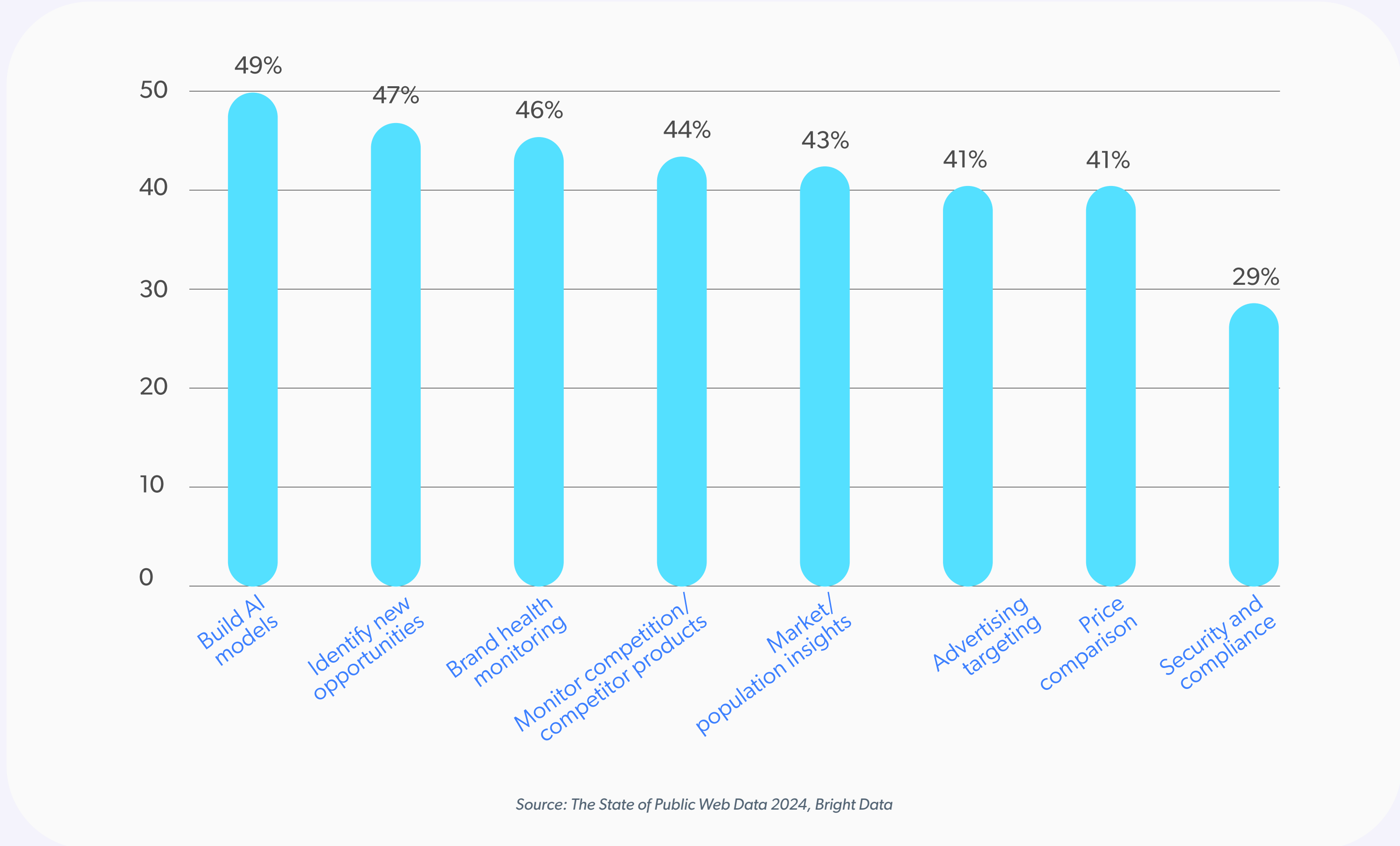
Business and professional services serve as consultancies, project management firms, or legal experts for nearly every industry.

AI models in the business and professional services industries are used to automate customer service (i.e. chat bots), process automation (i.e. data entry and scheduling), and fraud detection (patterns indicative of fraudulent activity).

79%
of business and professional services respondents believe public web data is critical for the development of AI models.

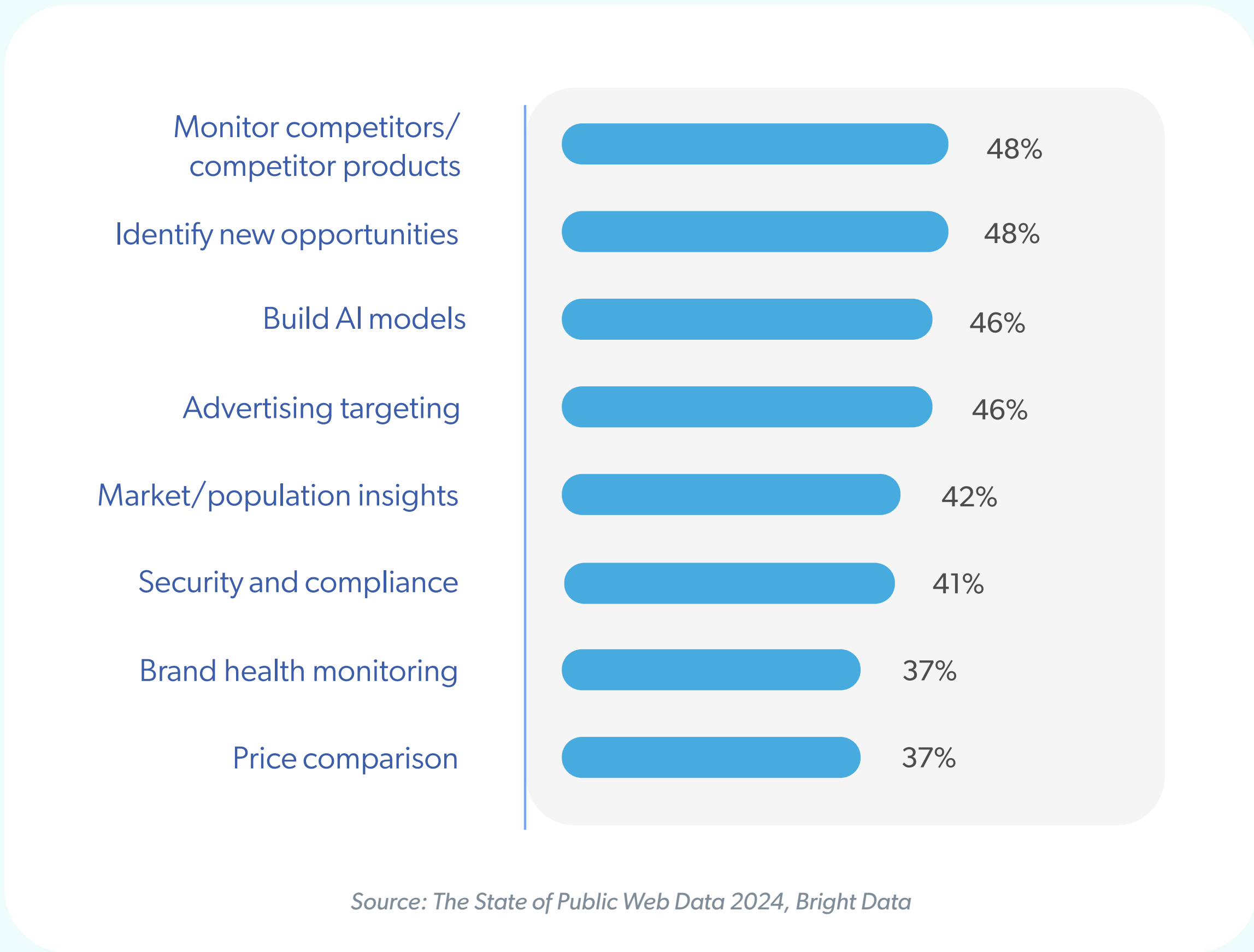
Business and professional services serve as consultancies, project management firms, or legal experts for nearly every industry.

Top public web data is uses in Business & Professional Services Industries



Source: The State of Public Web Data 2024, Bright Data

The Business & Professional Services Industries **want to use more public web data for**



48% of business and professional services organizations want to use more public web data to monitor competitors and products and/or identify new opportunities.

Monitoring allows organizations to regularly track product and service changes or offerings, pricing strategies, and market activities to understand strengths and weaknesses.

By using public web data to identify new opportunities, business and professional services organizations identify unmet needs and gain market share.

Business and professional services serve as consultancies, project management firms, or legal experts for nearly every industry.

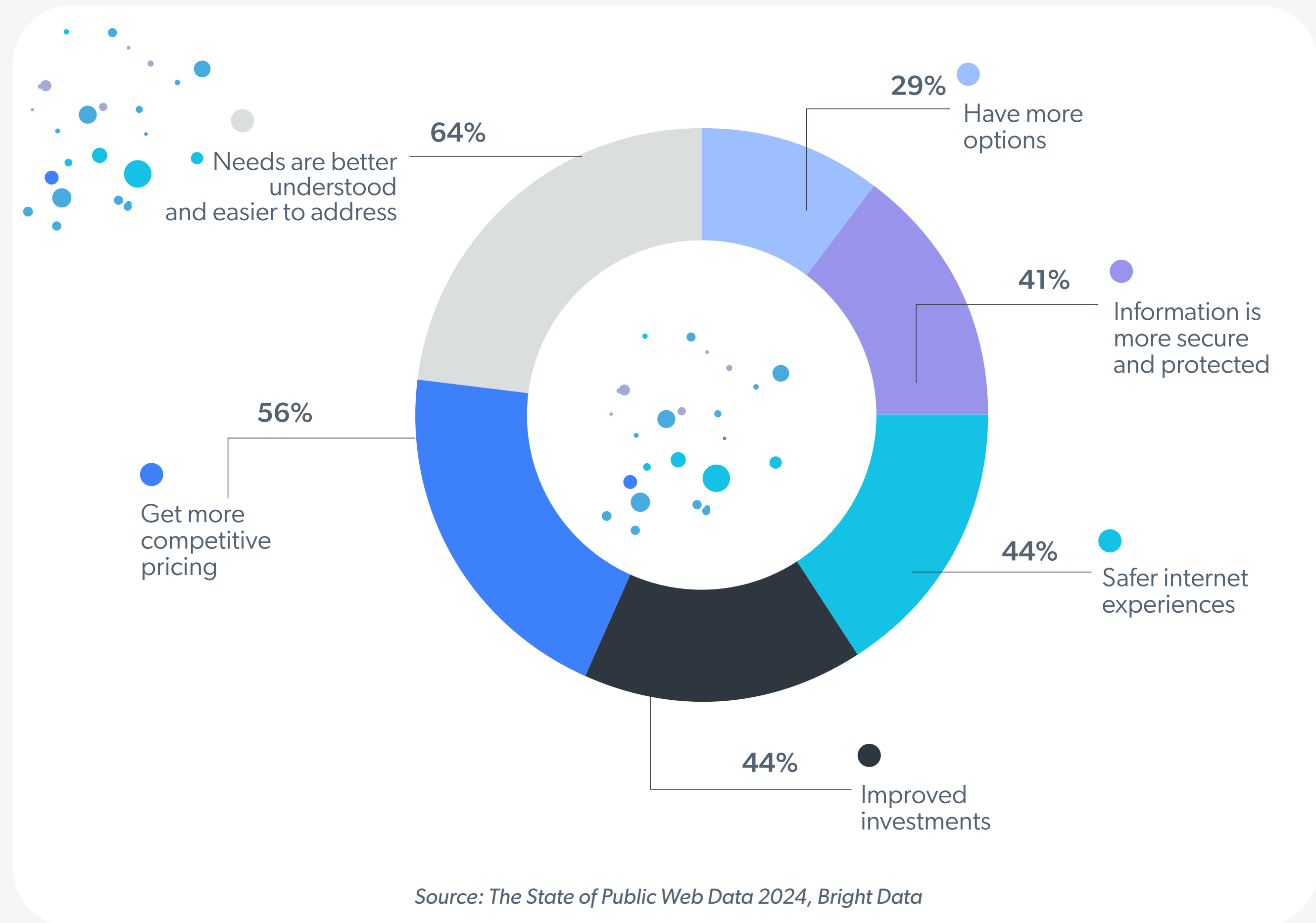
64% of business and professional services respondents say public web data allows customers' needs to be better understood and easier to address.

By utilizing public web data, organizations provide enhanced service personalization, which improves customer satisfaction and engagement. Gathering public web data from social media, forums, and review sites powers organizations to learn customer preferences and behaviors so they can react to them.

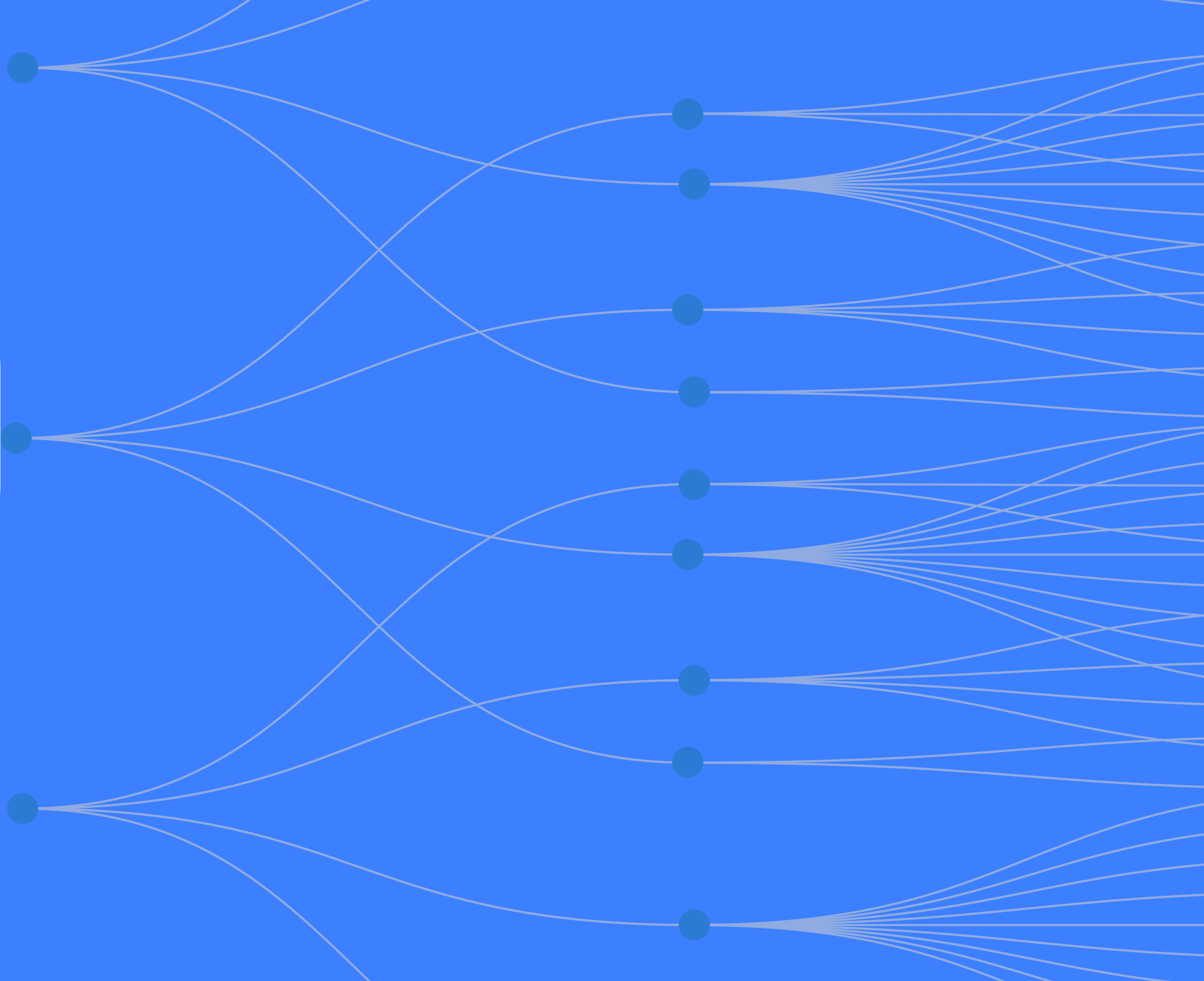
Business and professional services serve as consultancies, project management firms, or legal experts for nearly every industry.

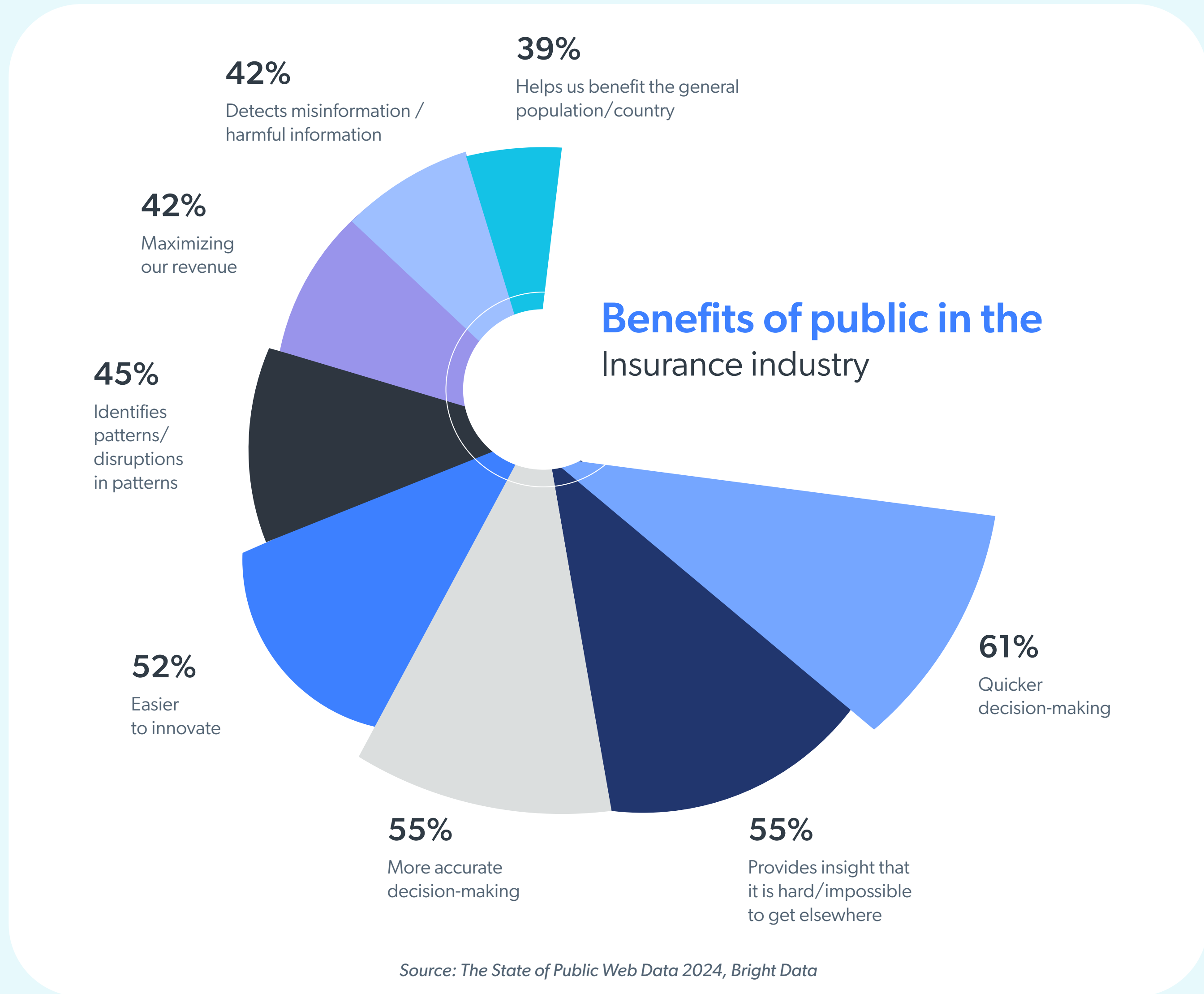


Customer benefits in the Business & Professional Services Industries



**Industry:
Insurance**





The list of benefits to the industry is a driver in increased budget for more data.

61% of respondents say public web data allows for quicker decision making. By leveraging real-time public web data, such as news on natural disasters, social media posts about events, or weather reports, insurers can assess and respond to risks more swiftly.

97%
of insurance industry organizations expect their budget for public web data to increase in 2024.

More data, more often.

Of those that were surveyed...

39% leverage public web data at least once a day.

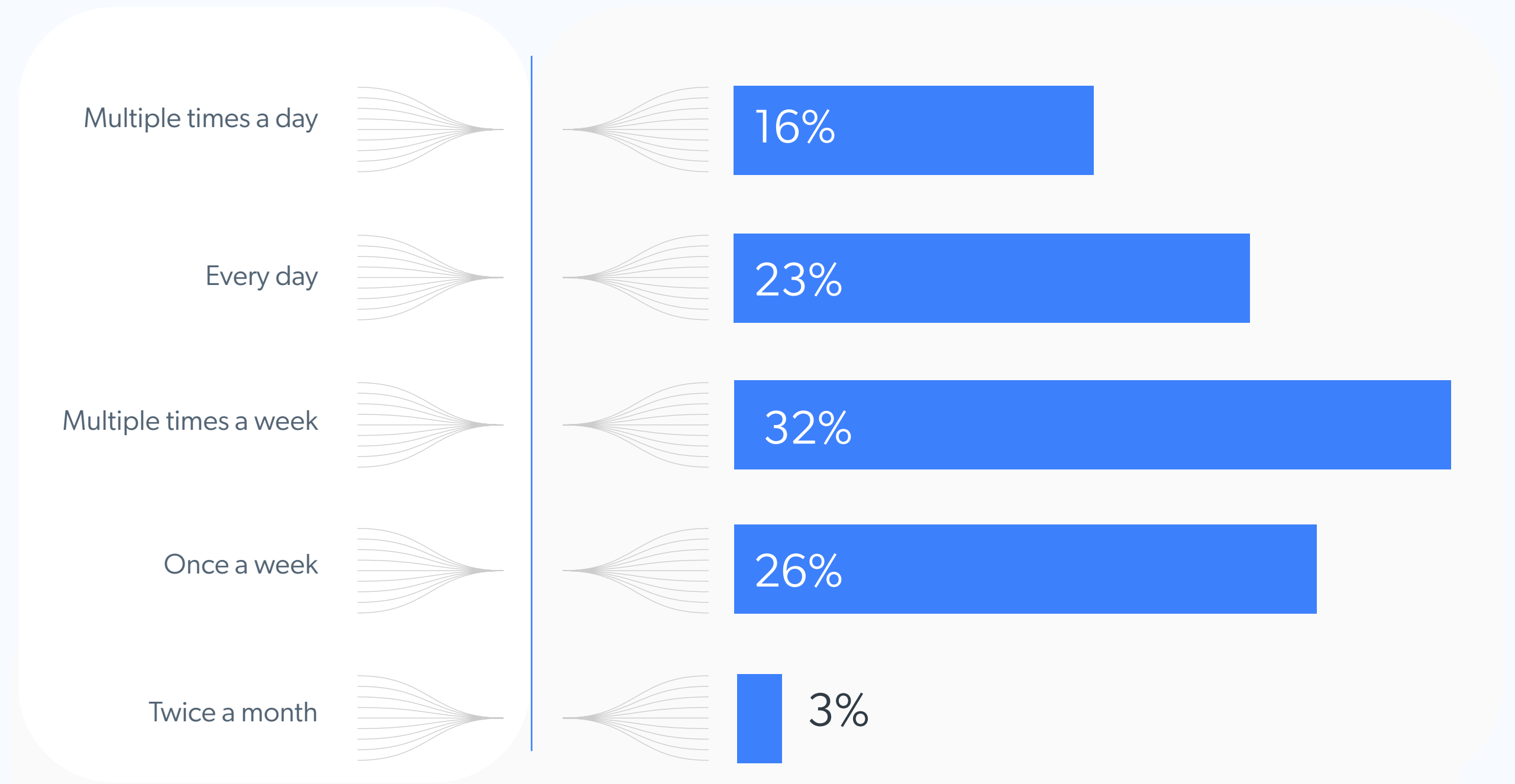
97% leverage public web data at least once a week.

100% leverage public web data at least once a month.*

*rounded to the nearest whole number

The market changes quickly and insurance organizations need to be able to react in real-time to understand what's happening at any given moment.

