

# Marketing Analytics

<https://marketpublishers.com/r/MBCDE81F696AEN.html>

Date: July 2021

Pages: 137

Price: US\$ 2,750.00 (Single User License)

ID: MBCDE81F696AEN

## 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,

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.

## Contents

### **CHAPTER 1 INTRODUCTION**

Study Goals and Objectives  
Scope of Report  
Reasons for Doing the Study  
Intended Audiences  
Information Sources  
Methodology  
Geographic Breakdown  
Analyst's Credentials  
BCC Custom Research  
Related BCC Research Reports

### **CHAPTER 2 SUMMARY AND HIGHLIGHTS**

### **CHAPTER 3 MARKETING ANALYTICS: MARKET OVERVIEW**

Introduction to Big Data Analytics  
Types of Big Data Analytics  
Factors Driving the Growth of Big Data Analytics  
Introduction to Marketing Analytics  
Marketing Analytics for an Evolving Marketing Mix  
Artificial Intelligence and Machine Learning in Marketing  
Impact of COVID-19 on the Market for Marketing Analytics  
Monitoring and Reacting to Shifting Customer Preferences  
Personalization  
Channel Performance  
Campaign Performance  
Market Dynamics  
Market Drivers  
Market Restraints

### **CHAPTER 4 MARKET BREAKDOWN BY ORGANIZATION SIZE**

Introduction  
Large Enterprises  
Benefits of Marketing Analytics Solutions

Small and Medium Enterprises  
Declining Costs of Data Sources

## **CHAPTER 5 MARKET BREAKDOWN BY DEPLOYMENT**

Introduction  
On-premise  
Cloud  
Types of Cloud Deployment  
Factors Driving the Market for Cloud Analytics

## **CHAPTER 6 MARKET BREAKDOWN BY APPLICATION**

Introduction  
Social Media Marketing  
Email Marketing  
Search Engine Marketing  
Content Marketing  
Benefits of Content Marketing  
Others

## **CHAPTER 7 MARKET BREAKDOWN BY END-USER INDUSTRY**

Introduction  
Banking, Financial Services and Insurance (BFSI)  
Retail  
Consumer Packaged Goods  
Hospitality and Tourism  
Media and Entertainment  
Healthcare  
Others

## **CHAPTER 8 MARKET BREAKDOWN BY REGION**

Introduction  
North America  
U.S.  
Canada  
Mexico

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

## **CHAPTER 9 COMPANY PROFILES**

ACCENTURE PLC  
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.

## List Of Tables

### LIST OF TABLES

Summary Table: Global Market for Marketing Analytics, by Region, Through 2026

Table 1: Global Market for Marketing Analytics, by Organization Size, Through 2026

Table 2: Global Market for Marketing Analytics for Large Enterprises, by Region, Through 2026

Table 3: Global Market for Marketing Analytics for Small and Medium Enterprises, by Region, Through 2026

Table 4: Global Market for Marketing Analytics, by Deployment, Through 2026

Table 5: Global Market for Marketing Analytics for On-premise Deployment, by Region, Through 2026

Table 6: Global Market for Marketing Analytics for Cloud Deployment, by Region, Through 2026

Table 7: Global Market for Marketing Analytics, by Application, Through 2026

Table 8: Global Market for Marketing Analytics for Social Media Marketing, by Region, Through 2026

Table 9: Global Market for Marketing Analytics for Email Marketing, by Region, Through 2026

Table 10: Global Market for Marketing Analytics for Search Engine Marketing (SEM), by Region, Through 2026

Table 11: Global Market for Marketing Analytics for Content Marketing, by Region, Through 2026

Table 12: Global Market for Marketing Analytics for Other Marketing Applications, by Region, Through 2026

Table 13: Global Market for Marketing Analytics, by End-User Industry, Through 2026

Table 14: Global Market for Marketing Analytics for the BFSI Industry, by Region, Through 2026

Table 15: Global Market for Marketing Analytics for the Retail Industry, by Region, Through 2026

Table 16: Global Market for Marketing Analytics for the Consumer-Packaged Goods Industry, by Region, Through 2026

Table 17: Global Market for Marketing Analytics for the Hospitality and Tourism Industry, by Region, Through 2026

Table 18: Global Market for Marketing Analytics for the Media and Entertainment Industry, by Region, Through 2026

Table 19: Global Market for Marketing Analytics for the Healthcare Industry, by Region, Through 2026

