

Customer Journey Analytics Market by Deployment (On-premise and Cloud), Application (Customer Segmentation and Targeting, Customer Behavioral Analysis, Customer Churn Analysis, Brand Management, Campaign Management, Product Management, and Others), Touchpoint (Web, Social Media, Mobile, Email, Branch/Store, Call Center, and Others), and Industry Vertical (BFSI, IT and Telecommunications, Retail and E-Commerce, Healthcare, Media and Entertainment, Travel and Hospitality, and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

Every time a customer interacts with digital interfaces such as application, they generate their click path data. For example, when a customer clicks on a digital ad or likes a product or browses a website or writes a review, contacts a call center, or places items in a cart or makes or walks away from a purchase, they generate interaction data. This data is called as customer journey data that provide patterns to help businesses to take informed or data decision steps to accelerate customer acquisition, prevent churn, and more. Customer journey analytics is a set of toolkit or applications that includes business intelligence and data science technologies to help end user collate and analyze cross-channel customer data. Its capabilities deliver context and clarity to the complex multichannel customer journey, which in turn is a major factor that drives the growth of the market.

Rise in demand for consistent customer support throughout business interaction, customer journey analytics has garnered high traction from the recent years among digital businesses. This is a major factor expected to drive the growth of the market in the coming years. Increase in real-time data generated through connected devices and applications is also among some of the major factors expected to boost growth of the market. Moreover, proliferation of real-time data generated through e-commerce applications and evolving retail industry across digitalization are factors that further drive the growth of the market. However, rise in multi-channel business and marketing has increased the complexity of overall data synchronization and data privacy, which is expected to hamper the growth of the market to a certain extent. Furthermore, rise in focus toward improvising and increasing virtual touchpoints are opportunistic factors for the global market, which is expected to support the growth of the market in the coming years.

The customer journey analytics market is segmented on the basis of deployment, application, touchpoint, industry vertical, and region. By deployment, it is categorized into on-premise and cloud. On the basis of application, it is divided customer segmentation and targeting, customer behavioral analysis, customer churn analysis, brand management, campaign management, product management, and others. On the basis of touchpoint, it is divided into web, social media, mobile, email, branch/store, call center, and others. Depending on industry vertical, it is categorized into BFSI, IT & telecommunications, retail & e-commerce, healthcare, media & entertainment, travel & hospitality, and others. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The market players operating in the customer journey analytics market include Acxiom LLC, Adobe Systems, Inc., BryterCX, IBM Corporation, Nice Ltd, Pointillist, Quadient, Salesforce.com, Inc., SAP SE, and Verint Systems.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the current & future trends of the market to elucidate the imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analysis on the global customer journey analytics market size is provided.

Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the global customer journey analytics industry.

The quantitative analysis of the market from 2018 to 2026 is provided to determine the global customer journey analytics market potential.

KEY MARKET SEGMENTS

By Deployment

On-premise

Cloud

By Application

Customer Segmentation and Targeting

Customer Behavioral Analysis

Customer Churn Analysis

Brand Management

Campaign Management

Product Management

Others

By Touchpoint

Web

Social Media

Mobile

Email

Branch/Store

Call Center

Others

By Industry Vertical

BFSI

IT and Telecommunications

Retail and E-Commerce

Healthcare

Media and Entertainment

Travel and hospitality

Others

By Region

North America

U.S.

Canada

Europe

Germany

France

UK

Rest of Europe

Asia-Pacific

Japan

China

India

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS

Acxiom LLC

Adobe Systems, Inc.

BryterCX

IBM Corporation

Nice Ltd

Pointillist

Quadient

Salesforce.com, Inc.

SAP SE

Verint Systems

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