Frequency public web data is used in the Insurance Industry



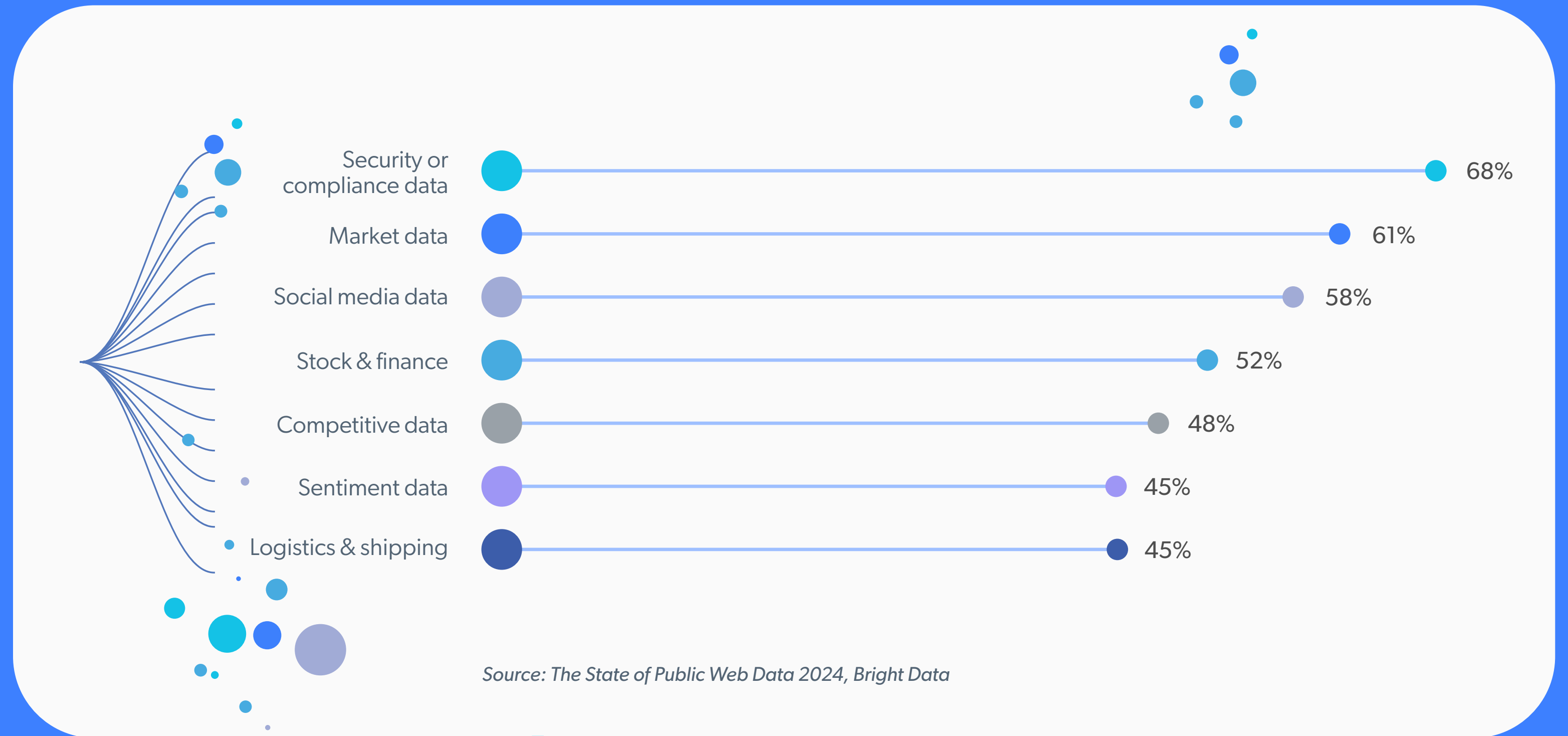
Source: The State of Public Web Data 2024, Bright Data

Types of data most often sourced in Insurance Industry

Insurance industry professionals use security or compliance data more than any other industry surveyed.

By collecting data from threat intelligence feeds, government and security agency alerts, and industry news sites, organizations can stay ahead of potential threats and ensure compliance with regulatory standards.

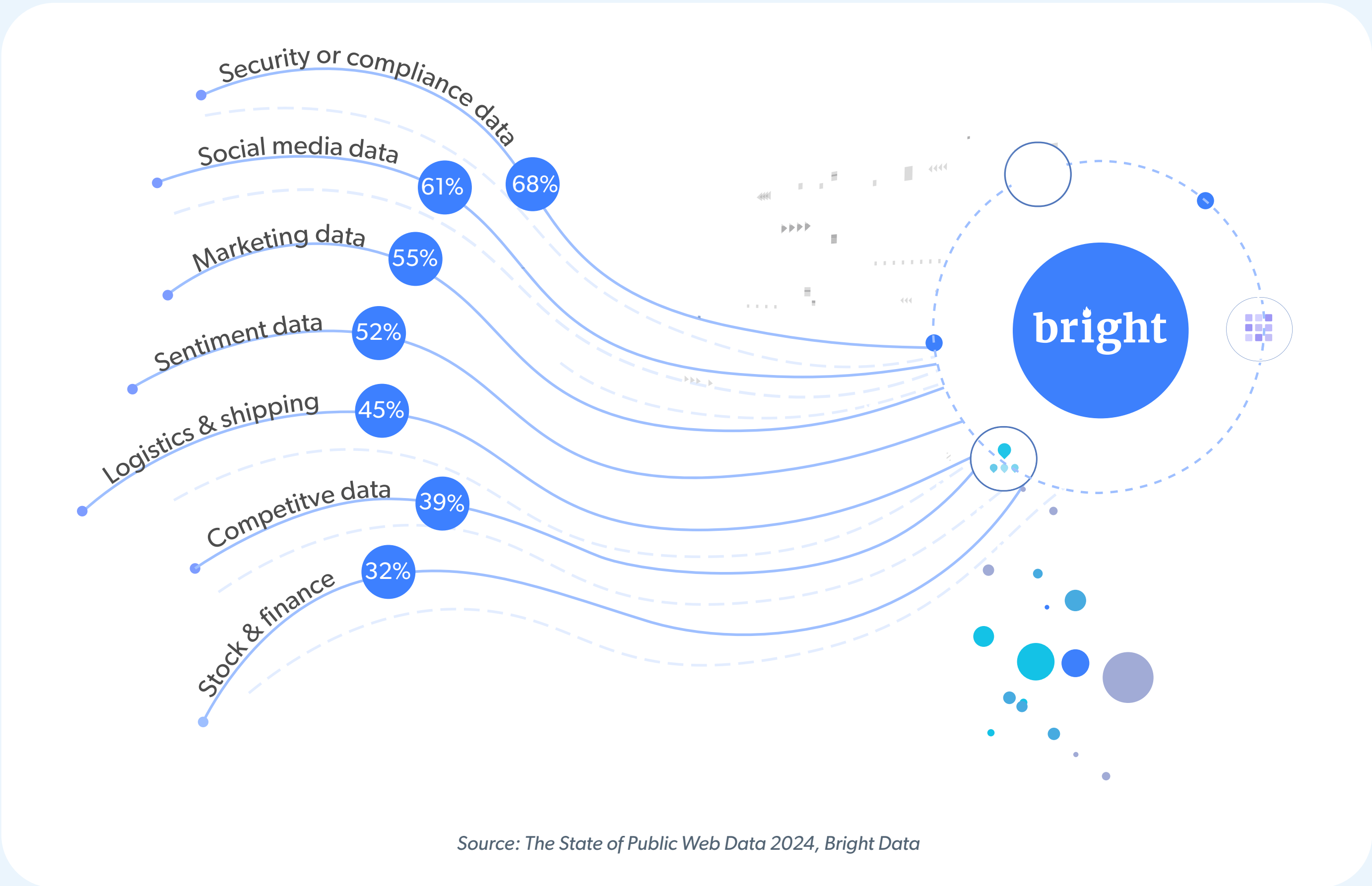
84%
of respondents in the insurance industry believe public web data is critical or very important to the global economy.



Source: The State of Public Web Data 2024, Bright Data

Additional types of data needed

Insurance Industry



A variety of data can be used to improve underwriting decisions, create forecast models, understand competitor policies and pricing, while also effective as a tool in fighting insurance fraud.

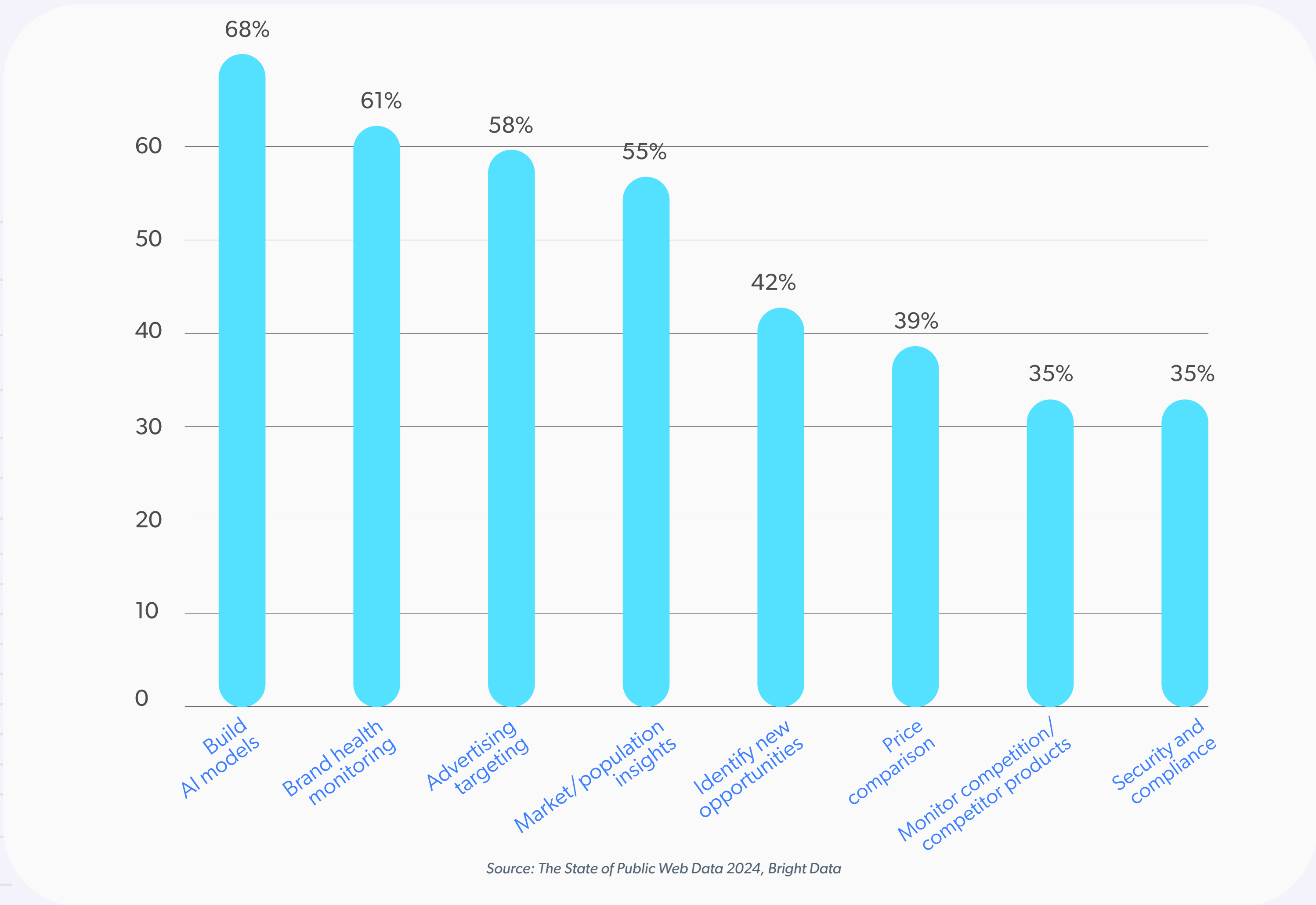
Public web data is used to predict a company's profitability, a vehicle's safety, true market price, or a customer's liability before determining insurability.

97%
of insurance organizations
need more public
web data.

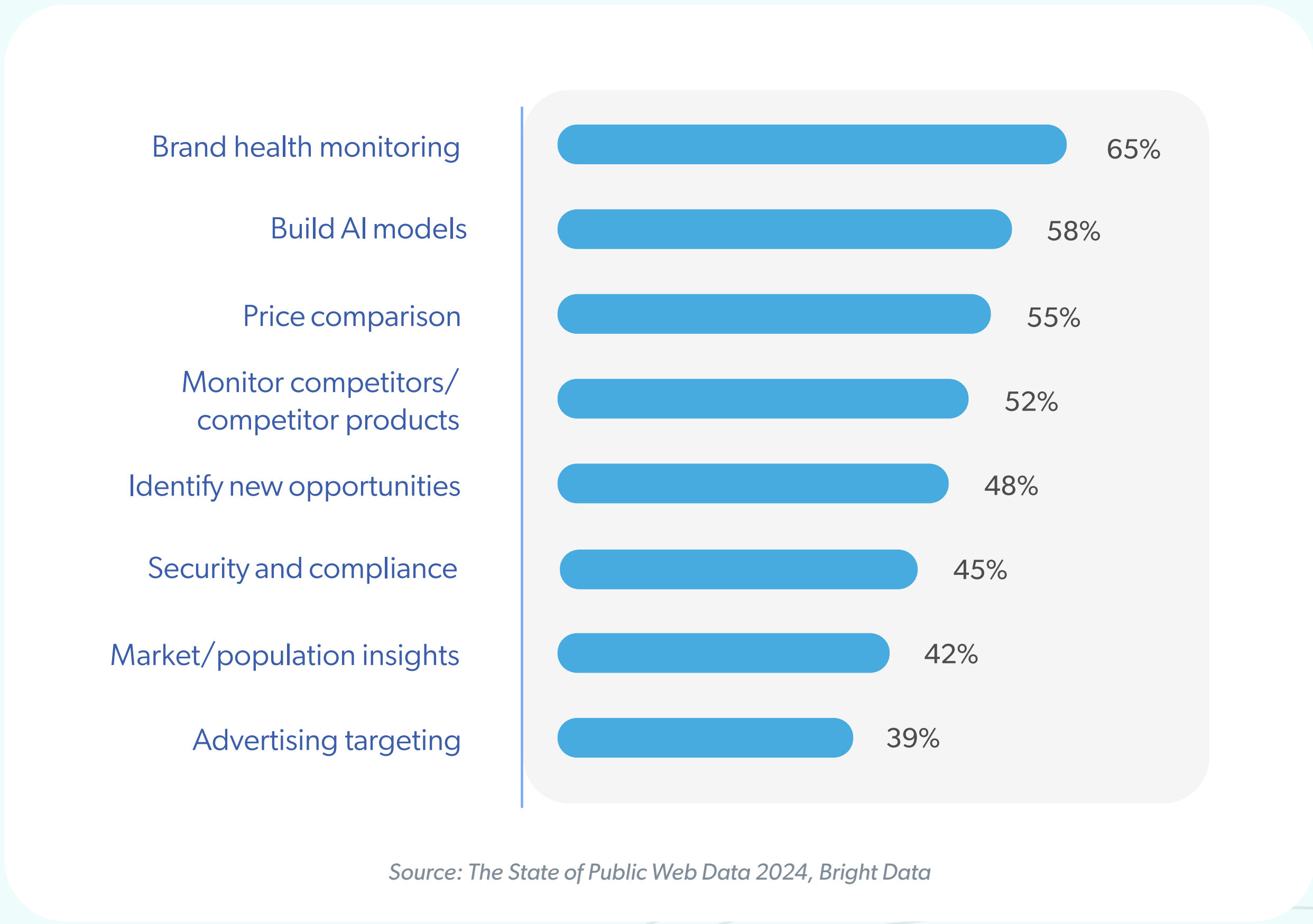
Building AI models for fraud detection to claims processing is the top use case for public web data in the industry.

94%
of insurance industry respondents agree public web data is critical for the development of AI models.

Top public web data is uses in the Insurance Industry



The Insurance Industry wants to use more public web data for



The most desired additional use of public web data is for brand health monitoring.

Organizations use public web data to identify and analyze content from influencers and Key Opinion Leaders (KOLs) in the insurance industry to understand how their brand is perceived by thought leaders.

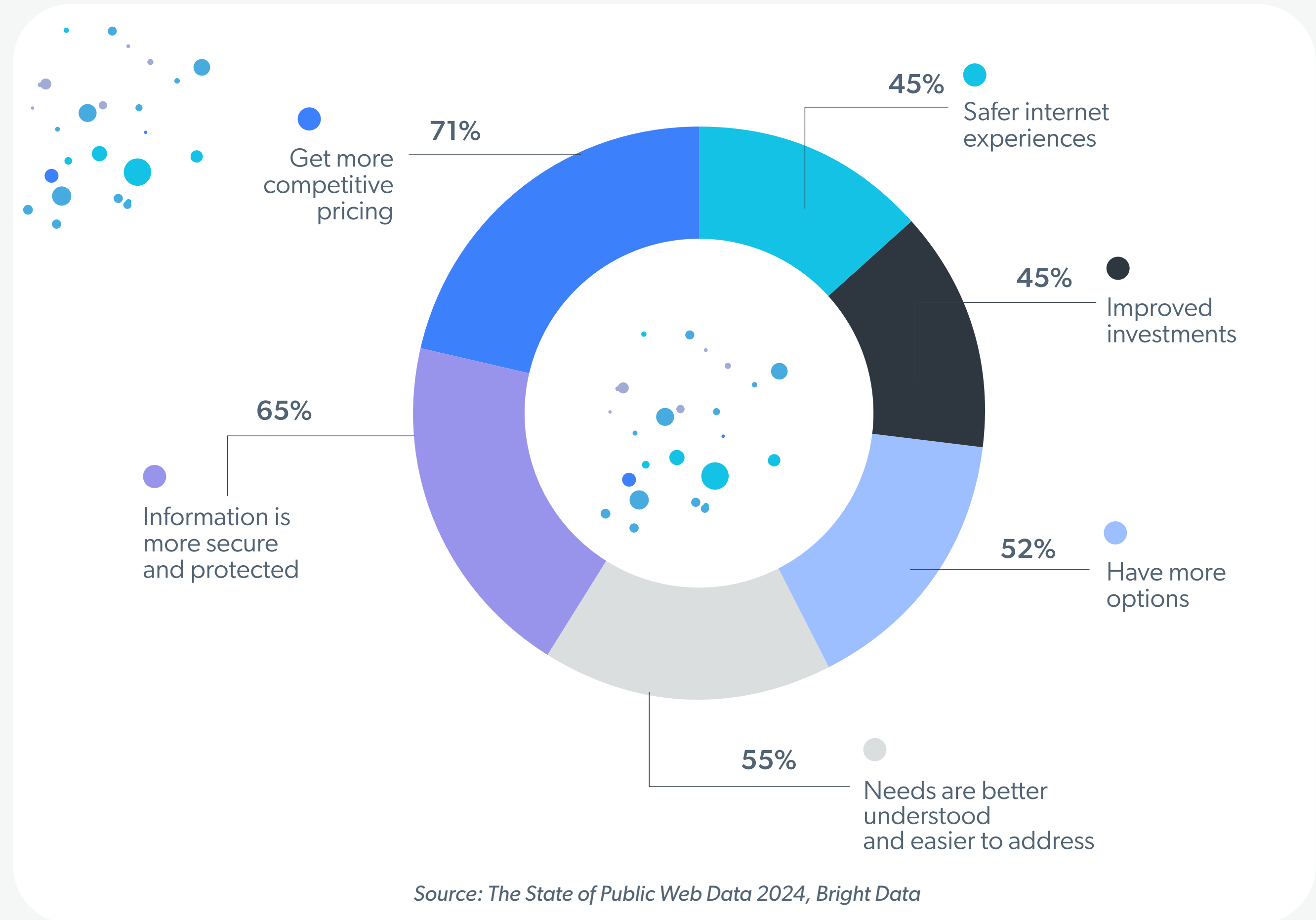
It can also be used to understand how potential and existing customers talk about and interact with the brand online throughout the customer journey, helping insurers optimize touchpoints for better customer experience and brand loyalty.

Customer benefits in the Insurance Industry

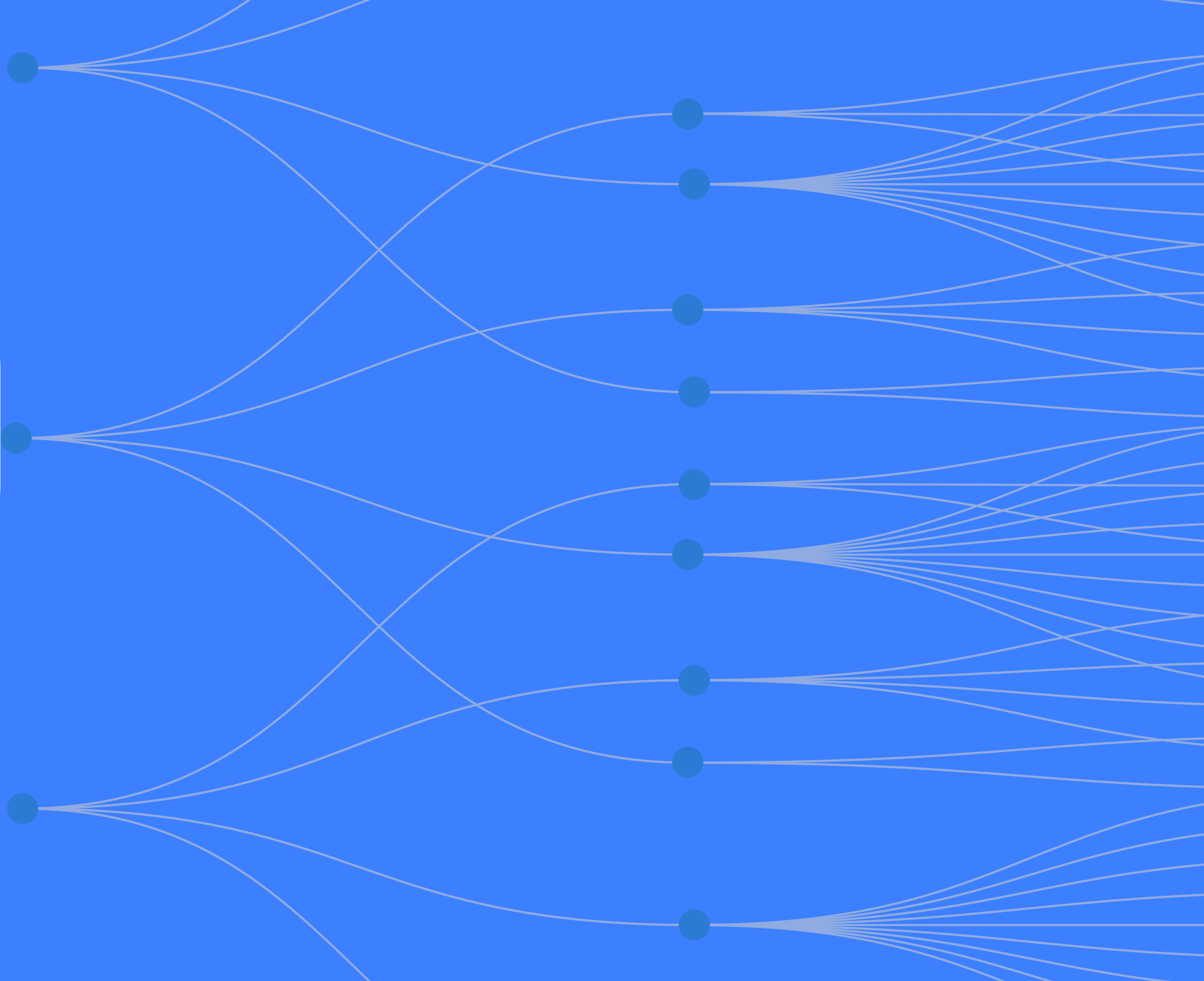
Customers save money when insurance organizations use public web data.

Public web data also enhances the security and protection of customer information and ensures customer needs are better understood and easier to address.

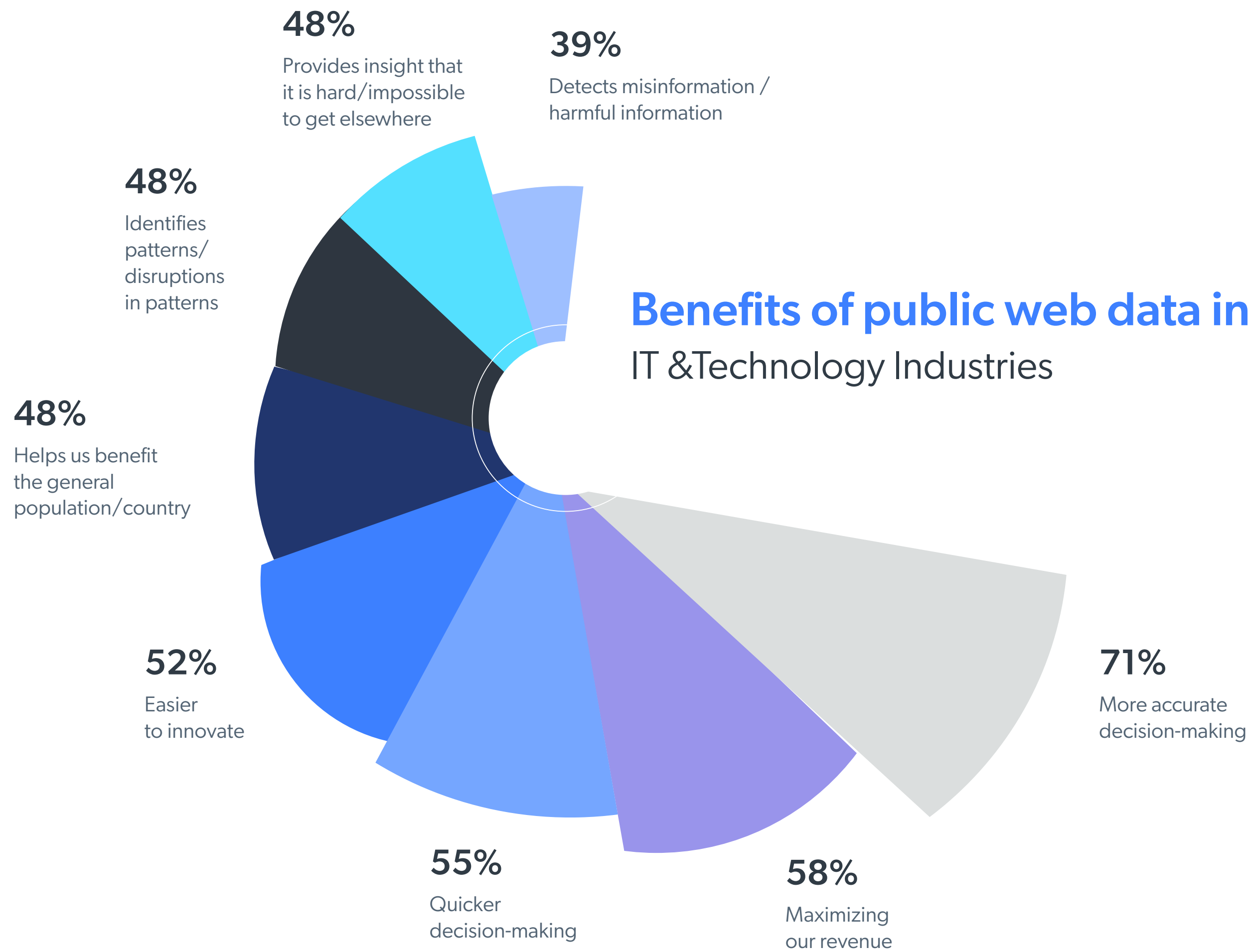
87%
of insurance industry respondents agree public web data is critical to the future of their organization.