Table 20: Global Market for Marketing Analytics for Other Industries, by Region, Through 2026

Table 21: Global Market for Marketing Analytics, by Region, Through 2026

Table 22: North American Market for Marketing Analytics, by Application, Through 2026

Table 23: North American Market for Marketing Analytics, by Deployment, Through 2026

Table 24: North American Market for Marketing Analytics, by Organization Size, Through 2026

Table 25: North American Market for Marketing Analytics, by End-User Industry, Through 2026

Table 26: North American Market for Marketing Analytics, by Country, Through 2026

Table 27: European Market for Marketing Analytics, by Application, Through 2026

Table 28: European Market for Marketing Analytics, by Deployment, Through 2026

Table 29: European Market for Marketing Analytics, by Organization Size, Through 2026

Table 30: European Market for Marketing Analytics, by End-User Industry, Through 2026

Table 31: European Market for Marketing Analytics, by Country, Through 2026

Table 32: Asia-Pacific Market for Marketing Analytics, by Application, Through 2026

Table 33: Asia-Pacific Market for Marketing Analytics, by Deployment, Through 2026

Table 34: Asia-Pacific Market for Marketing Analytics, by Organization Size, Through 2026

Table 35: Asia-Pacific Market for Marketing Analytics, by End-User Industry, Through 2026

Table 36: Asia-Pacific Market for Marketing Analytics, by Country, Through 2026

Table 37: RoW Market for Marketing Analytics, by Application, Through 2026

Table 38: RoW Market for Marketing Analytics, by Deployment, Through 2026

Table 39: RoW Market for Marketing Analytics, by Organization Size, Through 2026

Table 40: RoW Market for Marketing Analytics, by End-User Industry, Through 2026

Table 41: Accenture Plc: Net Revenue, 2018-2020

Table 42: Accenture Plc: Products and Services

Table 43: Accenture Plc: Recent Developments, 2019-2021

Table 44: Adobe Inc.: Net Revenue, 2018-2020

Table 45: Adobe Inc.: Products and Services

Table 46: Adobe Inc.: Recent Developments, 2019-2021

Table 47: Experian PLC: Net Revenue, 2018-2020

Table 48: Experian Plc: Products and Services

Table 49: Experian Plc: Recent Developments, 2019-2021

Table 50: IBM Corp.: Net Revenue, 2018-2020

Table 51: IBM Corp.: Products and Services
Table 52: IBM Corp.: Recent Developments, 2019-2021
Table 53: Microsoft Corp.: Net Revenue, 2018-2020
Table 54: Microsoft Corp.: Products and Services
Table 55: Microsoft Corp.: Recent Developments, 2019-2021
Table 56: NGData SA: Products and Services
Table 57: Oracle Corp.: Net Revenue, 2018-2020
Table 58: Oracle Corp.: Products and Services
Table 59: Oracle Corp.: Recent Developments, 2019-2021
Table 60: Pegasystems Inc.: Net Revenue, 2018-2020
Table 61: Pegasystems Inc.: Products and Services
Table 62: Pegasystems Inc.: Recent Developments, 2019-2021
Table 63: SAP SE: Net Revenue, 2018-2020
Table 64: SAP SE: Products and Services
Table 65: SAP SE: Recent Developments, 2019-2021
Table 66: SAS Institute Inc.: Net Revenue, 2020
Table 67: SAS Institute Inc.: Products and Services
Table 68: SAS Institute Inc.: Recent Developments, 2019-2021
Table 69: Teradata Corp.: Net Revenue, 2018-2020
Table 70: Teradata Corp.: Products and Services
Table 71: Teradata Corp.: Recent Developments, 2019-2021
Table 72: Wipro Ltd.: Net Revenue, 2019-2020
Table 73: Wipro Ltd.: Products and Services
Table 74: Wipro Ltd.: Recent Developments, 2019-2021



## List Of Figures

### LIST OF FIGURES

Summary Figure: Global Market for Marketing Analytics, by Region, 2019-2026

Figure 1: Global Market for Marketing Analytics, by Organization Size, 2019-2026

Figure 2: Global Market for Marketing Analytics for Large Enterprises, by Region, 2019-2026

Figure 3: Global Market for Marketing Analytics for Small and Medium Enterprises, by Region, 2019-2026

Figure 4: Global Market for Marketing Analytics, by Deployment, 2019-2026

Figure 5: Global Market for Marketing Analytics for On-premise Deployment, by Region, 2019-2026

