

Global Customer Data Platform (CDP) Market 2023-2029

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Abstracts

A customer data platform (CDP) is technology that allows businesses to pull in customer data from any channel, system, or data stream to build a unified customer profile. These tools usually include a customer database and automation, as well as management resources for multichannel campaigns, real-time customer interactions, and connected data. A CDP combines all of that data in real time for companies, allowing them to offer hyper-personalized experiences for customers. According to market research study published by Gen Consulting Company, the global customer data platform market stood at around USD 1,887 million in 2022 and is projected to rise to a worth of USD 7,635 million by 2029 end, thereby garnering a CAGR of 22.1% during 2023-2029. CDPs are useful as a central database for user-level data. They tie together databases that traditionally don't share data, like marketing platforms, service software, and ecommerce engines. CDPs are useful as a central database for user-level data. They tie together databases that traditionally don't share data, like marketing platforms, service software, and ecommerce engines.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global customer data platform market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the deployment mode, organization size, end user, and region. The global market for customer data platform can be segmented by deployment mode: cloud, on-premise. The cloud segment held the largest share of the global customer

data platform market in 2022 and is anticipated to hold its share during the forecast period. Customer data platform market is further segmented by organization size: large enterprises, small and medium enterprises (SMEs). Globally, the large enterprises segment made up the largest share of the customer data platform market. Based on end user, the customer data platform market is segmented into: BFSI, healthcare, IT and telecom, media and entertainment, retail, others. The BFSI segment was the largest contributor to the global customer data platform market in 2022. On the basis of region, the customer data platform market also can be divided into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. North America is estimated to account for the largest share of the global customer data platform market.

Market Segmentation

By deployment mode: cloud, on-premise

By organization size: large enterprises, small and medium enterprises (SMEs)

By end user: BFSI, healthcare, IT and telecom, media and entertainment, retail, others

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The global customer data platform market report offers detailed information on several market vendors, including Acquia, Inc. (AgilOne Inc.), ActionIQ, Inc., Adobe Inc., Amperity, Inc., Ascent360 Inc., Blueconic, Inc., Caliber UX, Inc., dba CaliberMind, Commanders Act, D4t4 Solutions plc (Celebrus), Ensighten, Inc., Exponea s.r.o. (Bloomreach), Leadspace, Inc., Lytics, Inc., Microsoft Corporation, mParticle, Inc., NGDATA, Inc., Optimove Inc., Oracle Corporation, Salesforce Inc., SAP SE, SAS Institute Inc., Segment.io, Inc. (TWILIO INC.), Tealium Inc., Teradata Corporation, Terminus Software, Inc., The Dun & Bradstreet Corporation, Treasure Data, Inc. (Arm Ltd.), Upland Software, Inc. (BlueVenn), Zeta Global Holdings Corp., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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Scope of the Report

To analyze and forecast the market size of the global customer data platform market.

To classify and forecast the global customer data platform market based on deployment mode, organization size, end user, region.

To identify drivers and challenges for the global customer data platform market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global customer data platform market.

To identify and analyze the profile of leading players operating in the global customer data platform market.

Why Choose This Report

Gain a reliable outlook of the global customer data platform market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

Contents

PART 1. INTRODUCTION

Report description
Objectives of the study
Market segment
Years considered for the report
Currency
Key target audience

PART 2. METHODOLOGY

PART 3. EXECUTIVE SUMMARY

PART 4. MARKET OVERVIEW

Introduction
Drivers
Restrains

PART 5. MARKET BREAKDOWN BY DEPLOYMENT MODE

Cloud
On-premise

PART 6. MARKET BREAKDOWN BY ORGANIZATION SIZE

Large enterprises
Small and medium enterprises (SMEs)

PART 7. MARKET BREAKDOWN BY END USER

BFSI
Healthcare
IT and telecom
Media and entertainment
Retail
Others

PART 8. MARKET BREAKDOWN BY REGION

North America

Europe

Asia-Pacific

MEA (Middle East and Africa)

Latin America

PART 9. KEY COMPANIES

Acquia, Inc. (AgilOne Inc.)

ActionIQ, Inc.

Adobe Inc.

Amperity, Inc.

Ascent360 Inc.

Blueconic, Inc.

Caliber UX, Inc., dba CaliberMind

Commanders Act

D4t4 Solutions plc (Celebrus)

Enlighten, Inc.

Exponea s.r.o. (Bloomreach)

Leadspace, Inc.

Lytics, Inc.

Microsoft Corporation

mParticle, Inc.

NGDATA, Inc.

Optimove Inc.

Oracle Corporation

Salesforce Inc.

SAP SE

SAS Institute Inc.

Segment.io, Inc. (TWILIO INC.)

Tealium Inc.

Teradata Corporation

Terminus Software, Inc.

The Dun & Bradstreet Corporation

Treasure Data, Inc. (Arm Ltd.)

Upland Software, Inc. (BlueVenn)

Zeta Global Holdings Corp.

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