**Industry:
IT & Technology**



Benefits of public web data in IT & Technology Industries



Source: The State of Public Web Data 2024, Bright Data

Public web data equips IT and technology organizations with a comprehensive, real-time understanding of their environment, enabling data-driven decisions that are both strategic and timely.

This empowers organizations to address market demands, customer insights, security vulnerabilities, and regulatory changes to mitigate risks before they impact operations.

More data, more often.

Of those that were surveyed...

87% leverage public web data at least once a day.

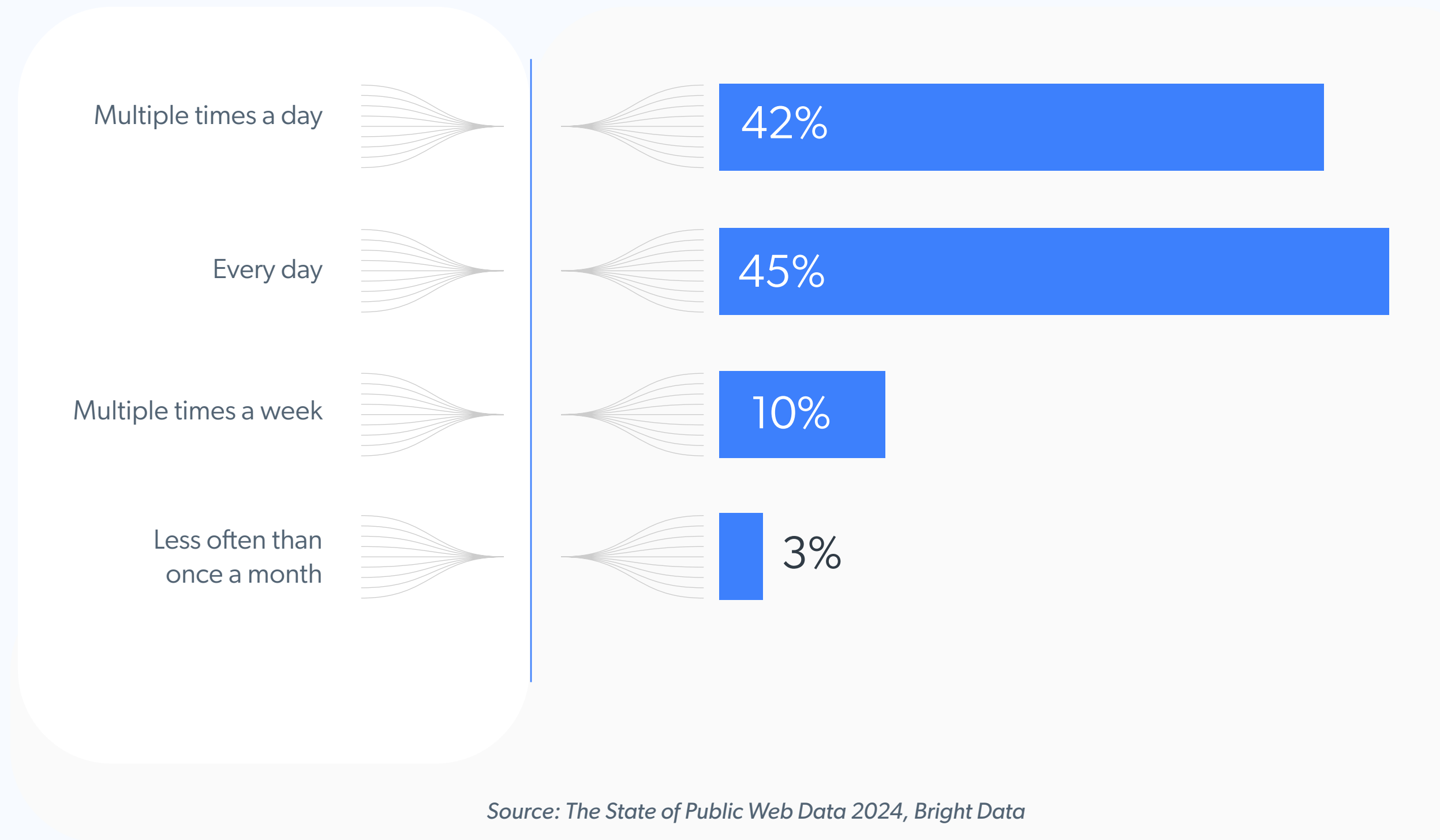
97% leverage public web data at least once a week.

97% leverage public web data at least once a month.

The range of products, services, and needs that span B2C and B2B mean the need for data is vast to serve internal needs and those of the customer.

Frequency public web data is used in

IT & Technology Industries



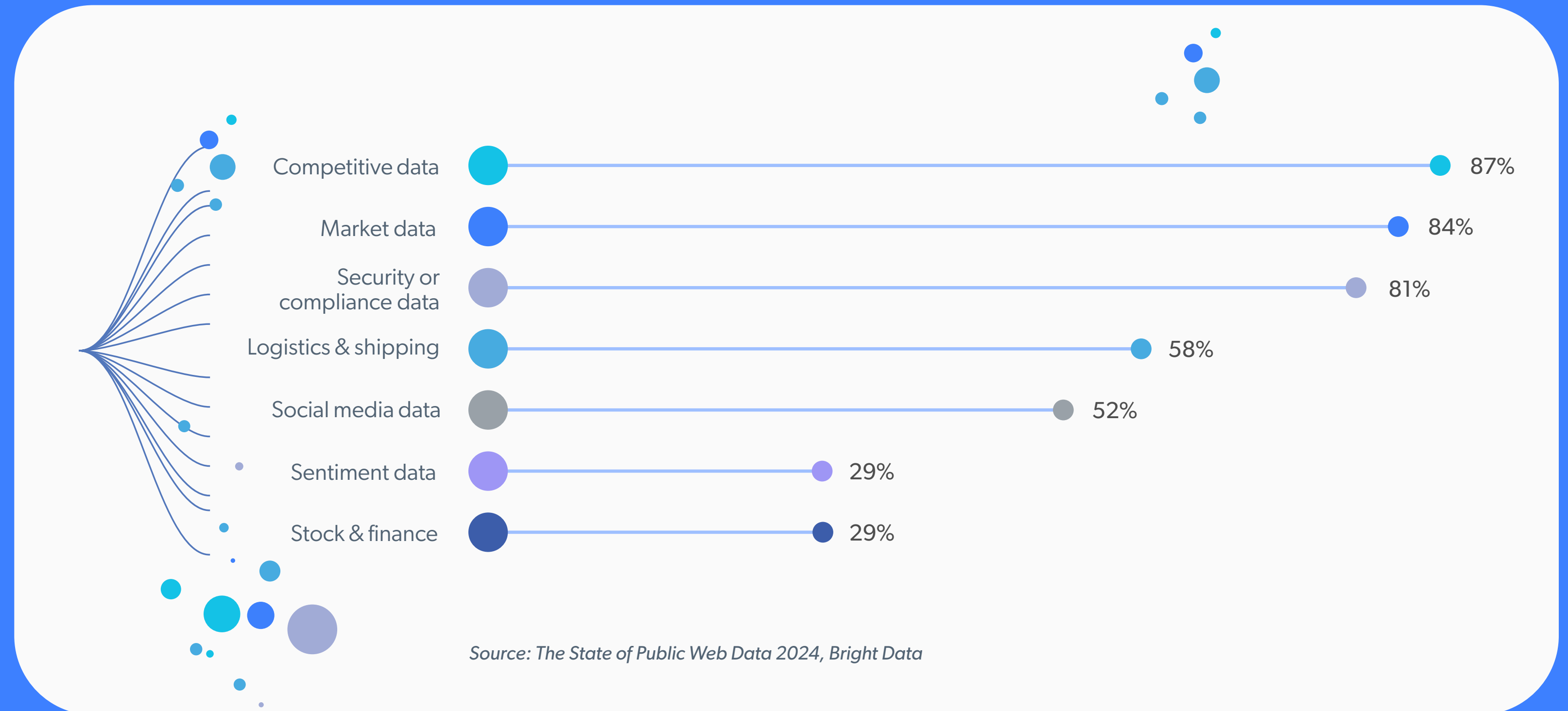
Types of data most often sourced in IT & Technology Industries

Competitive data allows organizations to monitor competitors' strategies, product launches, pricing models, and market positioning.

By analyzing public discussions and product reviews, a technology organization can gauge the market's reception to a competitor's new product. They can then refine their product features to better meet customer expectations and carve out a competitive edge.

90%

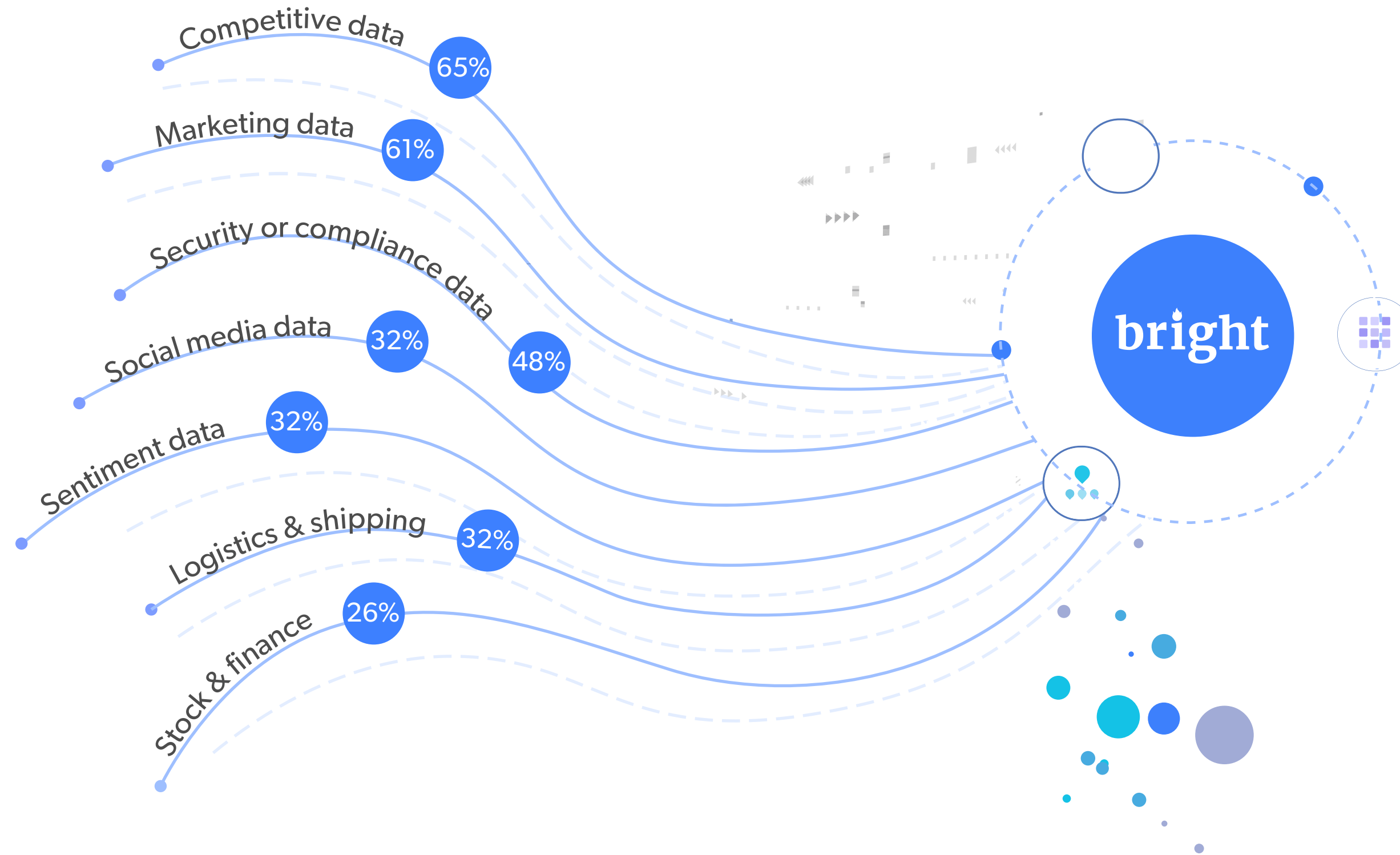
of respondents in the IT and technology industries believe public web data is critical to the future of their organization.



Source: The State of Public Web Data 2024, Bright Data

Additional types of data needed

IT & Technology Industries



Source: The State of Public Web Data 2024, Bright Data

Respondents report needing more competitive data and marketing data.

Leveraging marketing data can be a pivotal strategy to understand market trends and growth opportunities.

94%

of IT and technology organizations have a formal strategy for gathering and using public web data, but they still require more data.

Building AI machines is among the most common uses for IT and technology Industries.

Public web data is leveraged for Natural Language Processing (NLP) and is used to build chatbots or voice assistants. It provides real-world examples including slang and industry jargon.

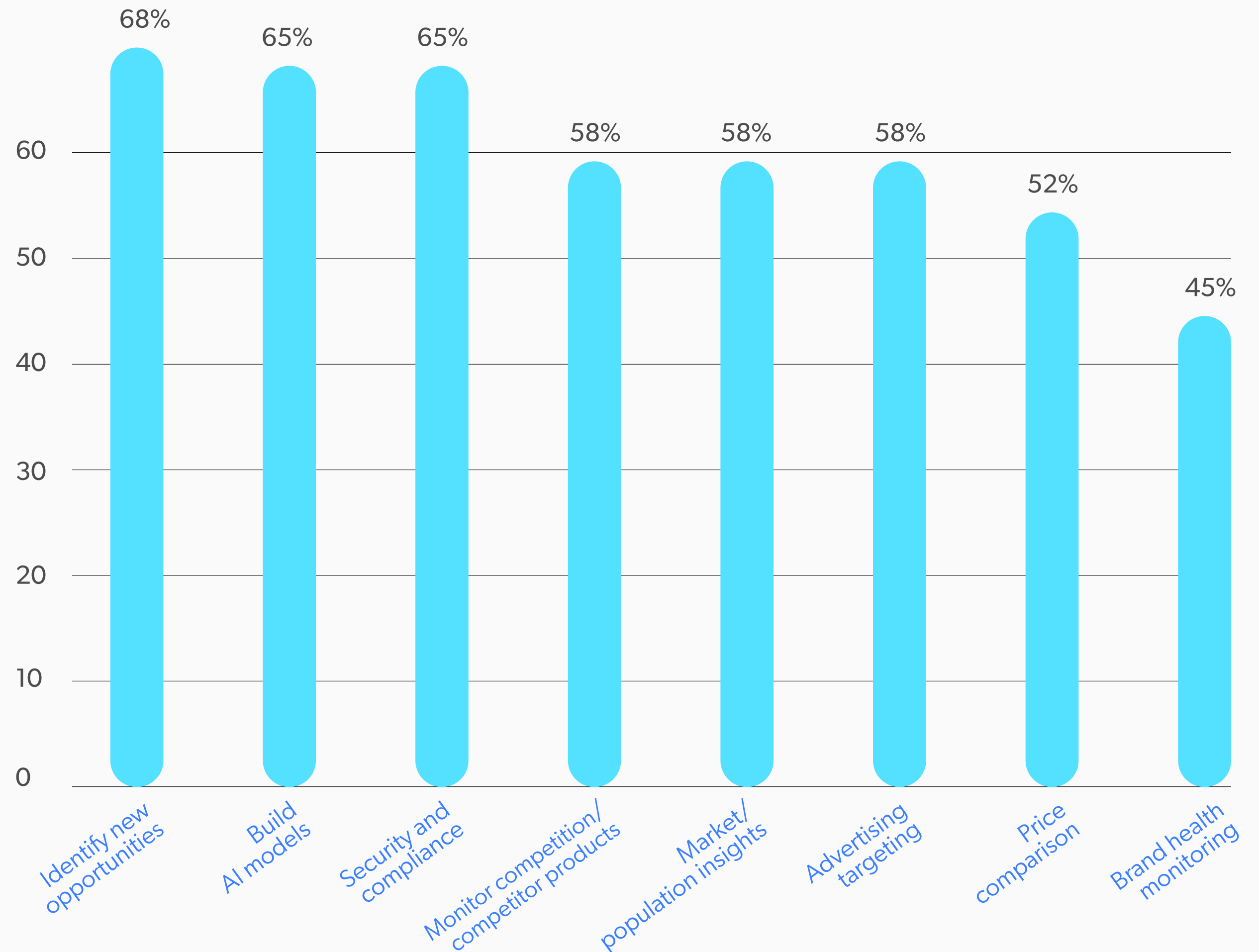
By accessing diverse datasets, organizations can train machine learning models on a wide range of inputs, enhancing their accuracy and reliability.

94%

of IT and technology respondents say public web data is critical for the development of AI models.

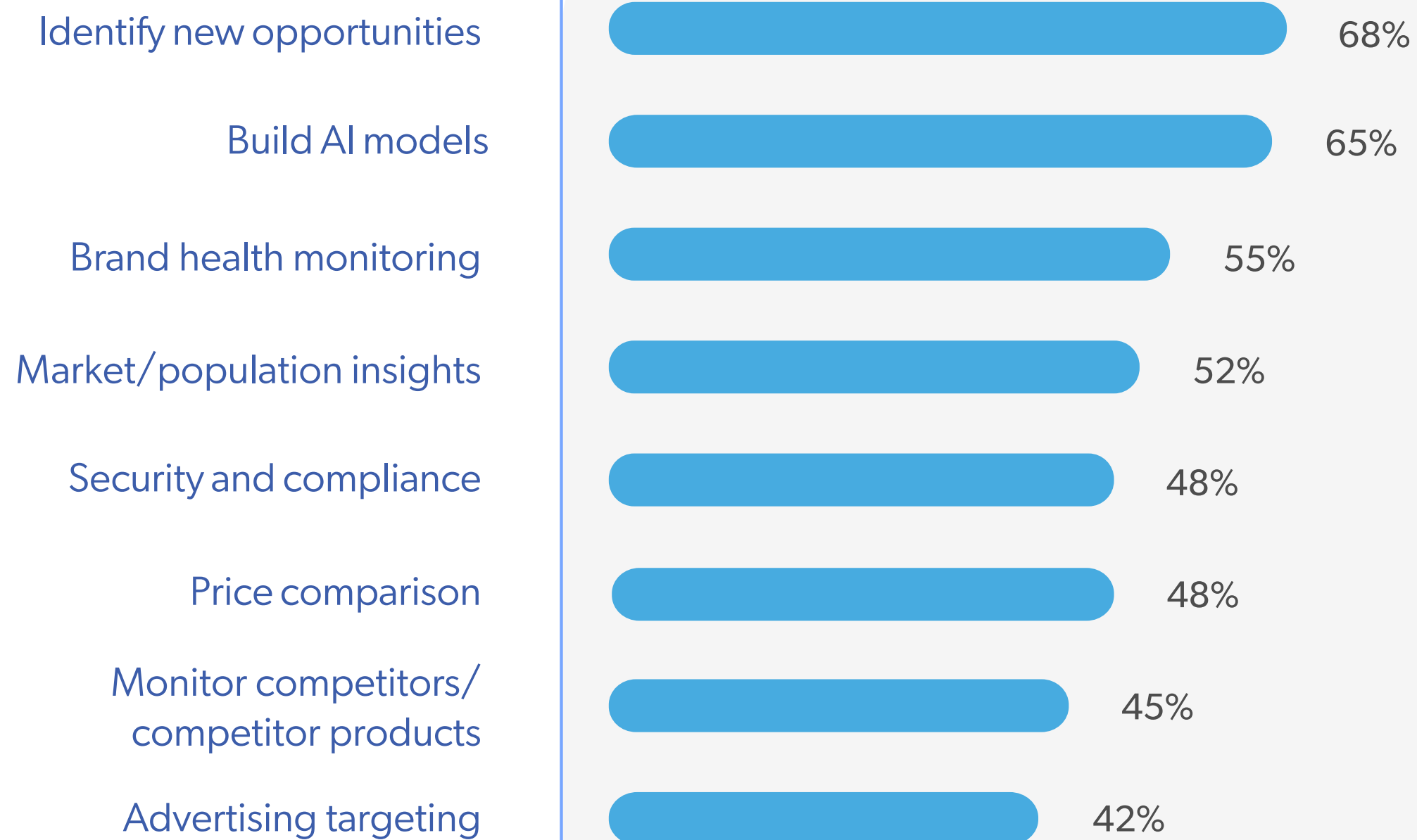
Top public web data is uses in

IT & Technology Industries



Source: The State of Public Web Data 2024, Bright Data

IT & Technology Industries want to use more public web data for



Source: The State of Public Web Data 2024, Bright Data

Public web data helps IT and technology organizations identify new opportunities by assisting with market trend analysis and customer needs identification.

It's unsurprising that IT and technology organizations are increasingly seeking additional public web data, specifically to advance their AI model development efforts.

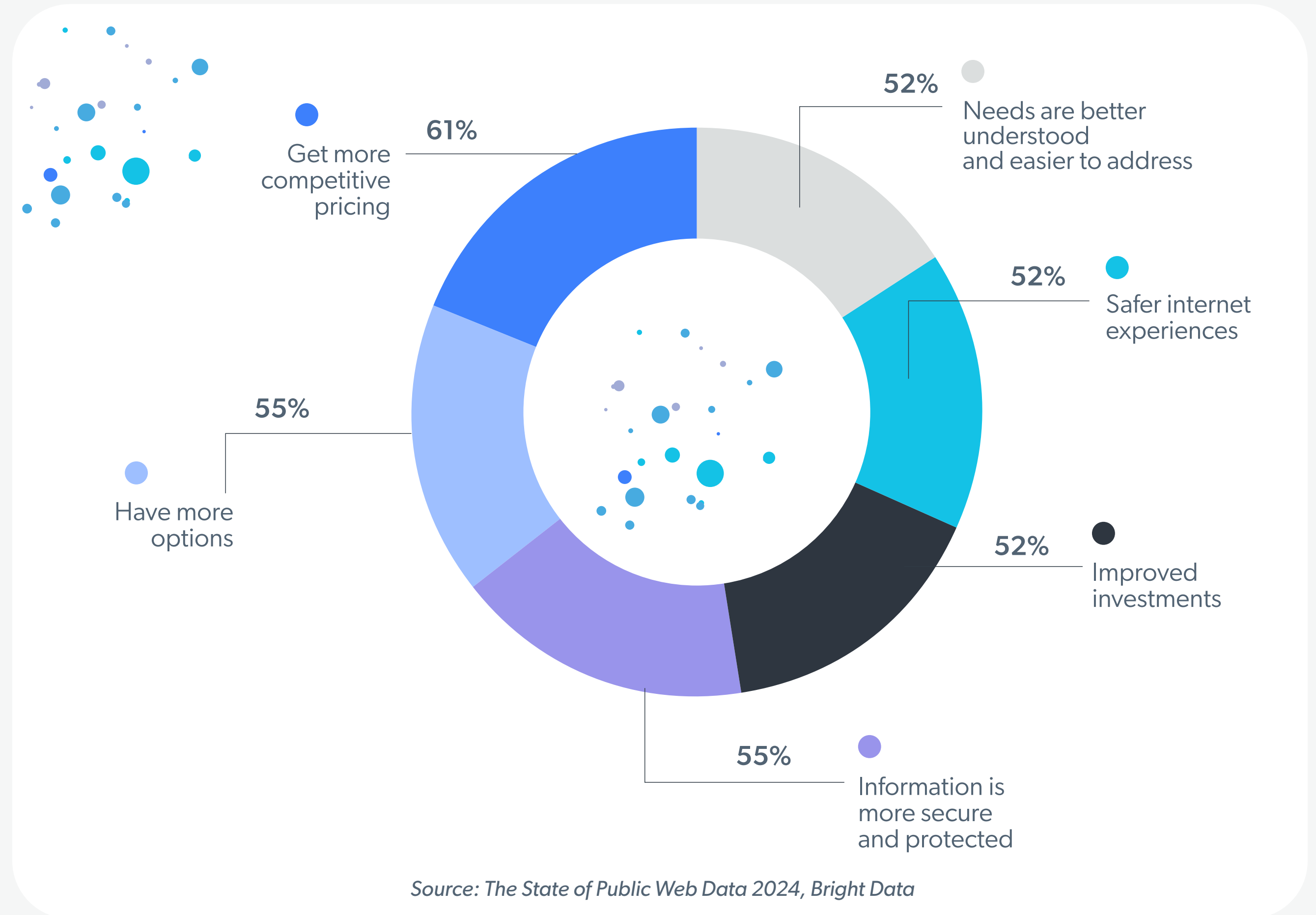
84%
of IT and technology respondents believe public web data is a currency of business.