Figure 6: Global Market for Marketing Analytics for Cloud Deployment, by Region, 2019-2026

Figure 7: Global Market for Marketing Analytics, by Application, 2019-2026

Figure 8: Global Market for Marketing Analytics for Social Media Marketing, by Region, 2019-2026

Figure 9: Global Market for Marketing Analytics for Email Marketing, by Region, 2019-2026

Figure 10: Global Market for Marketing Analytics for Search Engine Marketing (SEM), by Region, 2019-2026

Figure 11: Global Market for Marketing Analytics for Content Marketing, by Region, 2019-2026

Figure 12: Global Market for Marketing Analytics for Other Marketing Applications, by Region, 2019-2026

Figure 13: Global Market for Marketing Analytics, by End-User Industry, 2019-2026

Figure 14: Global Market for Marketing Analytics for the BFSI Industry, by Region, 2019-2026

Figure 15: Global Market for Marketing Analytics for the Retail Industry, by Region, 2019-2026

Figure 16: Global Market for Marketing Analytics for the Consumer-Packaged Goods Industry, by Region, 2019-2026

Figure 17: Global Market for Marketing Analytics for the Hospitality and Tourism Industry, by Region, 2019-2026

Figure 18: Global Market for Marketing Analytics for the Media and Entertainment Industry, by Region, 2019-2026

Figure 19: Global Market for Marketing Analytics for the Healthcare Industry, by Region, 2019-2026

Figure 20: Global Market for Marketing Analytics for Other Industries, by Region, 2019-2026

Figure 21: Global Market for Marketing Analytics, by Region

Figure 22: Global Market Shares of Marketing Analytics, by Region, 2020

Figure 23: U.S. Market for Marketing Analytics, 2019-2026

Figure 24: Canadian Market for Marketing Analytics, 2019-2026

Figure 25: Mexican Market for Marketing Analytics, 2019-2026

Figure 26: U.K. Market for Marketing Analytics, 2019-2026

Figure 27: German Market for Marketing Analytics, 2019-2026

Figure 28: French Market for Marketing Analytics, 2019-2026

Figure 29: Rest of European Market for Marketing Analytics, 2019-2026

Figure 30: Chinese Market for Marketing Analytics, 2019-2026

Figure 31: Indian Market for Marketing Analytics, 2019-2026

Figure 32: Japanese Market for Marketing Analytics, 2019-2026

Figure 33: Rest of Asia-Pacific Market for Marketing Analytics, 2019-2026

Figure 34: Accenture Plc: Sales Share, by Industry Group, 2020

Figure 35: Accenture Plc: Sales Share, by Type of Work, 2020

Figure 36: Accenture Plc: Sales Share, by Region, 2020

Figure 37: Adobe Inc.: Sales Share, by Business Segment, 2020

Figure 38: Adobe Inc.: Sales Share, by Region, 2020

Figure 39: Experian Plc: Sales Share, by Business Activity, 2020

Figure 40: Experian Plc: Sales Share, by Region, 2020

Figure 41: IBM Corp.: Sales Share, by Business Segment, 2020

Figure 42: IBM Corp.: Sales Share, by Region, 2020

Figure 43: Microsoft Corp.: Sales Share, by Business Segment, 2020

Figure 44: Microsoft Corp.: Sales Share, by Geography, 2020

Figure 45: Oracle Corp.: Sales Share, by Business Segment, 2020

Figure 46: Oracle Corp.: Sales Share, by Region, 2020

Figure 47: Pegasystems Inc.: Sales Share, by Solution Type, 2020

Figure 48: Pegasystems Inc.: Sales Share, by Country/Region, 2020

Figure 49: SAP SE: Sales Share, by Type, 2020

Figure 50: SAP SE: Sales Share, by Region, 2020

Figure 51: SAS Institute Inc.: Sales Share, by Industry, 2020

Figure 52: SAS Institute Inc.: Sales Share, by Region, 2020

Figure 53: Teradata Corp.: Sales Share, by Component, 2020

Figure 54: Teradata Corp.: Sales Share, by Region, 2020

Figure 55: Wipro Ltd.: Sales Share, by Operating Segment, 2020

Figure 56: Wipro Ltd.: Sales Share, by Business Segment, 2020

Figure 57: Wipro Ltd.: Sales Share, by Region, 2020

## I would like to order

Product name: Marketing Analytics

Product link: <https://marketpublishers.com/r/MBCDE81F696AEN.html>

Price: US\$ 2,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MBCDE81F696AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970