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Marketing Analytics

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Abstracts

Report Scope:

In this report, the market has been segmented based on deployment type, organization size, application, end-use industry and geography. The report provides an overview of the global market for marketing analytics and analyses market trend. Using 2020 as the base year, the report provides estimated market data for the forecast period 2021 through 2026. Revenue forecasts for this period are segmented based on deployment type, organization size, application, end-user industry and geography. Market values have been estimated based on the total revenue of the marketing analytics solution providers.

The report covers the market for marketing analytics with regards to their end-user industries across different regions. It also focusses on the major trends and challenges that affect the market and the vendor landscape. The report estimates the global market for marketing analytics in 2020 and provides projections of the expected market size through 2026.

Report Includes:

52 data tables and 23 additional tables

An overview of the global markets for marketing analytics

Estimation of the market size and analyses of global market trends, with data from 2019, 2020, estimates for 2021 with projections of compound annual growth rates (CAGRs) through 2026

Highlights of the marketing analytics based on deployment, organization size,

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application, and end-user vertical

Information on big data analytics, artificial intelligence and machine learning in marketing, and discussion on benefits of marketing analytics solutions

Identification of market drivers, restraints and other forces impacting the global market and evaluation of current market size and forecast, and an overview of technological advancements and strategic innovations within the industry

Market share analysis of the key companies of the industry and coverage of their proprietary technologies, strategic alliances, and other key market strategies and a relevant patent analysis

Comprehensive company profiles of the leading players of the industry, including Adobe Inc., International Business Machines Corp., Microsoft Corp., SAS Institute Inc., Teradata Corp., and Wipro Ltd.

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U.S.
Canada
Mexico

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Europe
United Kingdom
Germany
France
Rest of Europe
Asia-Pacific
China
India
Japan
Rest of Asia-Pacific
Rest of the World (RoW)

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ADOBE INC.
EXPERIAN PLC
INTERNATIONAL BUSINESS MACHINES CORP.
MICROSOFT CORP.
NGDATA SA
ORACLE CORP.
PEGASYSTEMS INC.
SAP SE
SAS INSTITUTE INC.
TERADATA CORP.
WIPRO LTD.

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