Customer benefits in the IT & Technology Industries

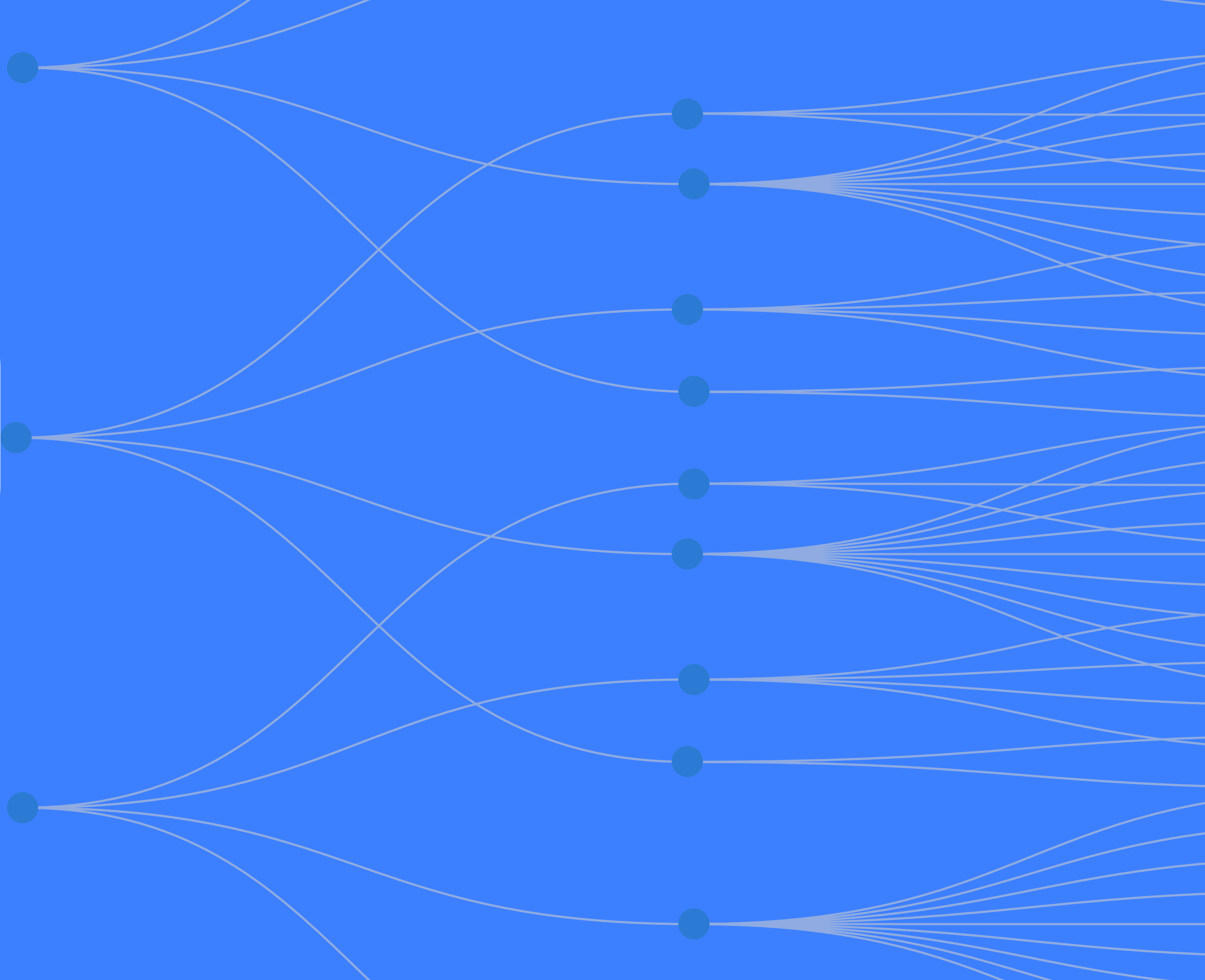
Customers save money when IT and technology organizations use public web data.

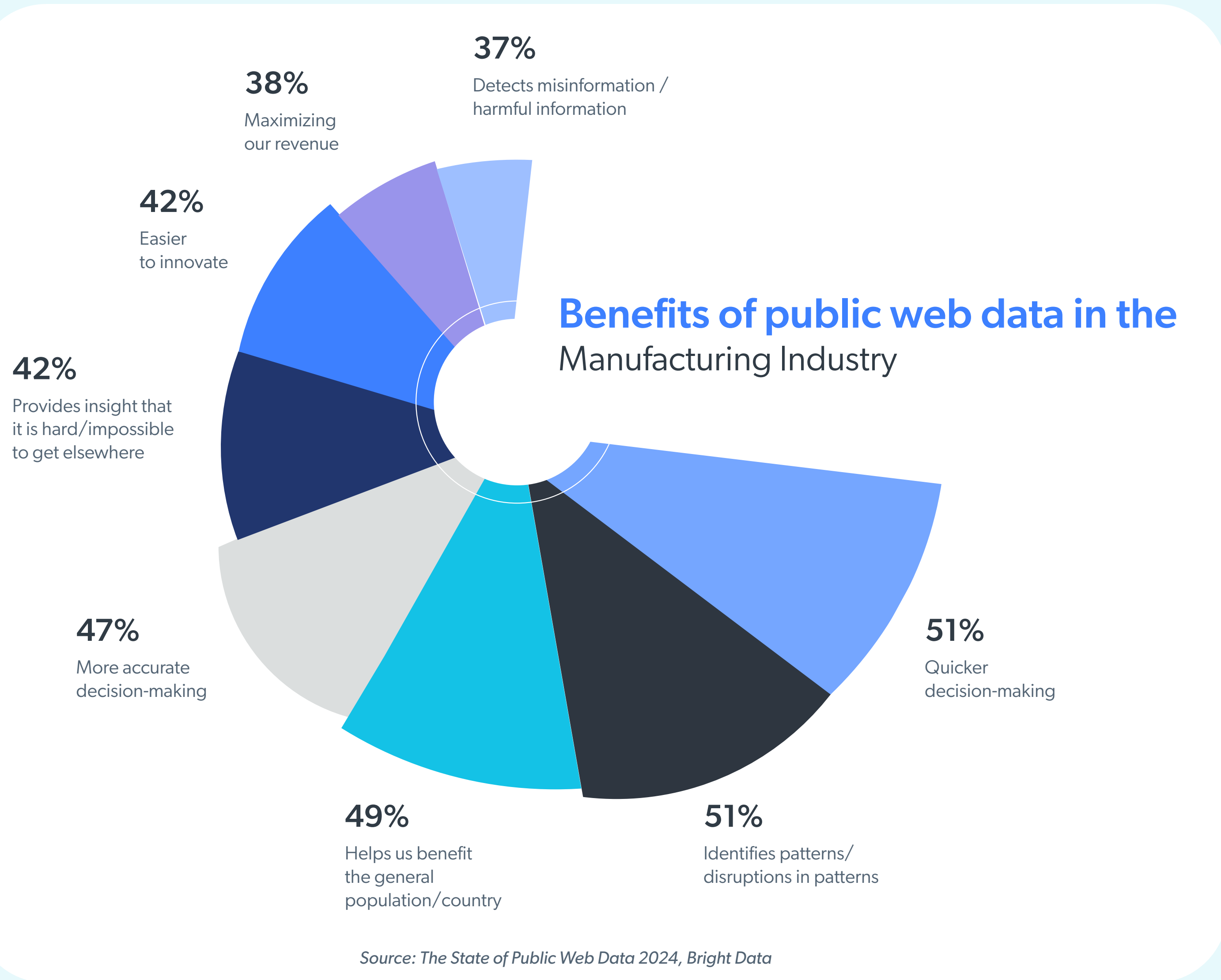
By leveraging public web data, companies can proactively detect new threats and adapt their security measures to keep customer information more secure and protected.

Organizations can also monitor public web data from data dump sites, social media, and news sites to detect the first signs of a data breach. This ensures any data breaches are discovered quickly and addressed, minimizing potential harm.



**Industry:
Manufacturing**





71% of manufacturing respondents believe public web data is crucial or very important to running operations and decision-making across their organization.

Nearly half of respondents report their use of public web data benefits the general population and country. Harnessing insights, market trends, and operational efficiencies help manufacturing industries enhance national productivity and foster innovation.

97%
of manufacturing respondents believe public web data is crucial or very important for the global economy.

More data, more often.

Of those that were surveyed...

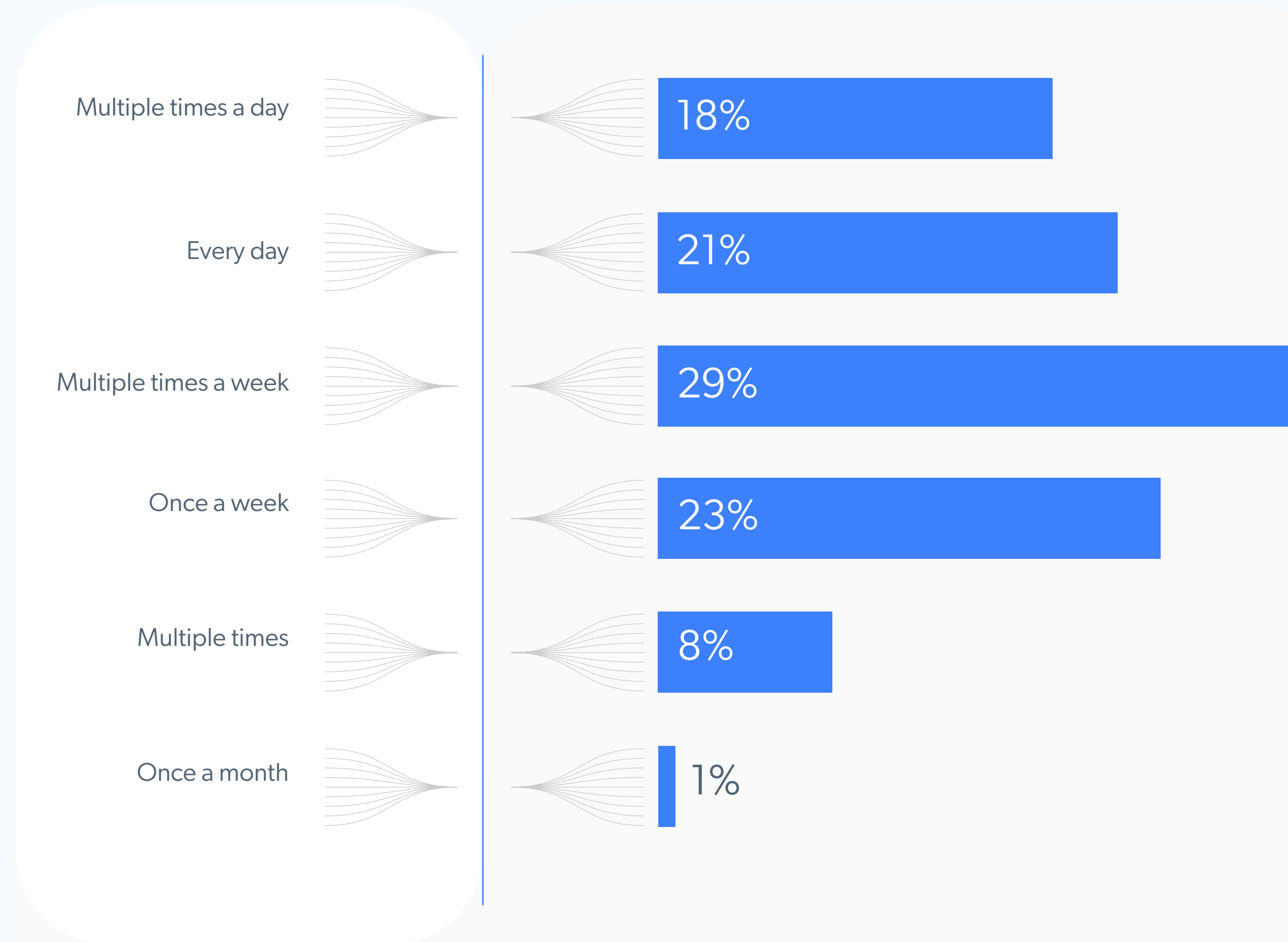
39% leverage public web data at least once a day.

91% leverage public web data at least once a week.

100% leverage public web data at least once a month.

Manufacturing organizations need to be able to react to changes in real-time by collecting data to understand the market at any given moment.

Frequency public web data is used in the Manufacturing Industry



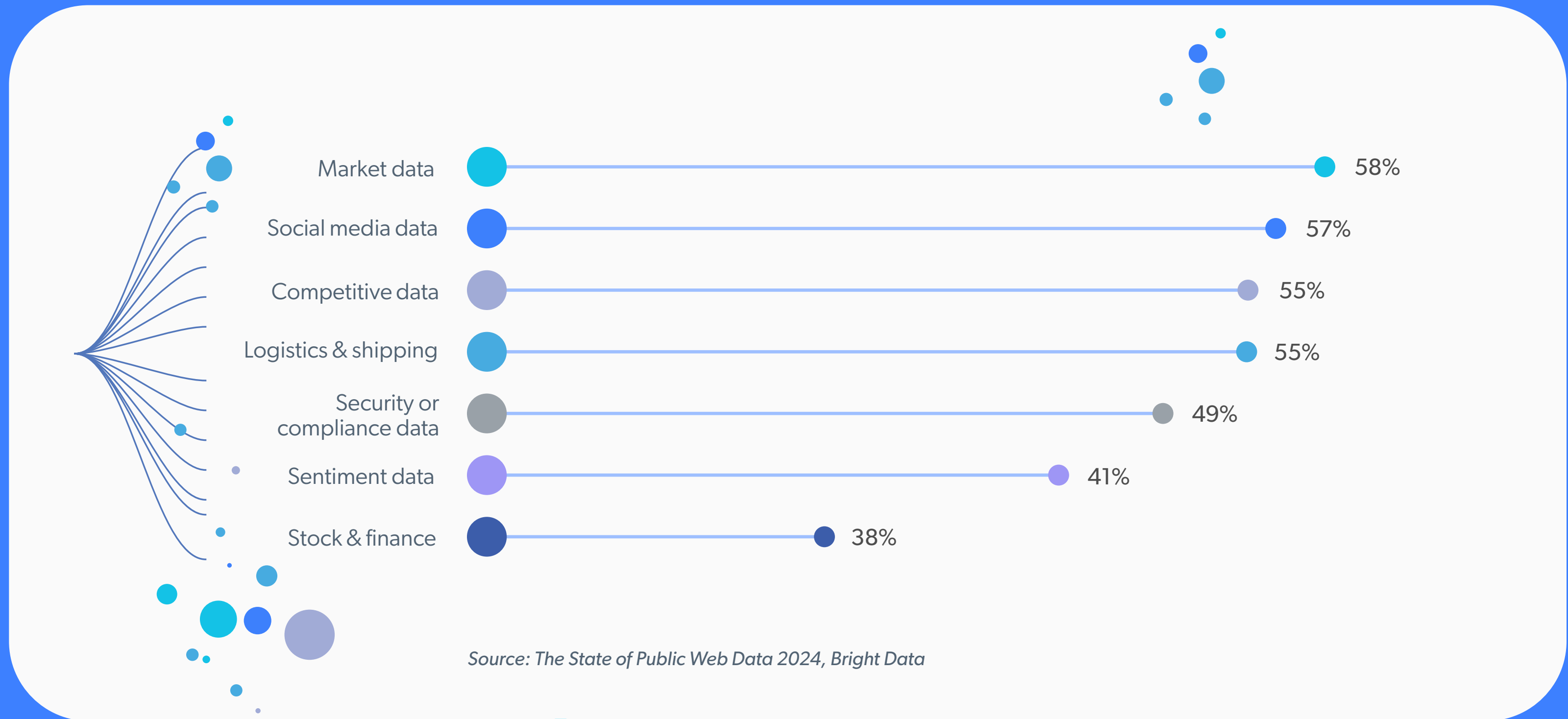
Source: The State of Public Web Data 2024, Bright Data

Types of data most often sourced in the Manufacturing Industry

Respondents report they are most likely sourcing market data and social media data.

Market data is especially valuable to the manufacturing industry, allowing organizations to gather information on the latest trends and forecast demand. Manufacturers leverage public web data from industry news, market research reports, and social media to identify emerging trends and product demand.

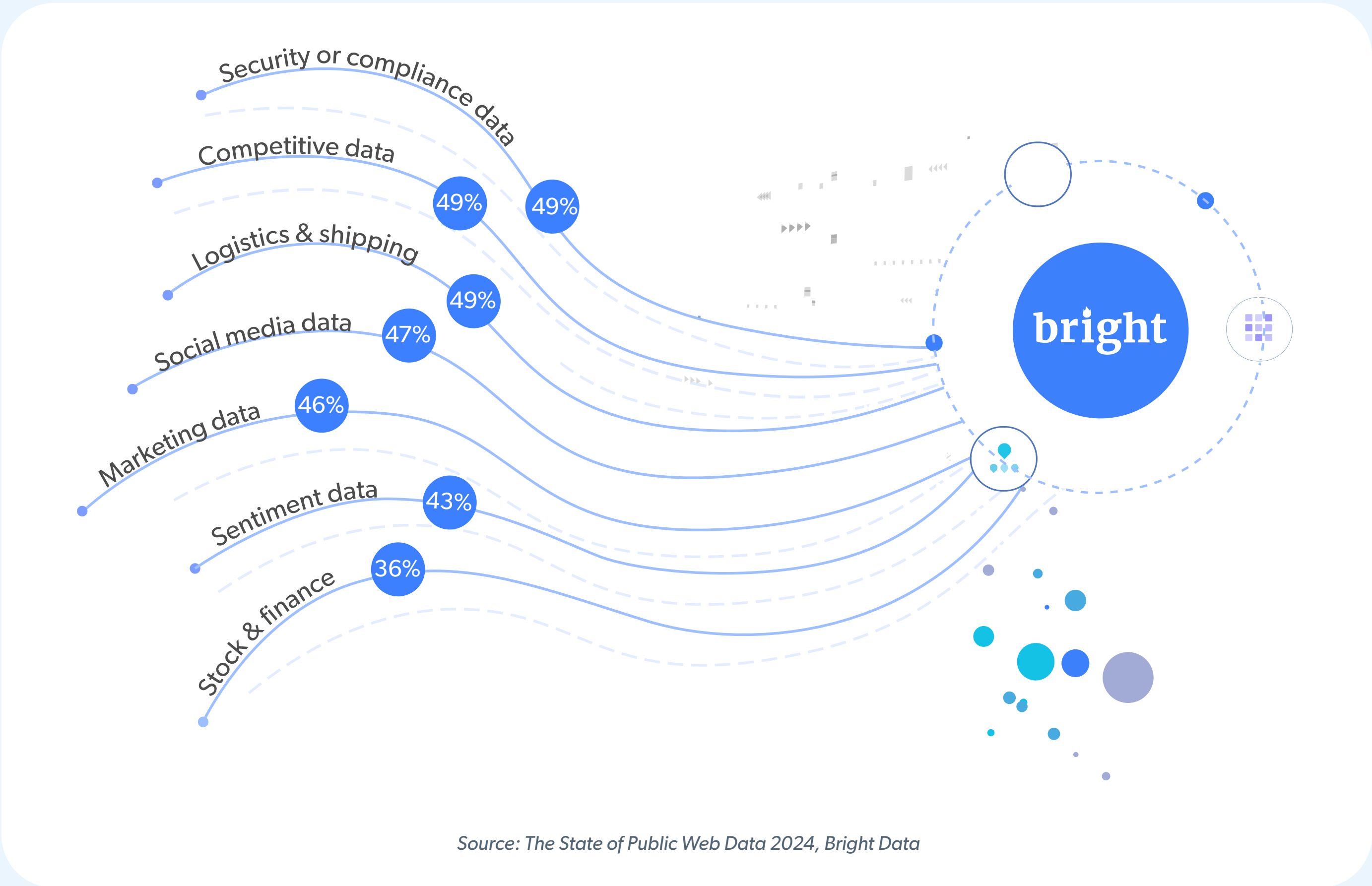
82%
of respondents in the manufacturing industry believe public web data is critical to the future of their organization.



Source: The State of Public Web Data 2024, Bright Data

Additional types of data needed

Manufacturing Industry



Manufacturing organizations are eager to increase their access to more of this critical resource, especially for security and compliance, competitive intelligence, and logistics and shipping.

Manufacturing organizations utilize logistics and shipping data for supply chain visibility and route optimization. By tracking traffic updates, weather conditions, and geopolitical events, manufacturers can make proactive adjustments, minimizing disruptions and lowering operational expenses.

82%
of manufacturing industry respondents believe public web data is a currency of business.

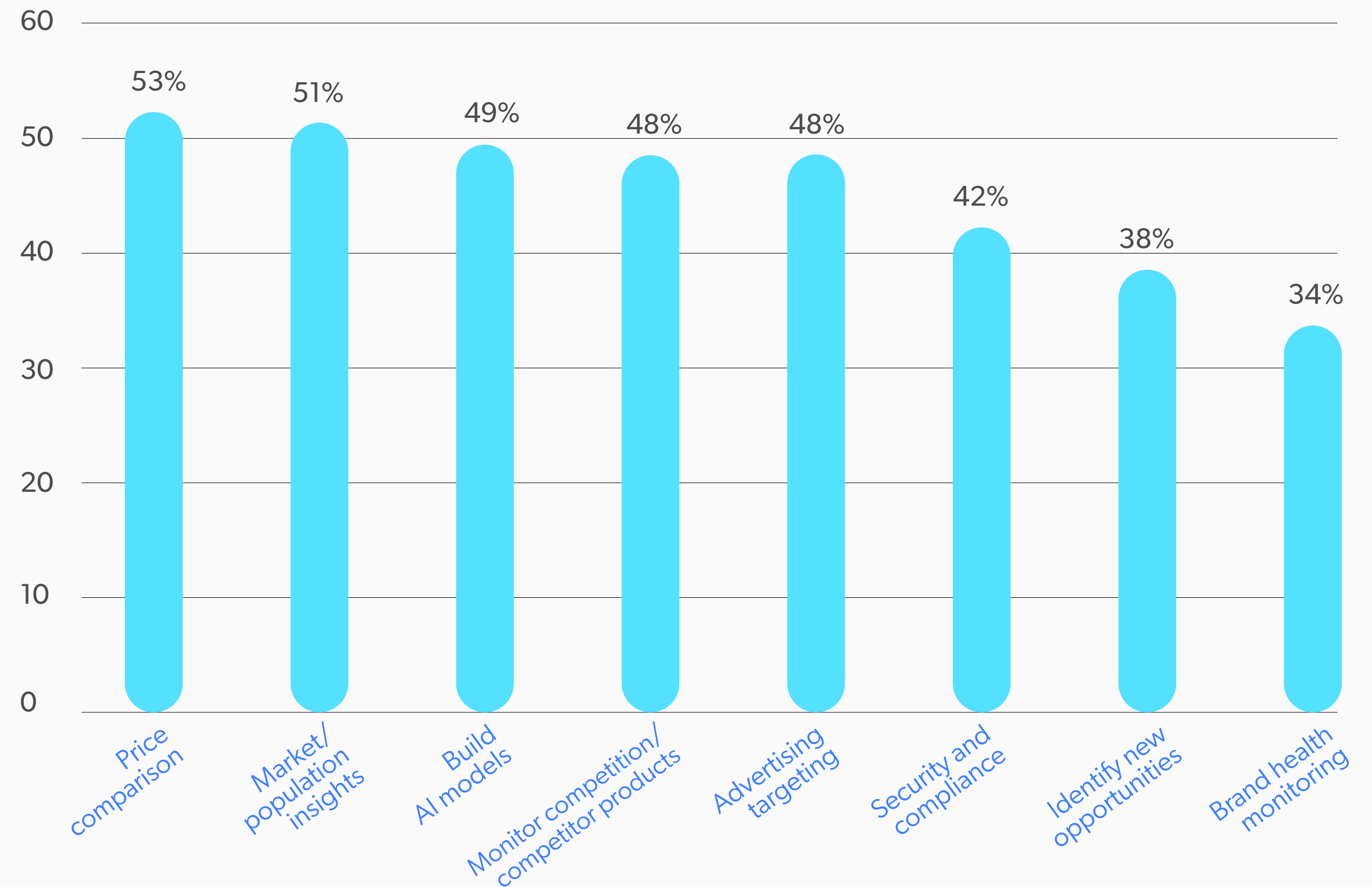
Public web data enables manufacturing organizations to build AI models for predictive maintenance.

By collecting data on equipment manufacturer updates, the environment, and insights from social media, manufacturers can build AI models to predict potential equipment failures and allow for proactive maintenance.

84%
believe public web data is critical for AI model development.

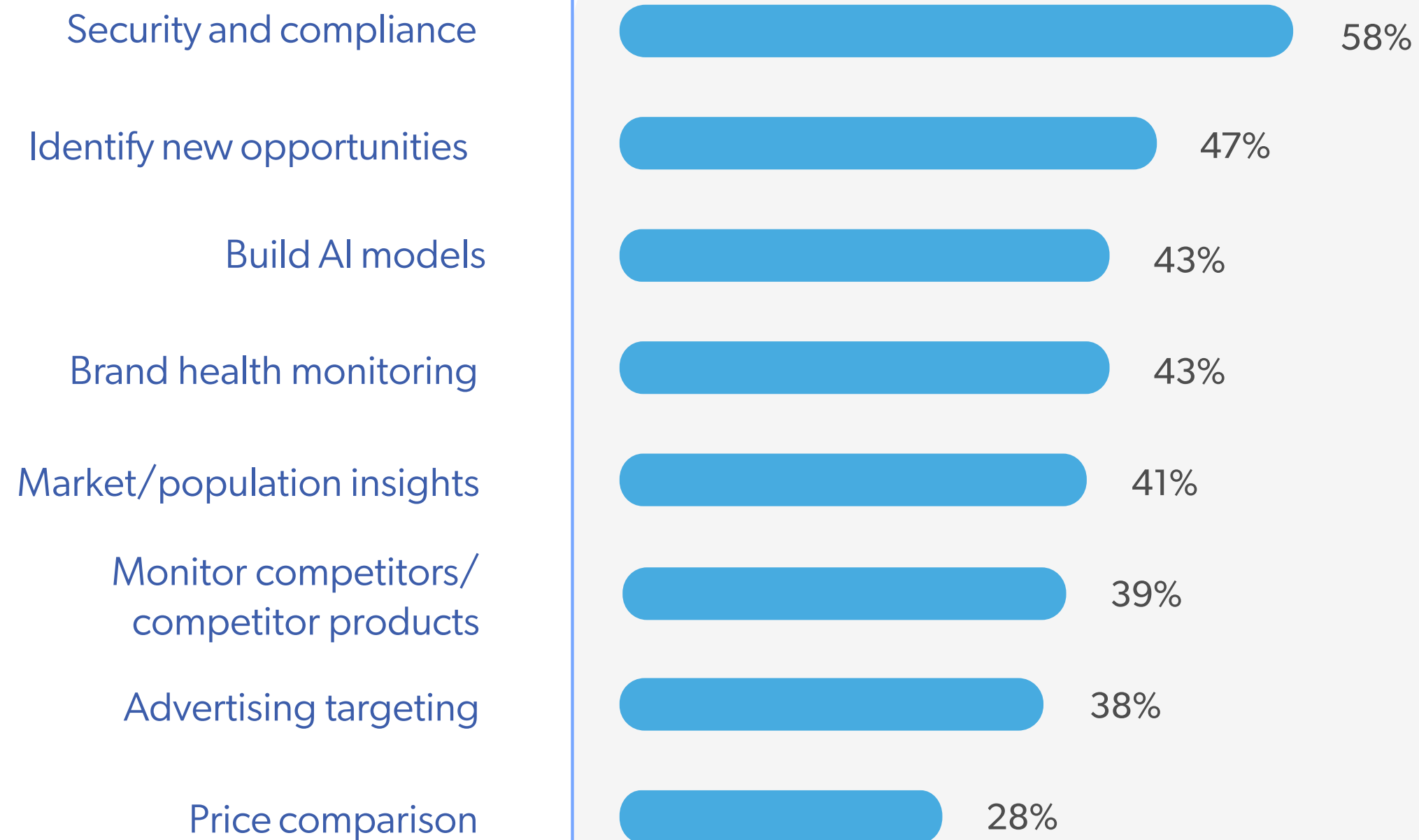
Top public web data is uses in

Manufacturing Industry



Source: The State of Public Web Data 2024, Bright Data

The Manufacturing Industry wants to use more public web data for



Source: The State of Public Web Data 2024, Bright Data

The most desired area for more public web data is security and compliance.

Public web data enables manufacturing organizations to strengthen security and compliance measures through advanced threat intelligence. They can monitor forums, social media, and government alerts to identify cybersecurity threats and vulnerabilities to proactively protect their digital infrastructure and intellectual property.

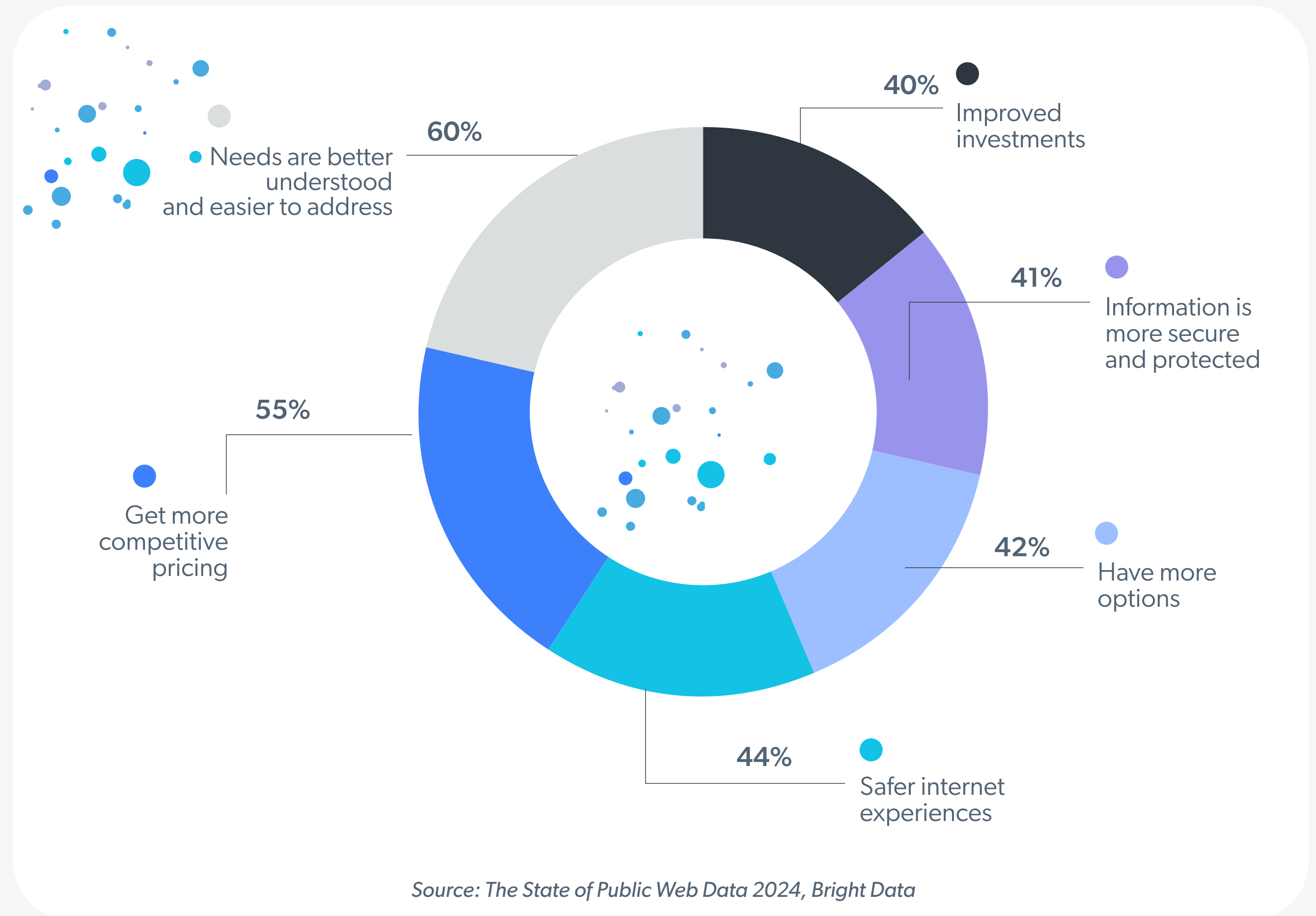
79%

of respondents from the manufacturing industry need more public web data.

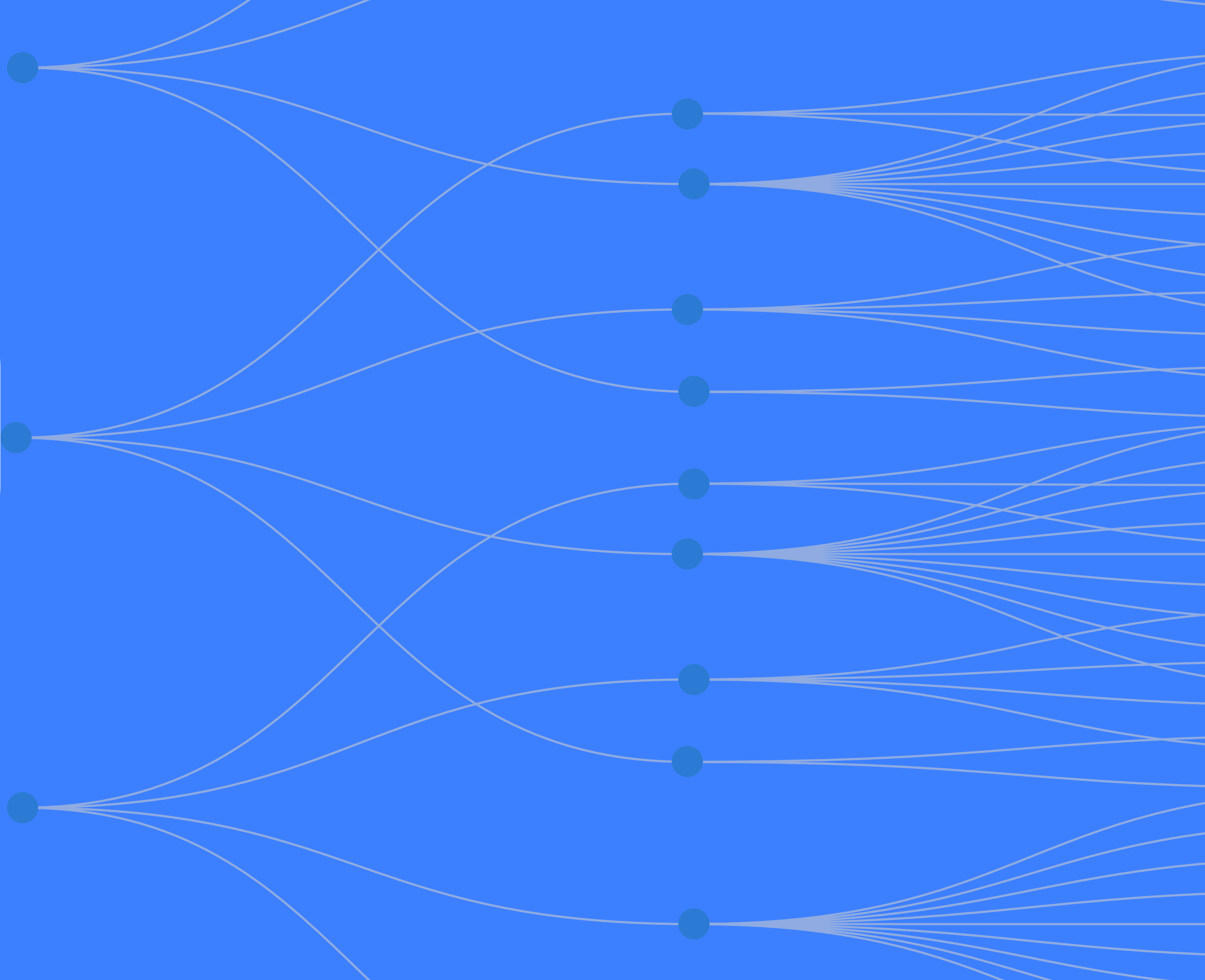
Customer benefits in the Manufacturing Industry

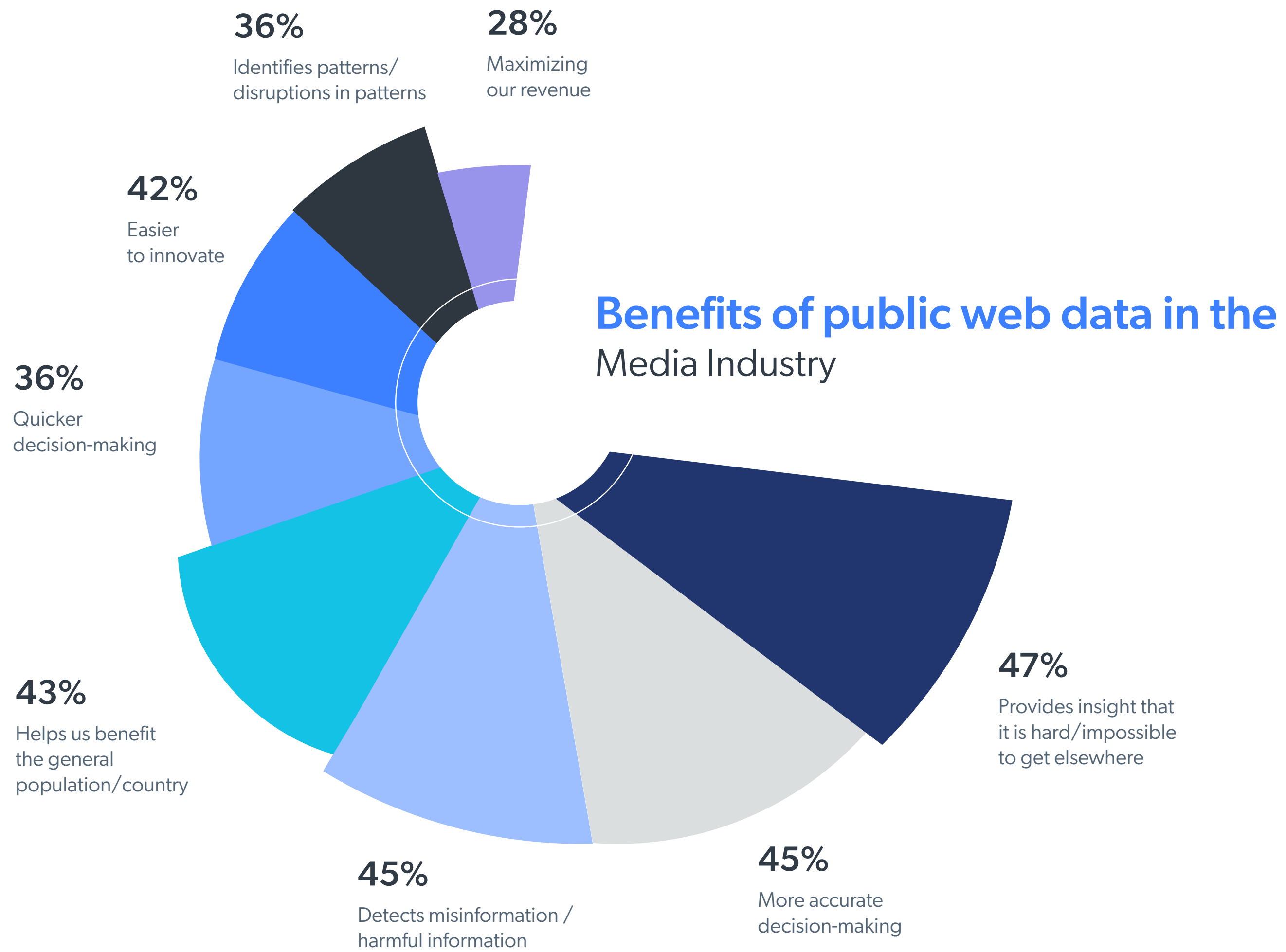
Customers' needs are better understood and easier to address when manufacturing organizations utilize public web data.

Using public web data from eCommerce platforms, social media, and review sites ensures manufacturers can identify emerging trends, improve product development, and strengthen customer service. This ultimately leads to enhanced customer satisfaction and loyalty.



**Industry:
Media**





Source: The State of Public Web Data 2024, Bright Data

Public web data provides media organizations with insights to detect misinformation or harmful information.

Media organizations can fight back against misinformation by utilizing public web data for content monitoring and analysis. By leveraging advanced algorithms trained on this data, organizations can flag potential false or misleading content across various platforms.

96%
of media respondents say public web data is crucial or very important to running of operations and decision-making in their organizations.

More data, more often.

Of those that were surveyed...

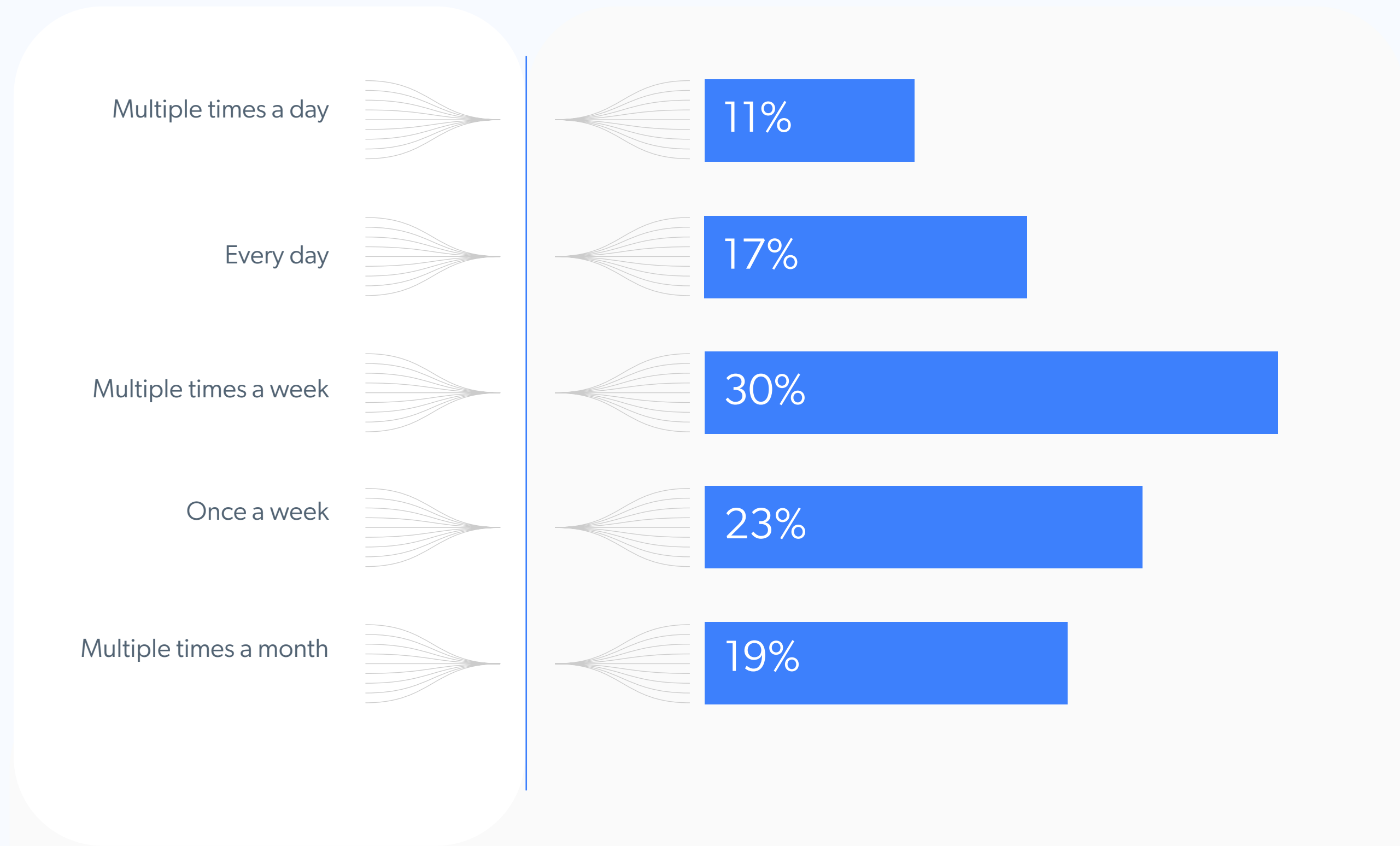
28% leverage public web data at least once a day.

81% leverage public web data at least once a week.

100% leverage public web data at least once a month.

Media organizations need to be able to react to advertising opportunities in real-time by collecting data to understand the market and their audiences at any given moment.

Frequency public web data is used in the Media Industry



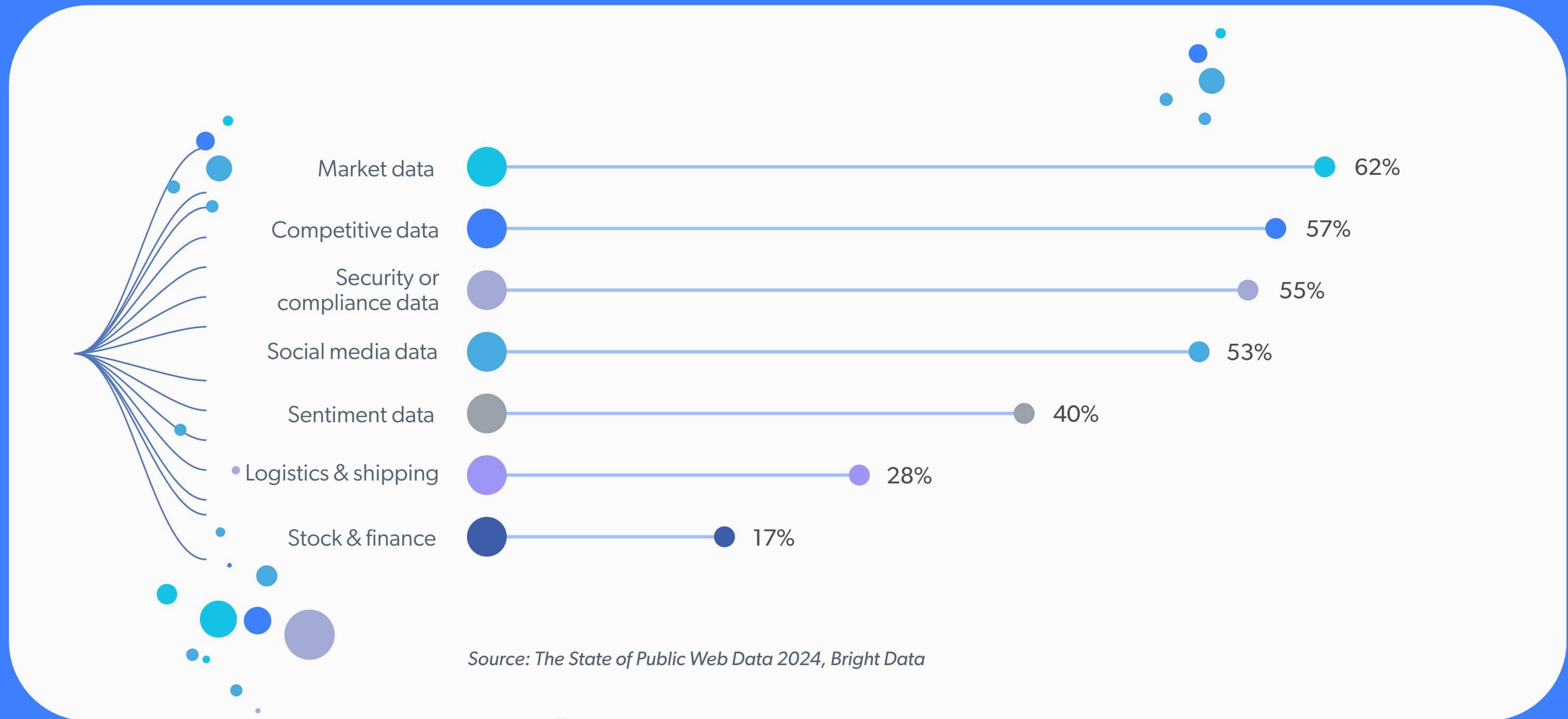
Source: The State of Public Web Data 2024, Bright Data

Media organizations discover audience insights and emerging trends through collecting social media, search engine, and online forum data.

They also gather public web data on shares, views, and comments across various platforms to assess the performance of their content and refine strategies for better audience engagement.

87%
of media respondents believe public web data is critical to the future of their organization.

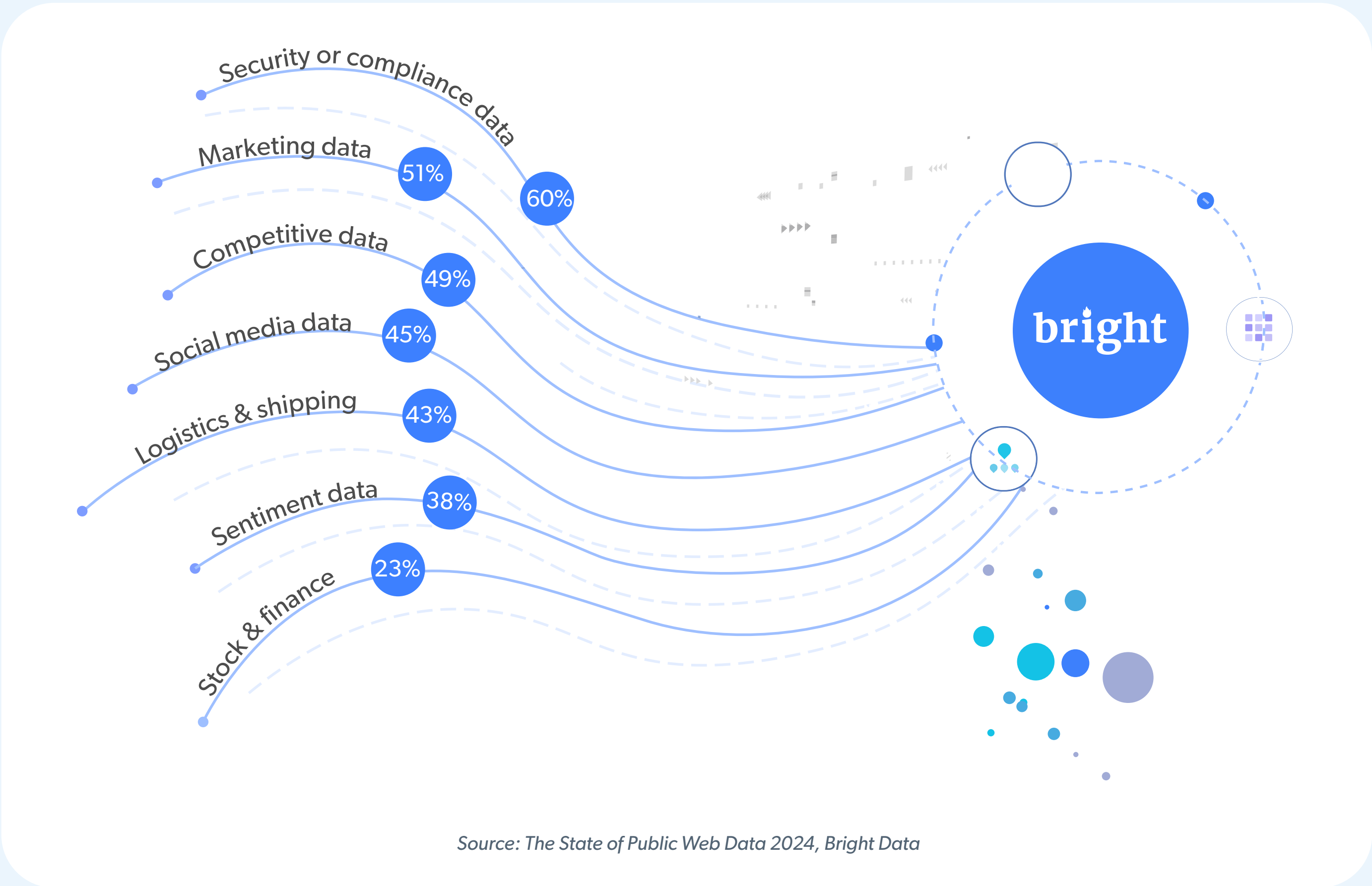
Types of data most often sourced in the Media Industry



Source: The State of Public Web Data 2024, Bright Data

Additional types of data needed

Media Industry



Security or compliance data was the most highly desired additional type of data, used to protect media sites and organizations from breaches and also to protect consumers' information.

Media organizations use public web data from eCommerce sites, content aggregation sites, and social media platforms to protect their copyrighted materials. They can monitor for unauthorized uses to enforce their intellectual property rights.

98%
of media organizations need more public web data according to respondents.

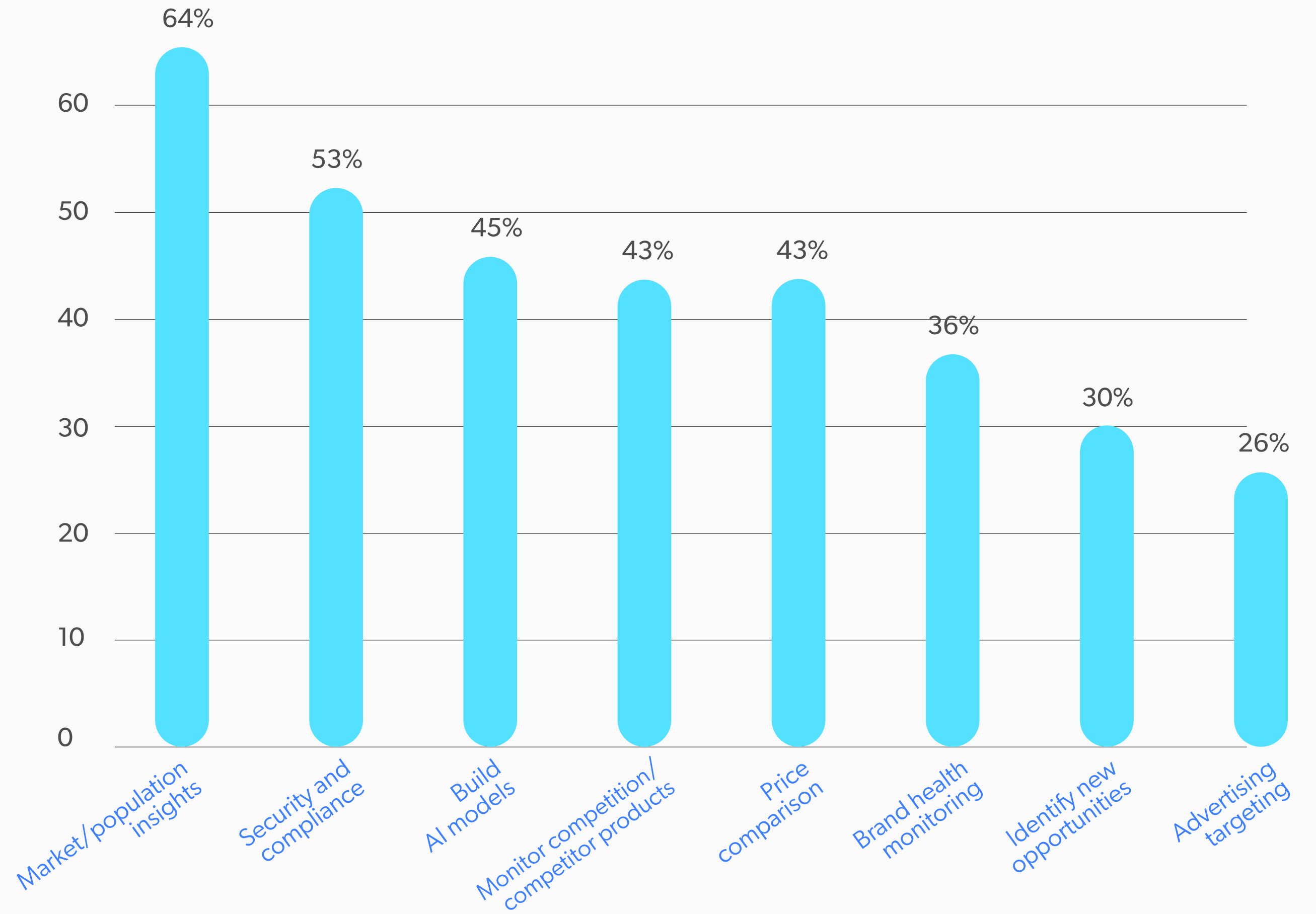
Collecting public web data from social media, online forums, and search engines gives organizations the information to study the interactions and behaviors of customers.

Marketing strategies target the audience's interests, habits, and needs while content is personalized to the audience.

64%

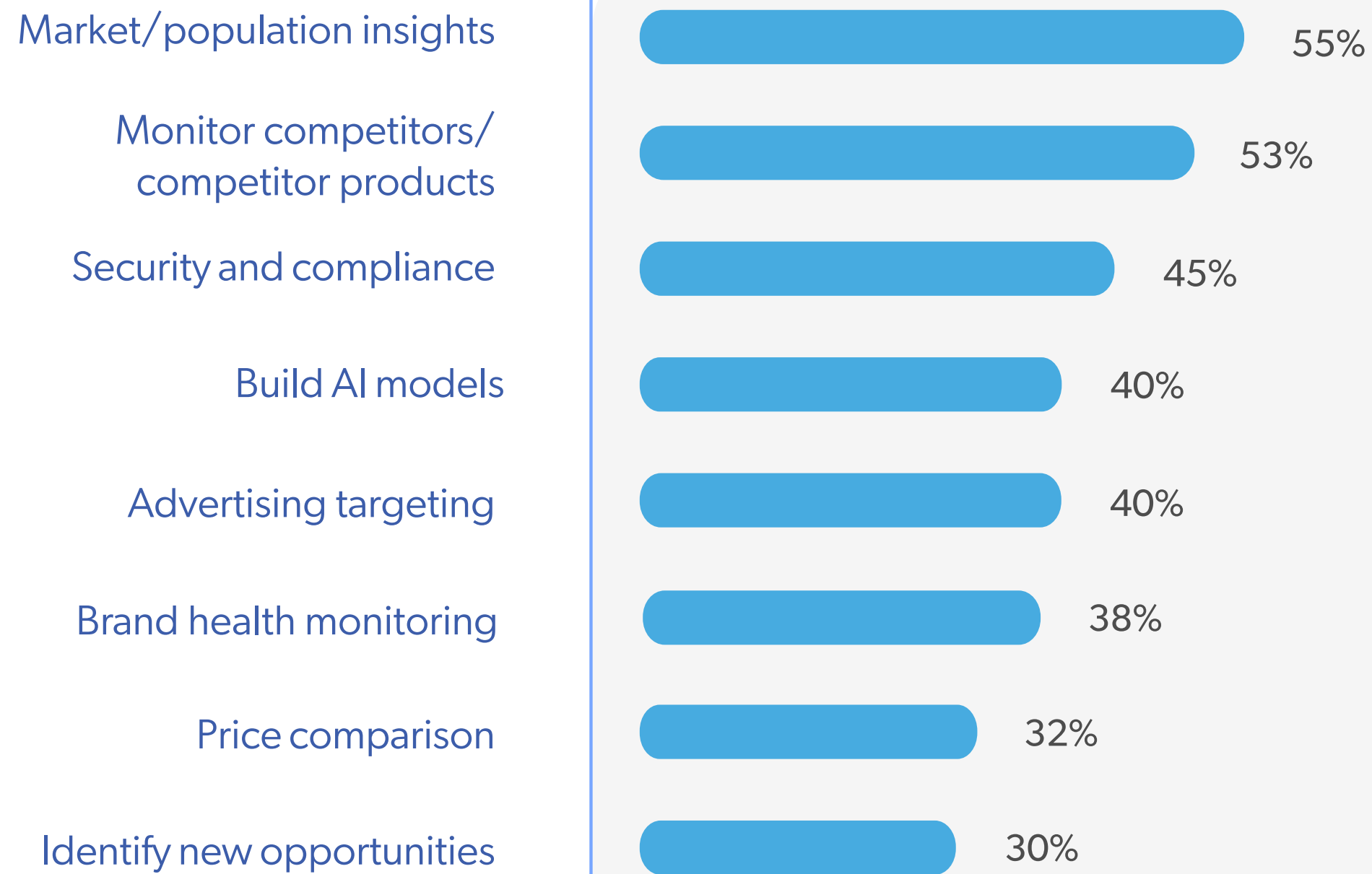
of media organizations are most likely to use public web data for market and population insights to understand audience demographics and preferences.

Top public web data is uses in the Media Industry



Source: The State of Public Web Data 2024, Bright Data

The Media Industry wants to use more public web data for



Source: The State of Public Web Data 2024, Bright Data

83% of media respondents believe public web data is a currency of business.

Given this, they are increasingly looking to leverage public web data for key operations such as market and population insights, monitoring competitors and competitor products, and security and compliance.

70%

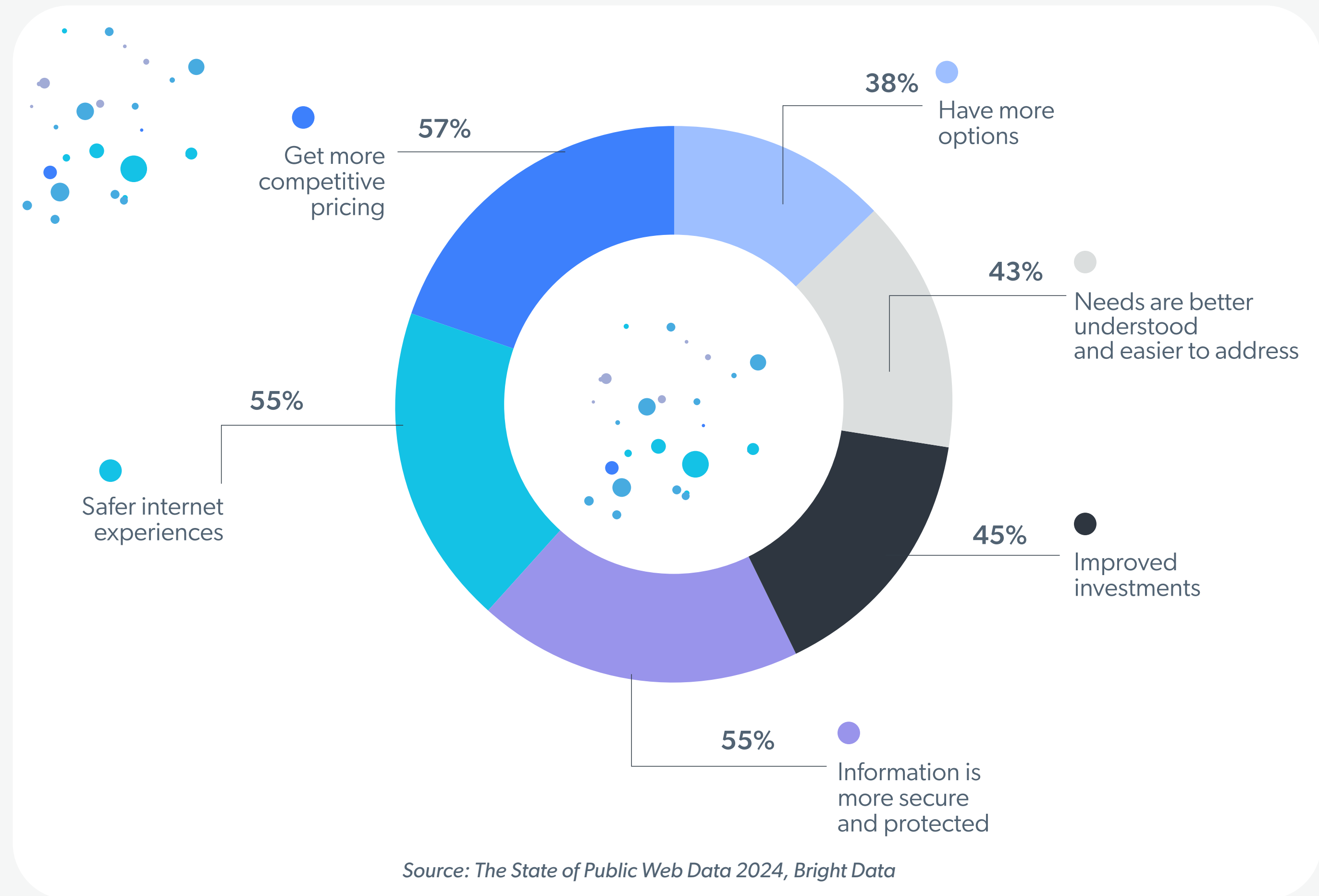
of media organizations plan to increase their budget for public web data in 2024.

Public web data helps customers save money. Other benefits include safer internet experiences and customer information is more secure and protected.

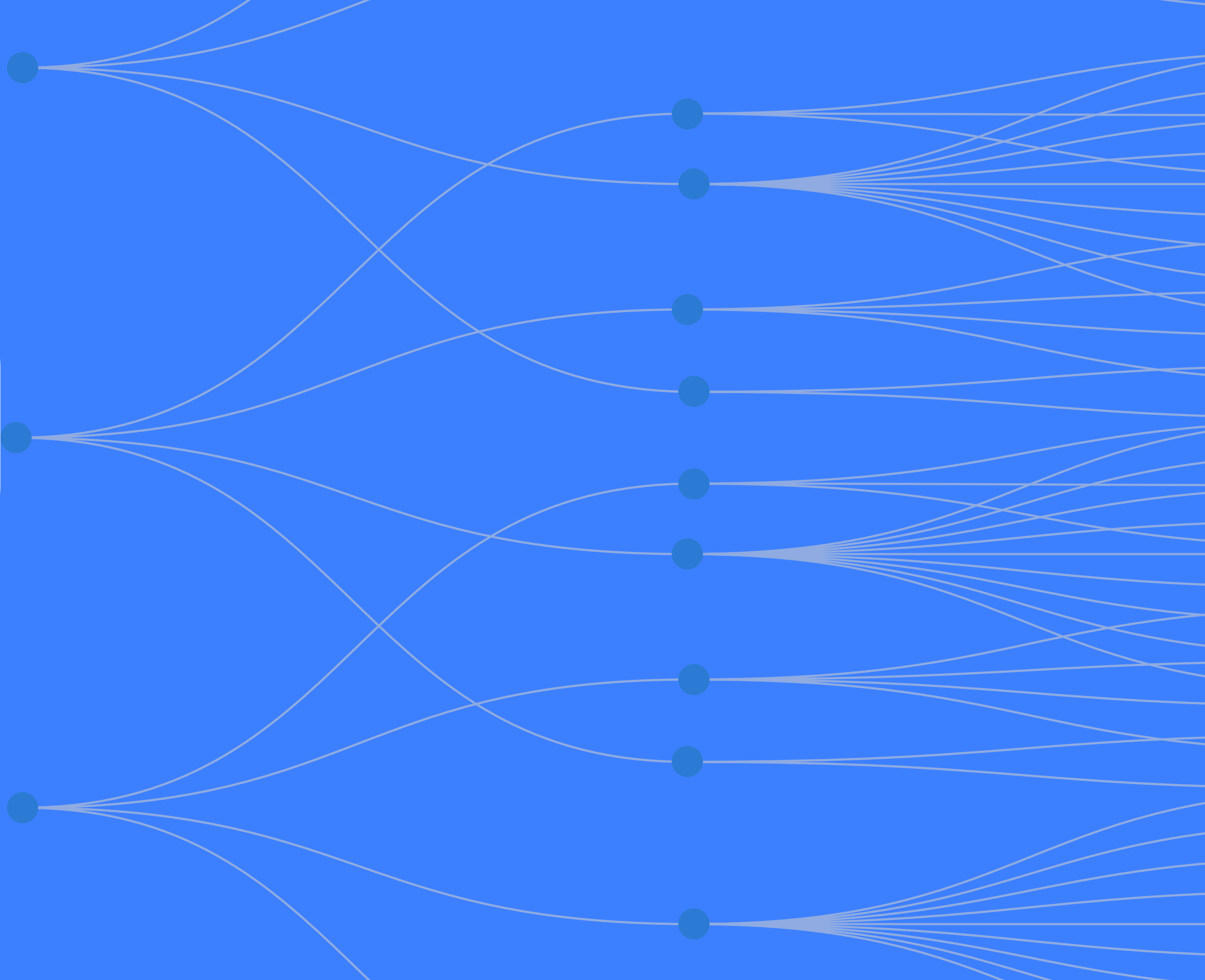
By leveraging public web data, media organizations can detect misinformation and enhance cybersecurity measures to protect their platforms and customer data from potential breaches. Public web data allows companies to proactively detect new threats and adapt their security measures to protect customer information effectively.

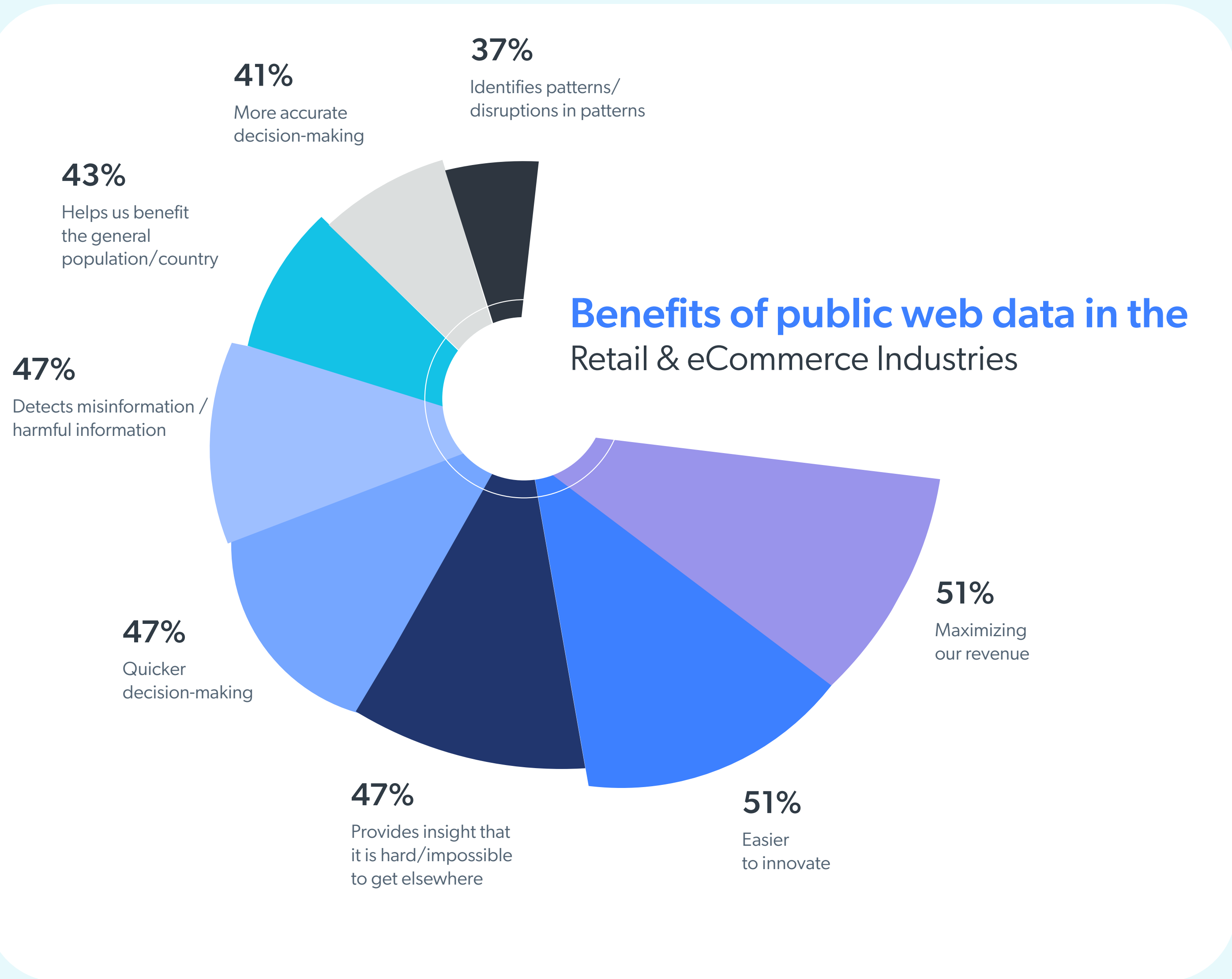
96%
of media industry respondents say public web data is crucial or very important for the global economy.

Customer benefits in the Media Industry



**Industry:
Retail & eCommerce**





Collecting data that reveals search engine trends, competitor activity, and social media patterns, enables retail and eCommerce organizations to predict demand more accurately.

This allows an organization to gain insights into inventory needs, pricing strategy, and geographical preferences for data-backed decision making.

98%
of retail and eCommerce organizations believe public web data is crucial or very important to the running of their operations and decision-making.

More data, more often.

Of those that were surveyed...

55% leverage public web data at least once a day.

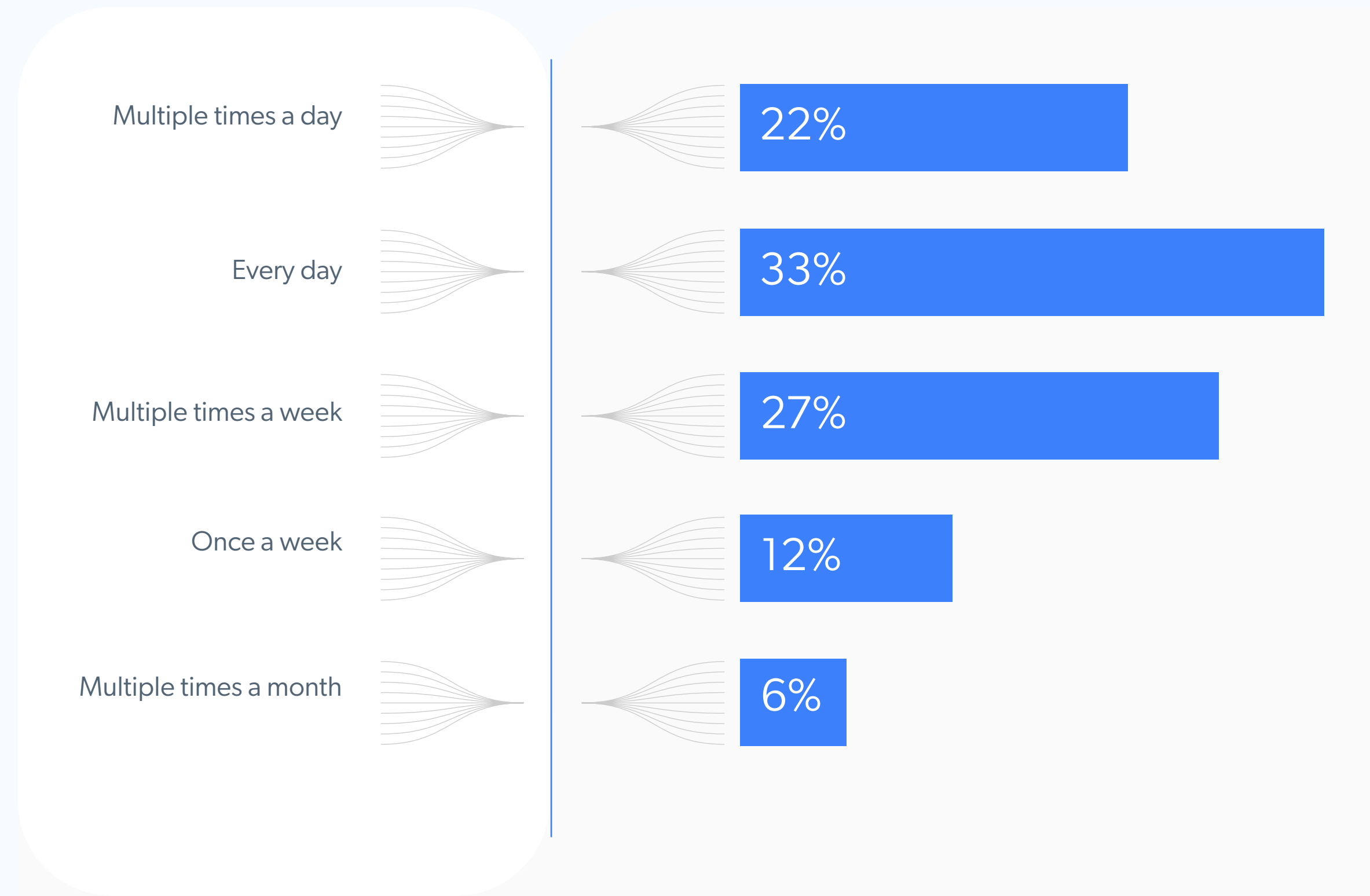
94% leverage public web data at least once a week.

100% leverage public web data at least once a month.

The market changes quickly and retail and eCommerce organizations need to be able to react to it in real-time. eCommerce businesses are known to make changes to prices by the hour if the market is dictating that change is needed to stay competitive.

Frequency public web data is used in

Retail & eCommerce Industries

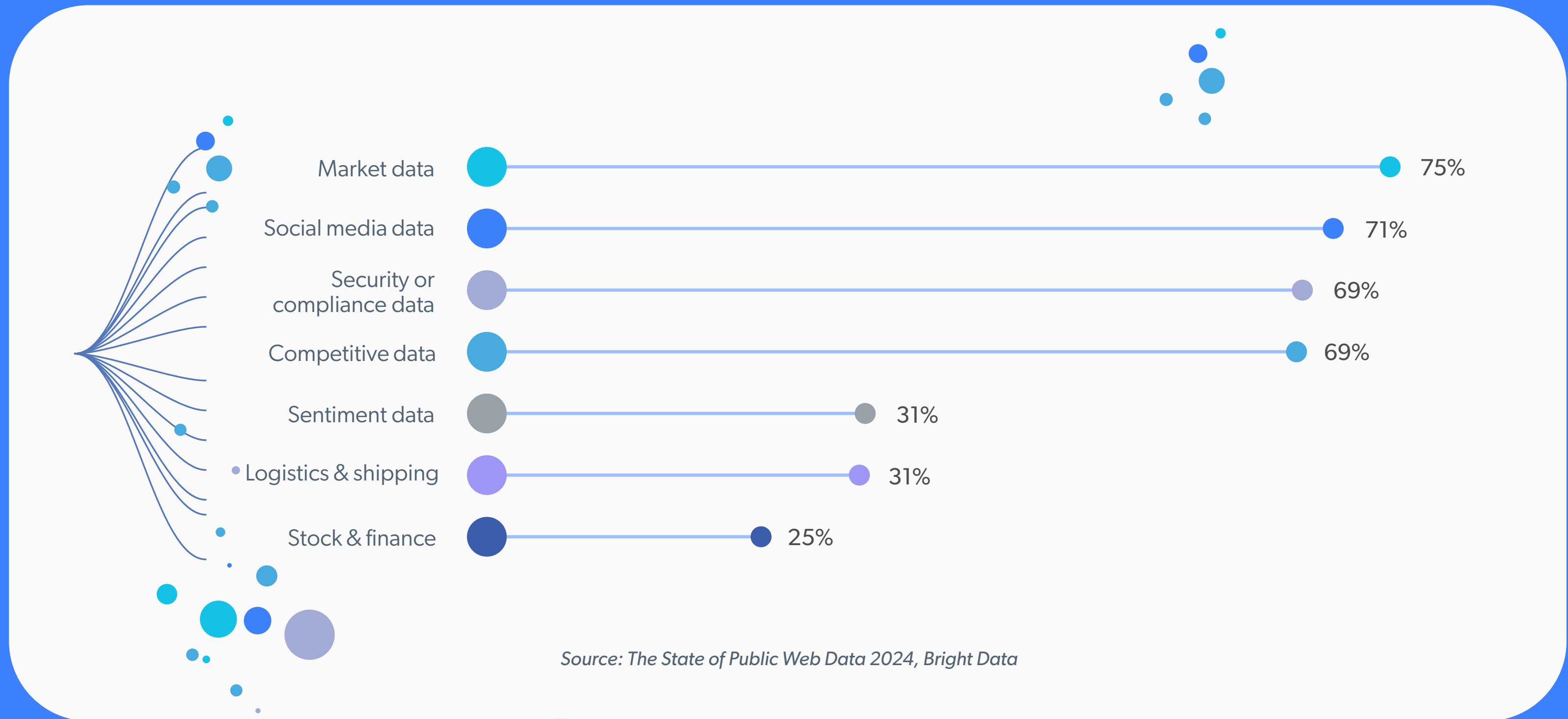


Source: The State of Public Web Data 2024, Bright Data

Types of data most often sourced for Retail & eCommerce Industries

Retail and eCommerce organizations collect many types of public web data to gain insights on competitors and the market. With real-time data, they can adjust their product positioning as needed.

They harness data from competitors' websites and product pages, platforms, and deal sites to inform dynamic pricing strategies, enabling organizations stay competitive, maximize profits, and attract price-sensitive consumers.

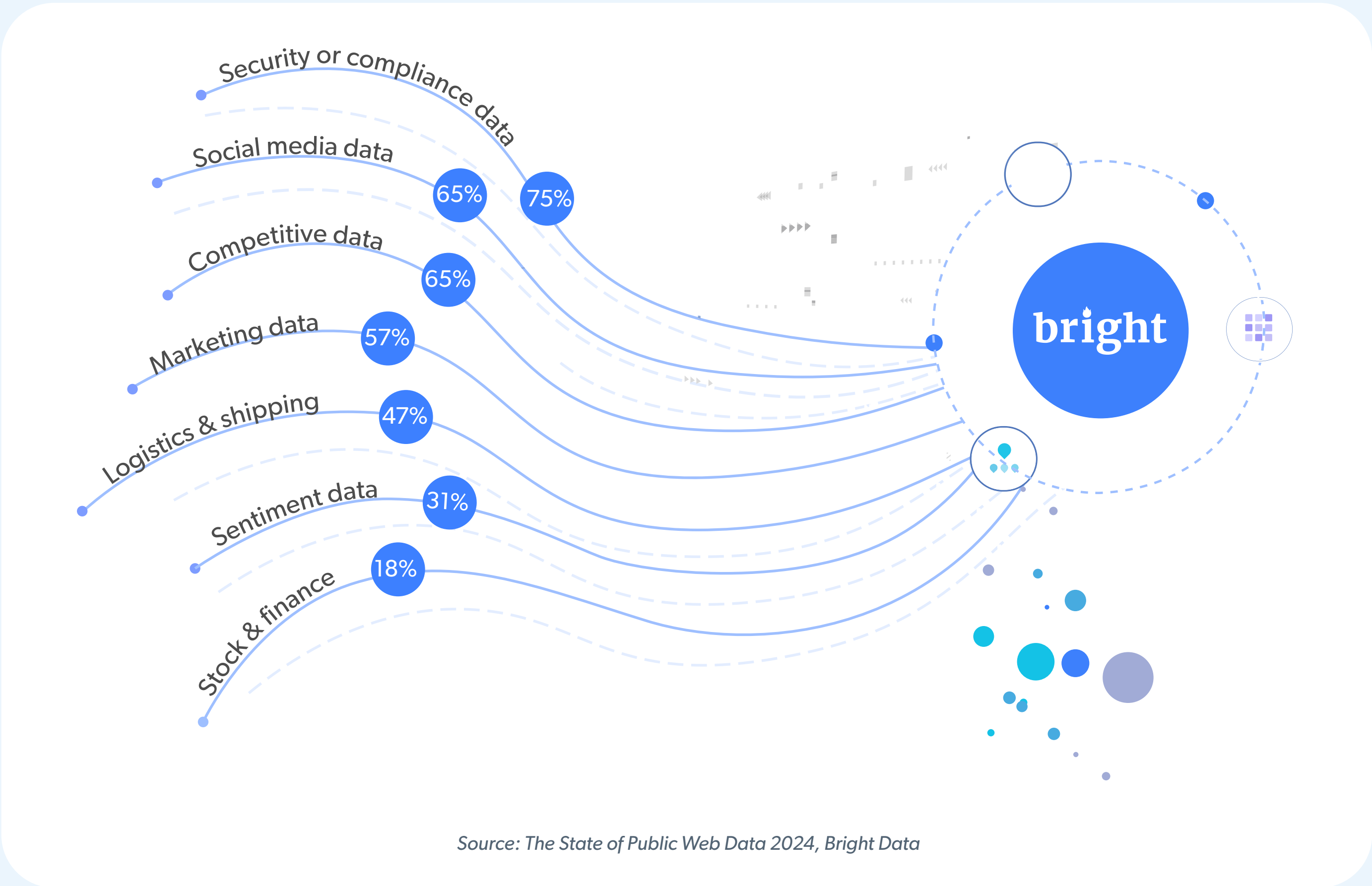


Source: The State of Public Web Data 2024, Bright Data

90%
of retail and eCommerce respondents believe public web data is critical to the future of their organizations.

Additional types of data needed

Retail & eCommerce Industries



The most requested type of additional data is security or compliance data.

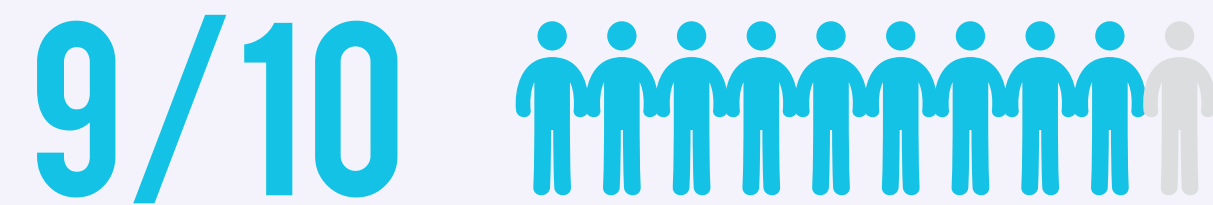
By collecting data from threat intelligence feeds, government and security agency alerts, and industry news sites, organizations can stay ahead of potential cybersecurity threats and ensure compliance with regulatory standards.

Respondents also report needing more public social media data, which is used to gauge growth opportunity through consumer interest, preferences, and emerging trends.

94%
of retail and eCommerce organizations need more public web data.

Retail and eCommerce organizations monitor brand health through social media analysis and online reviews and ratings.

These organizations can capture real-time customer sentiment, track brand mentions, and actively engage with their audience, gaining valuable insights into brand perception.



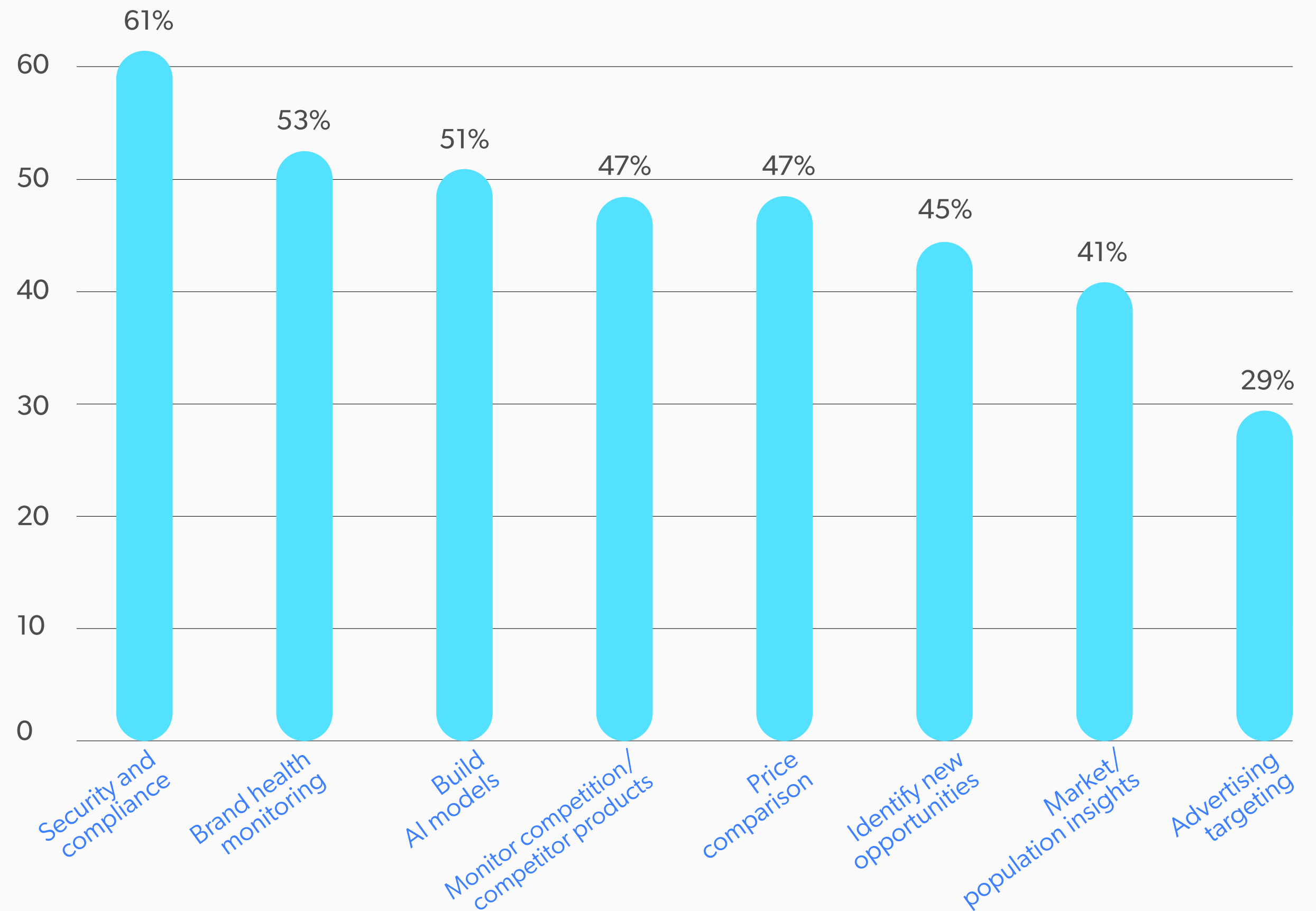
Retail and eCommerce organizations plan to increase their budget for public web data over the next year, aiming to fully capitalize on its potential for these critical business applications.

84%

of retail and eCommerce respondents believe public web data is a currency of business.

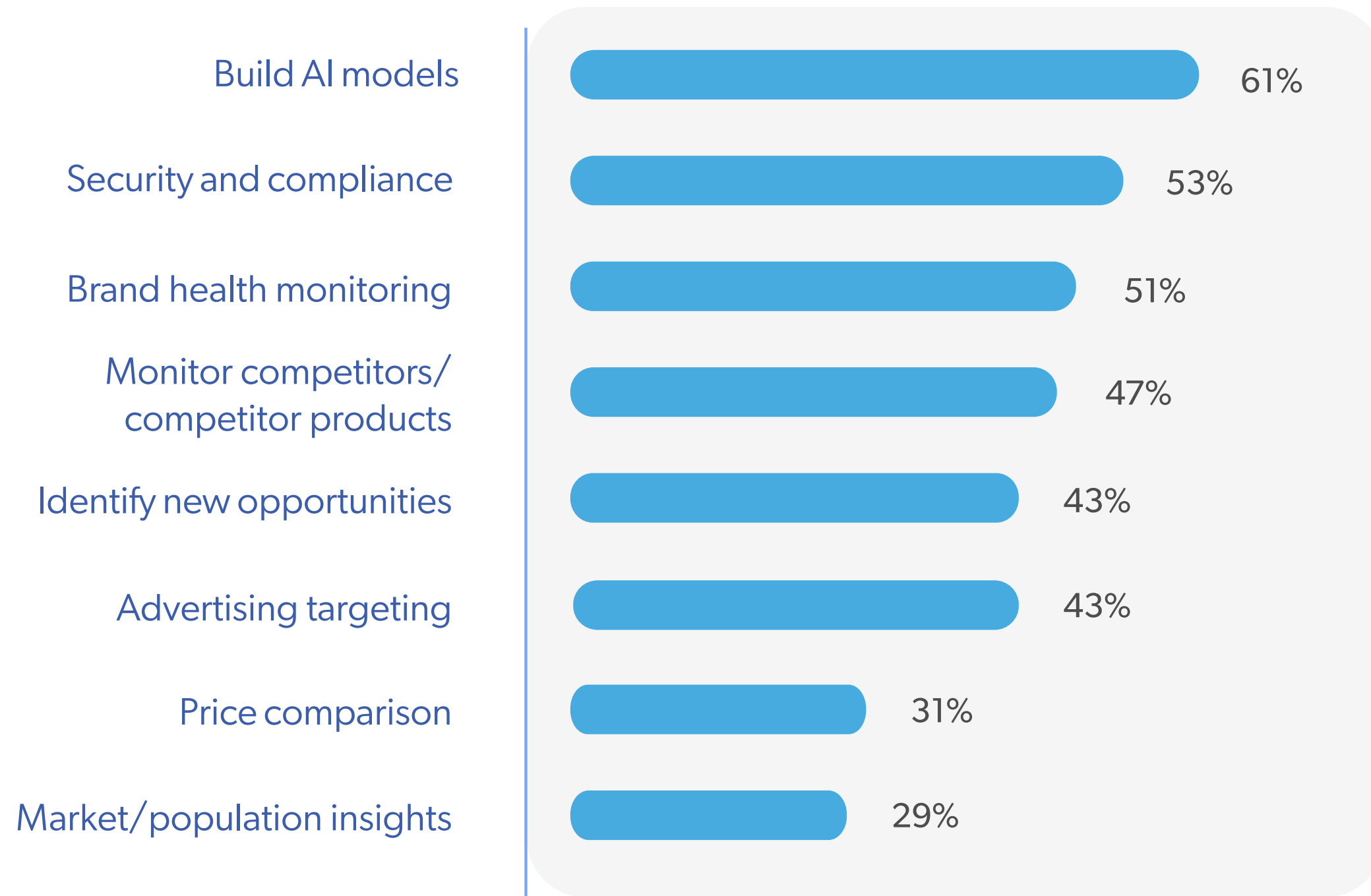
Top public web data is uses in

Retail & eCommerce Industries



Source: The State of Public Web Data 2024, Bright Data

Retail & eCommerce Industries
want to use more public web data for



Source: The State of Public Web Data 2024, Bright Data

Retail and eCommerce organizations want more public web data to build AI models.

Product reviews and ratings are used to create generative AI solutions that offer tailored product recommendations, enhance the shopping experience, boost sales, or even forecast future demand.

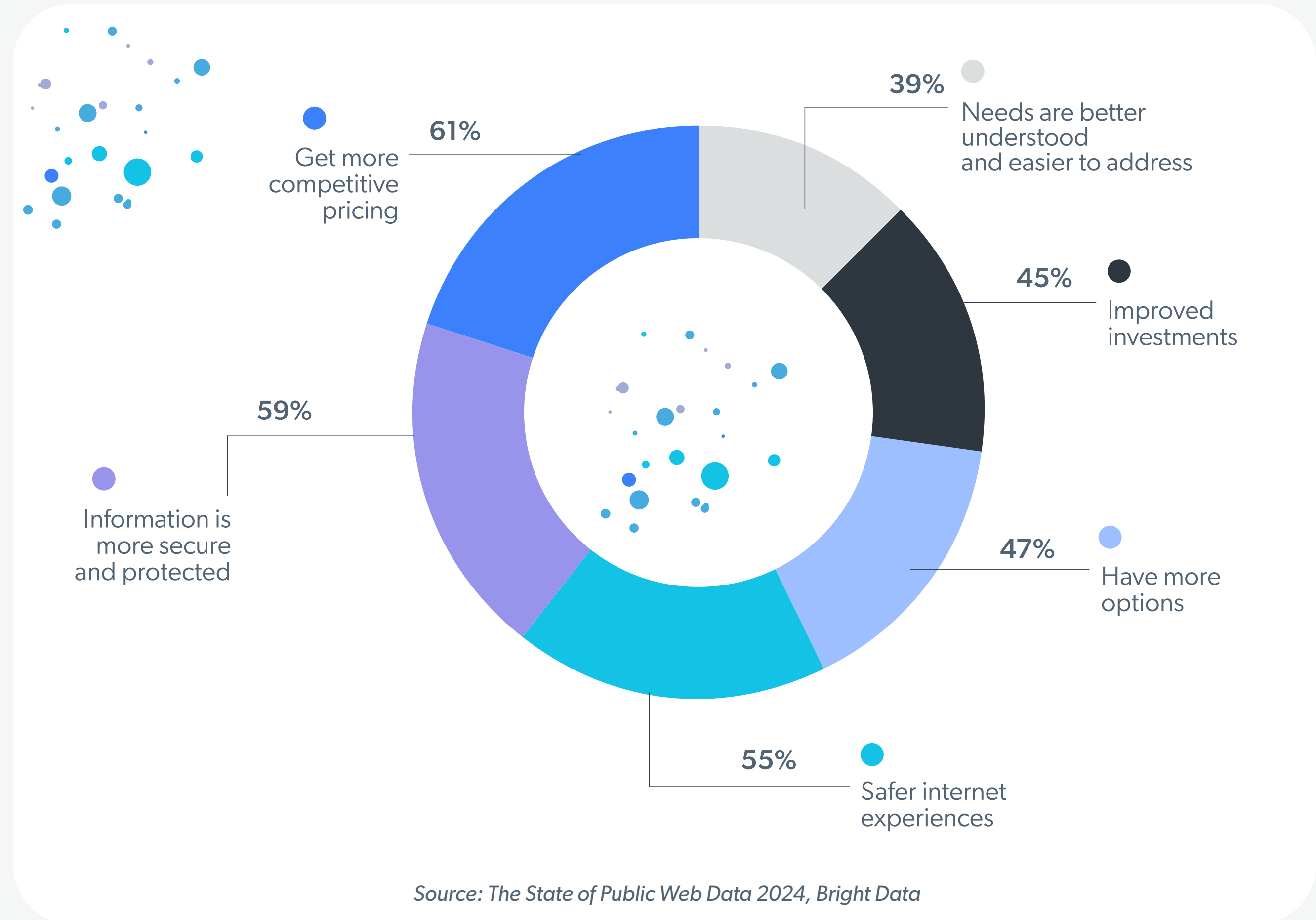
88%
of retail and eCommerce respondents believe that public web data is crucial for building AI models.

Customers save money when retail and eCommerce organizations leverage public web data.

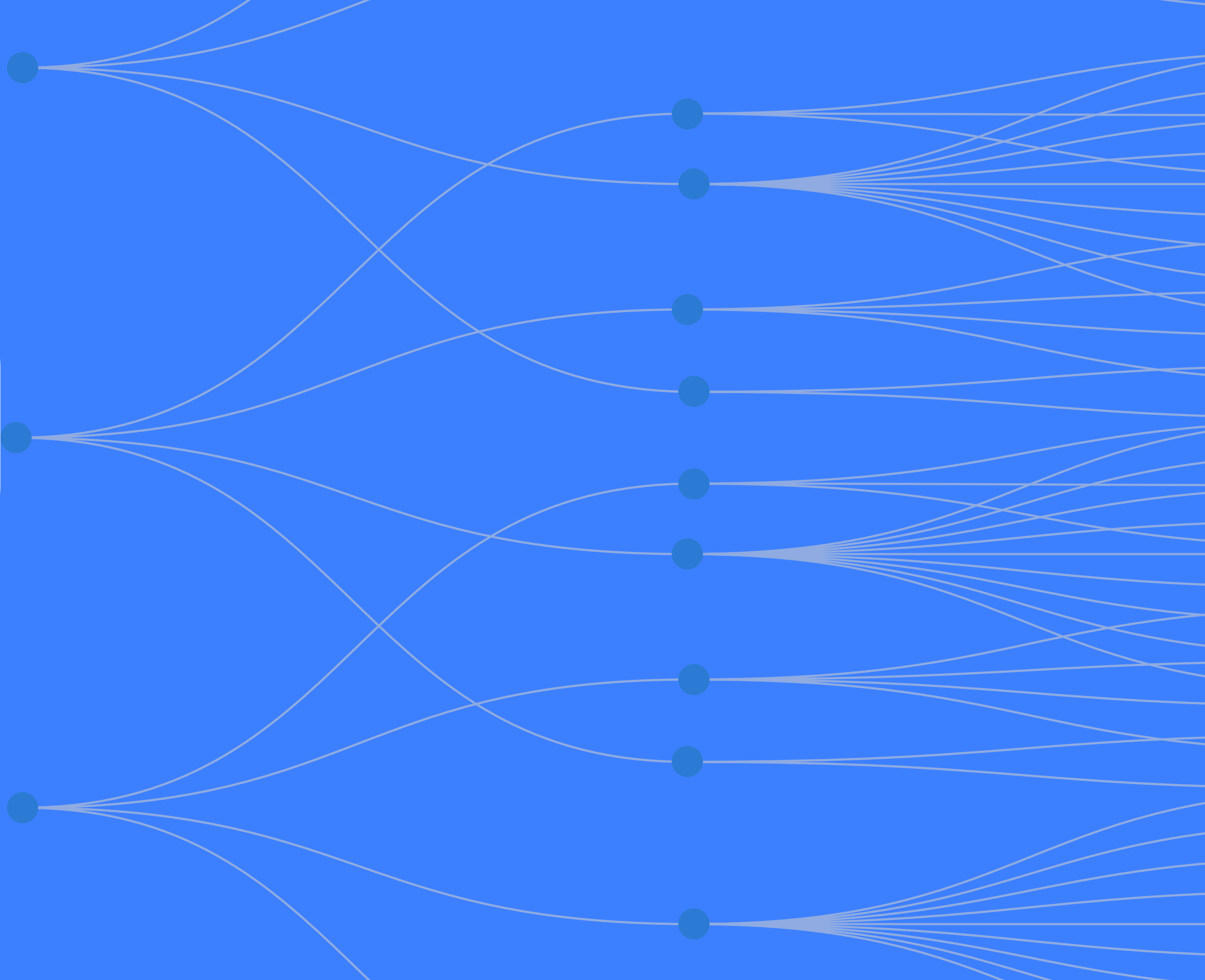
Consumers benefit when organizations understand the market and respond with data-informed decisions. Competitive information helps to keep the cost of items lower, offers consumers more choices, and ensures products are in stock across different locations.

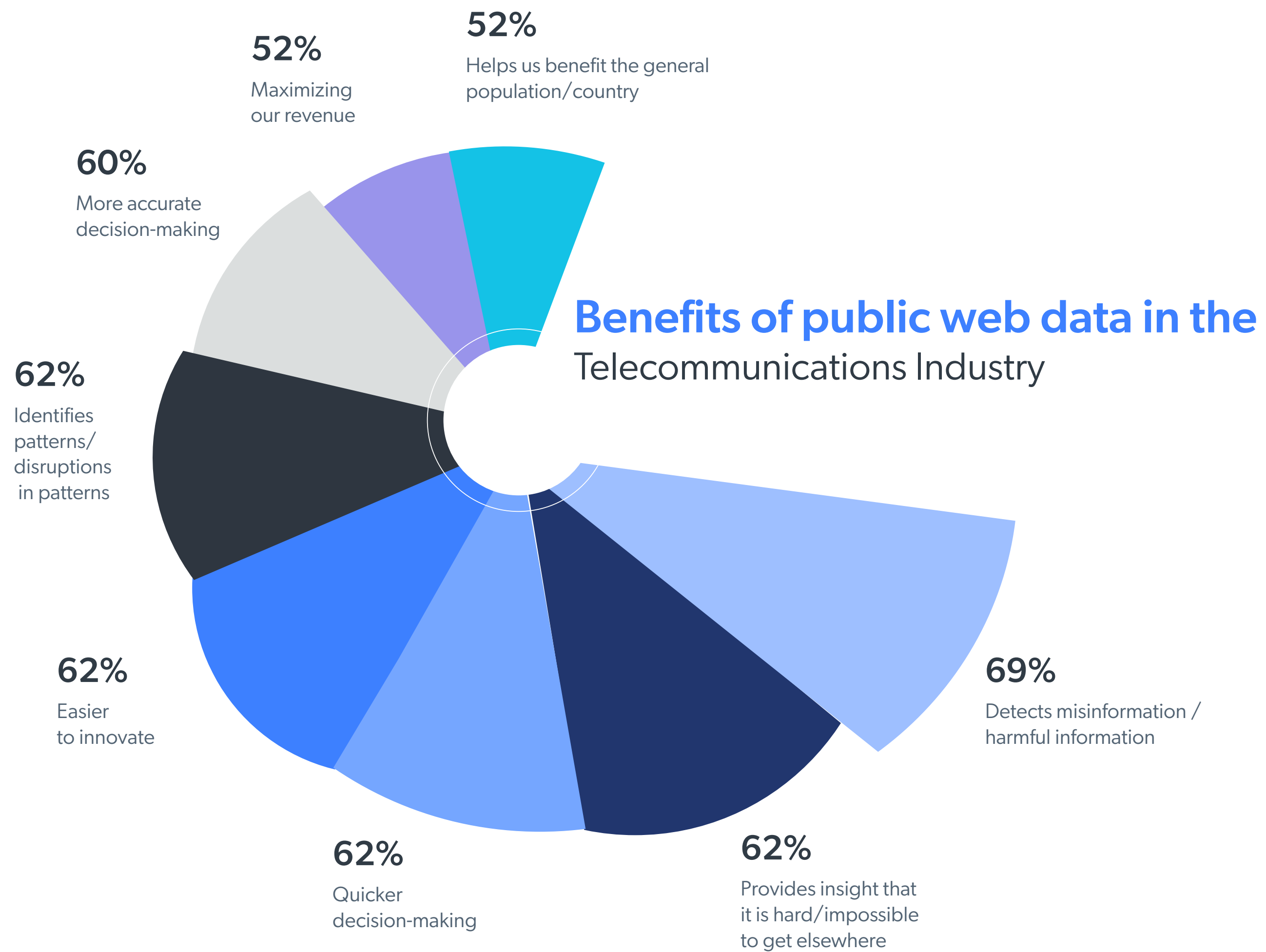
96%
of retail and eCommerce industries respondents say public web data is crucial or very important to the global economy.

Customer benefits in the Retail & eCommerce Industries



**Industry:
Telecommunications**





Source: The State of Public Web Data 2024, Bright Data

Telecommunication organizations say public web data provides multiple benefits, including helping them detect misinformation and harmful information.

By using public web data from social media, organizations can gather posts, hashtags, and trends to track the spread of misinformation related to telecommunications technologies, services, or health concerns.

97%
of telecommunications respondents believe public web data is crucial or very important to running operations and decision-making at their organization.

More data, more often.

Of those that were surveyed...

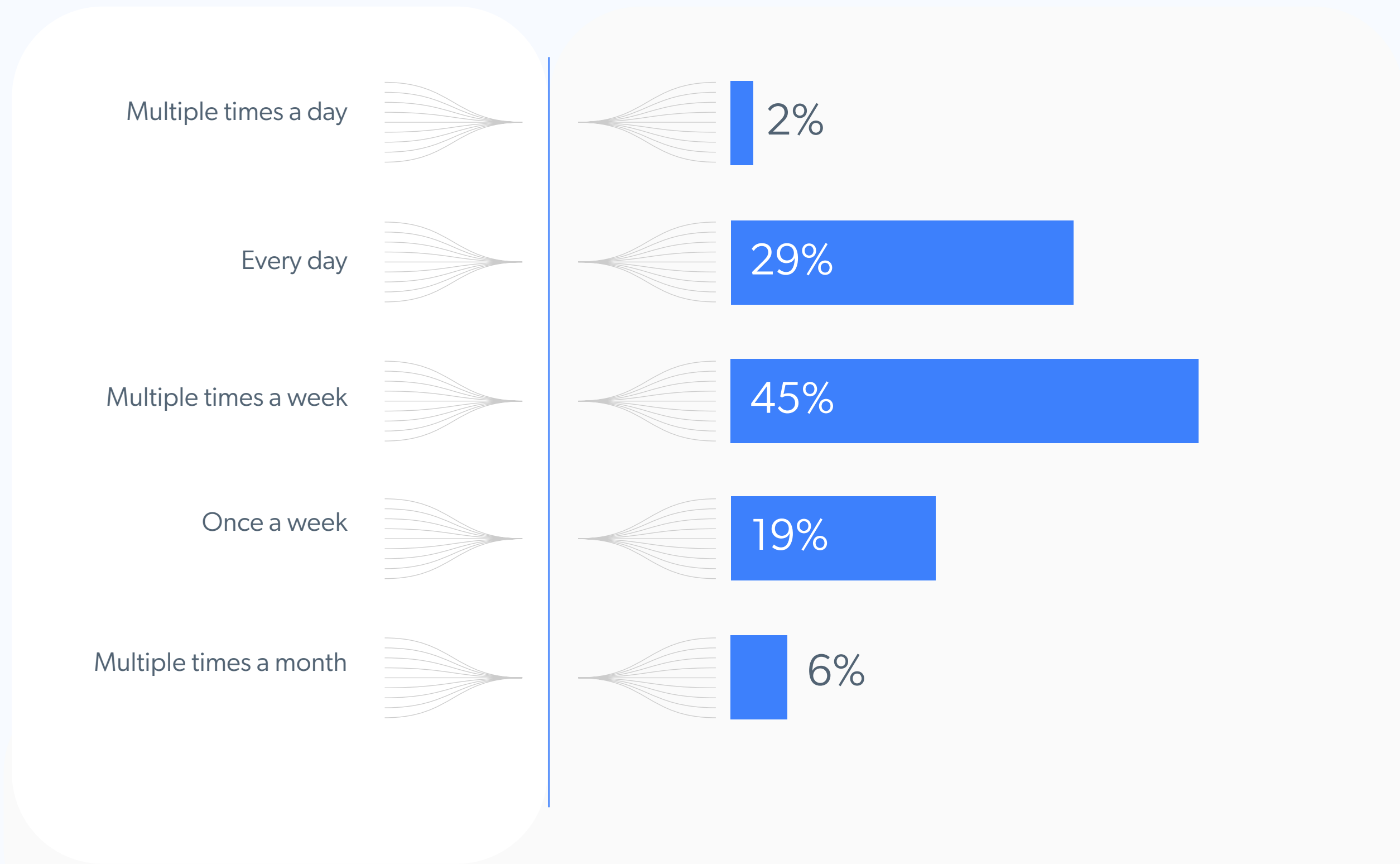
31% leverage public web data at least once a day.

95% leverage public web data at least once a week.

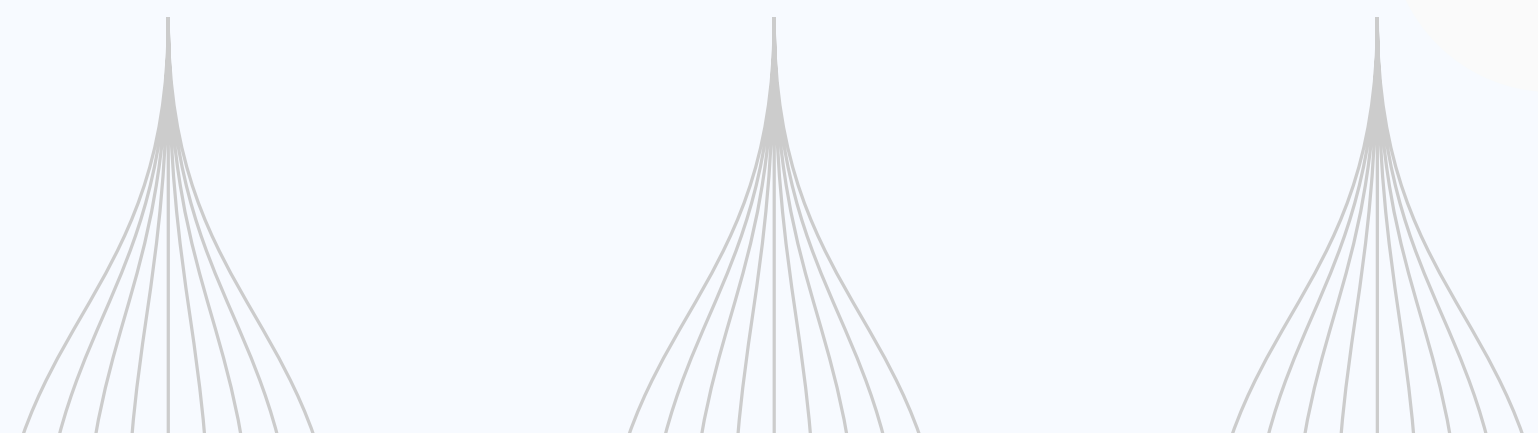
95% leverage public web data at least once a month.
**rounded to the nearest whole number*

Telecommunications organizations need to be able to react to changes in real-time by collecting data to understand the market at any given moment.

Frequency public web data is used in the Telecommunications Industry



Source: The State of Public Web Data 2024, Bright Data

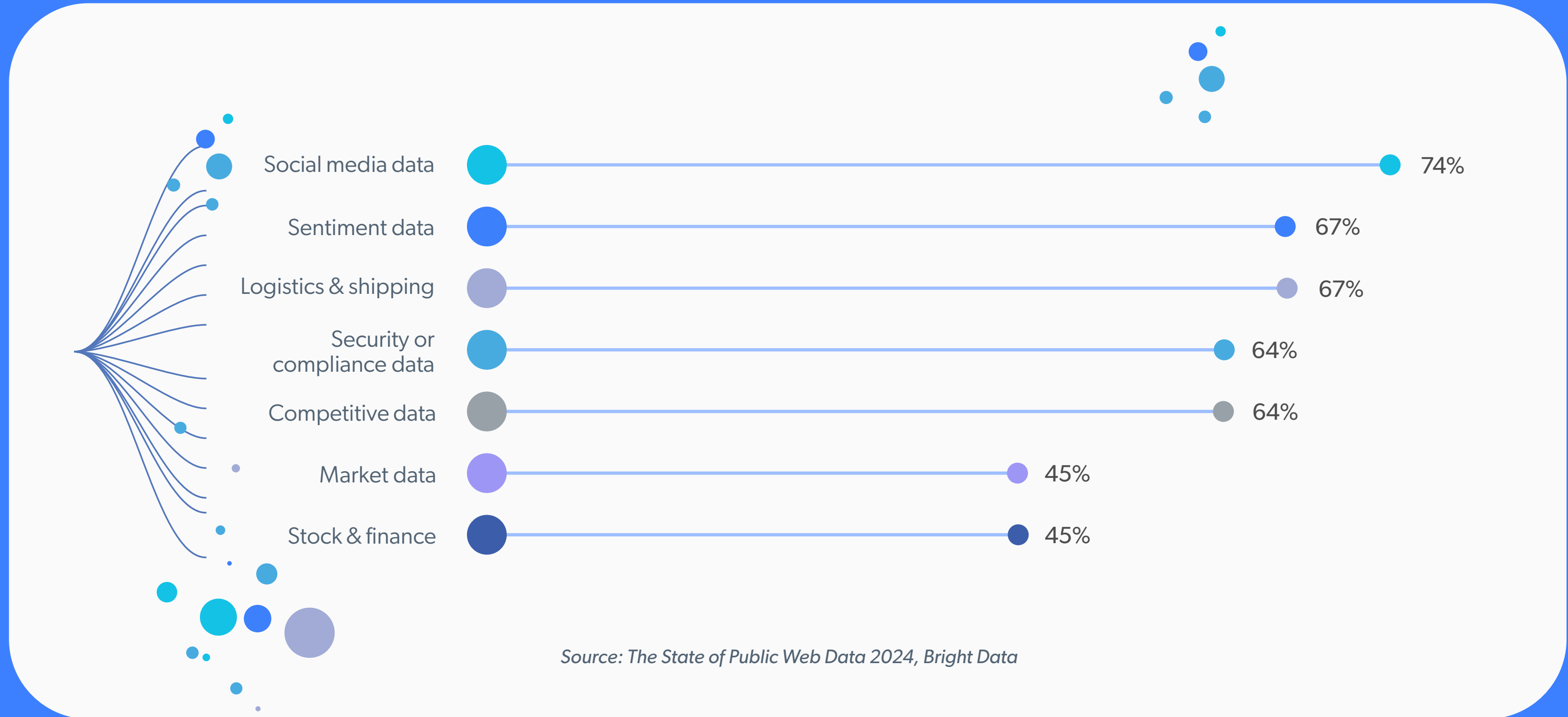


Social media data is the type of data most often sourced in telecommunications and is used to enhance operations, marketing, customer service, and product development.

By tracking social media mentions, comments, and feedback related to a brand and its services, organizations can identify and address customer questions, complaints, and feedback in real-time

86%
of telecommunications respondents believe public web data is critical to the future of their organizations.

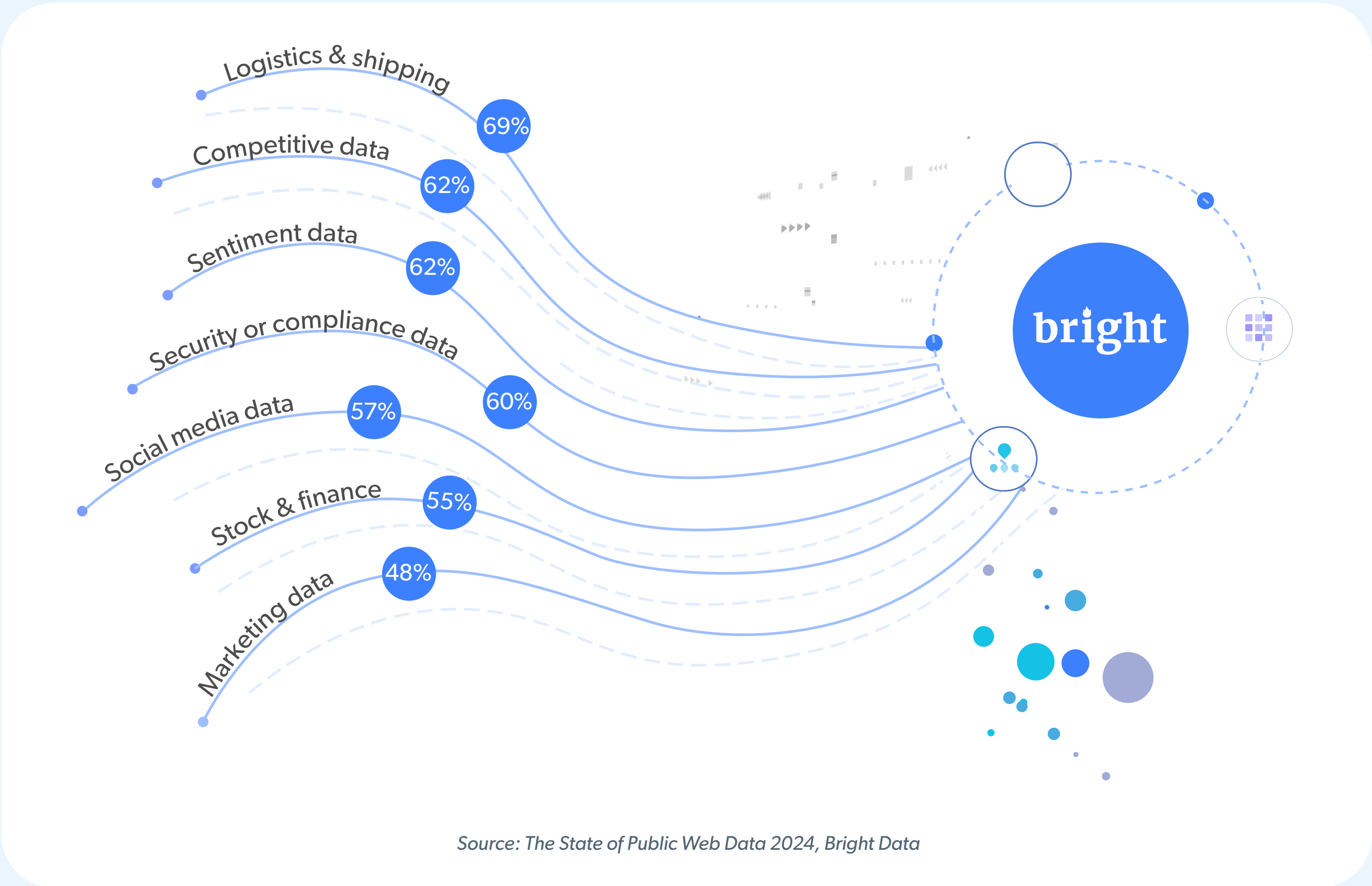
Types of data the most often sourced for Telecommunication Industries



Source: The State of Public Web Data 2024, Bright Data

Additional types of data needed

Telecommunications Industry



The telecommunications industry is most likely to desire additional data from logistics and shipping, which is used for supply chain management.

Organizations gather data on traffic conditions, weather forecasts, and geopolitical events to optimize supply chain operations. This ensures timely delivery of telecommunications equipment and minimizes disruptions to service and network expansion projects.

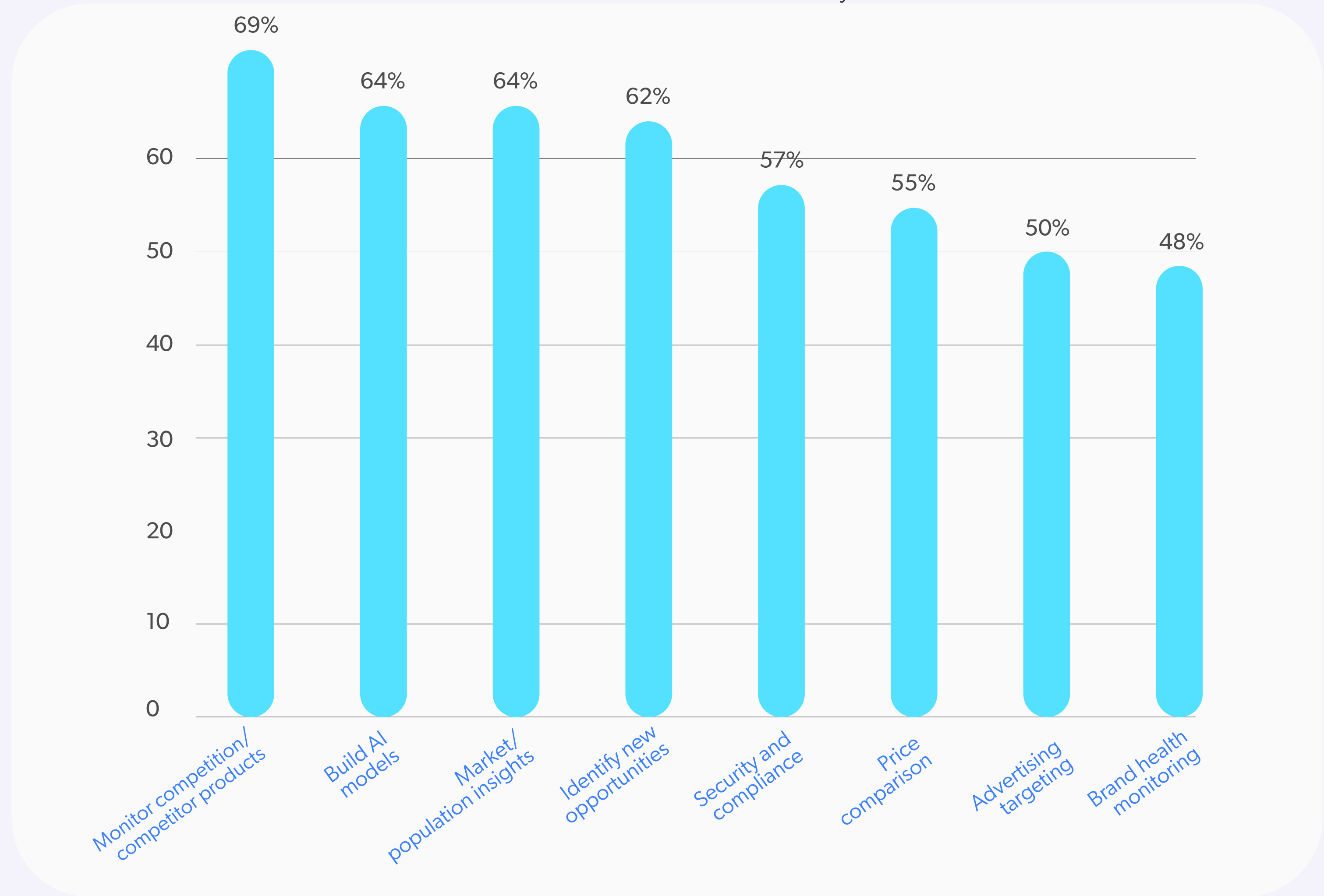
98%
of telecommunications organizations need more public web data.

Public web data is used for at least eight purposes in the telecommunication industry. Monitoring competitors and their products is the most popular use.

By gathering information from competitors' websites such as services, pricing, and promotions, organizations gain insights into their competitors' market strategies. Organizations can also leverage online reviews and feedback to understand the market's reception to competitors' products and services, highlighting areas for improvement and differentiation.

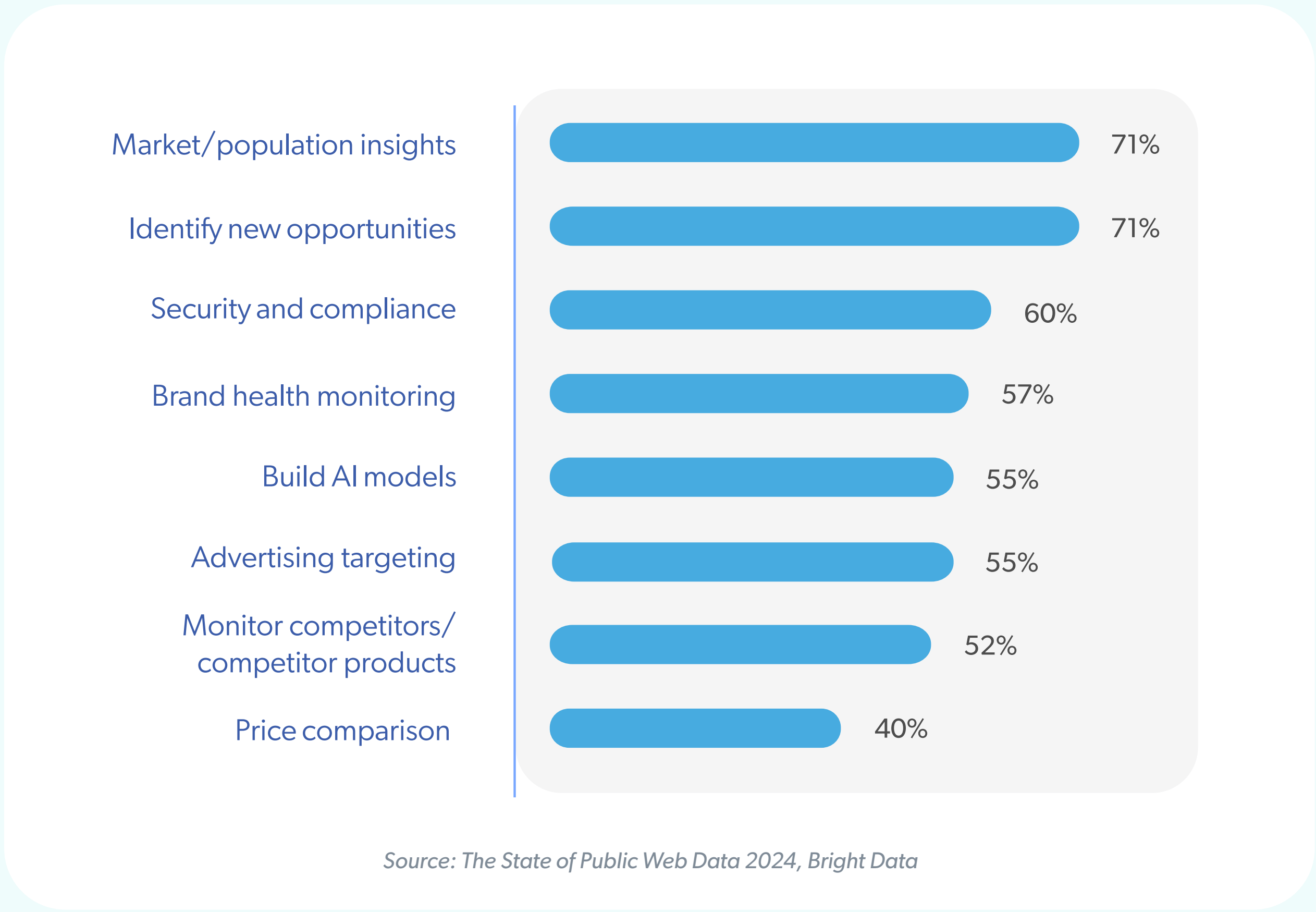
90%
of telecommunications organizations believe public web data is a currency of business.

Top public web data is uses in the Telecommunications Industry



Source: The State of Public Web Data 2024, Bright Data

The Telecommunications Industry
wants to use more public web data for



Through social media, online forums, and search trends, organizations gather detailed information on consumer behaviors, preferences, and emerging technology interests.

By analyzing this data, telecommunications organizations learn about demographic trends and preferences to tailor their services and marketing efforts to match customer needs.

By utilizing public web data from cybersecurity forums, social media, and news sites, organizations can proactively update their security protocols. This ensures their infrastructure and customer data remain safe.

Customers save money when telecommunications organizations use public web data.

Customers also enjoy more secure and protected information and their needs are better understood and easier to address.

93%
of the telecommunications industry say public web data is crucial or very important for the global economy.

Customer benefits in the Telecommunications Industry

