

# Alliance Data Systems Corporation (USA): Market Research Report

<https://marketpublishers.com/r/AD8A03508FDEN.html>

Date: January 2015

Pages: 29

Price: US\$ 1,000.00 (Single User License)

ID: AD8A03508FDEN

## Abstracts

This report presents quick facts about Alliance Data Systems Corporation, which is principally involved in Data-Driven Marketing and Loyalty Solutions Business. Illustrated with 20 tables, the report showcases the company's recent news stories and events, sales performance, key markets and market position as against its competitors operating in the industry.

## Contents

### 1. COMPANY SNIPPETS

### 2. MAJOR PRODUCTS AND SERVICES

### 3. SALES DATA

**Table 1.** Alliance Data Systems Corp.'s Sales by Geographic Region Worldwide (2013-2014) in Percentage for United States, Canada, and Others

**Table 2.** Alliance Data Systems Corp's Sales by Business Segment Worldwide (2013-2014) in US\$ Thousands for LoyaltyOne, Epsilon, Private Label Services and Credit and Corporate/Other

**Table 3.** Alliance Data Systems Corp's Revenues by Category Worldwide (2013-2014) in Percentage for Transaction, Redemption, Finance Charges, Database Marketing Fees and Direct Marketing Services and Other Revenue

### 4. MARKET OVERVIEW

Marketing/Advertising Services

**Table 4.** Global Marketing Analytics Market (2014) in US\$ Million

**Table 5.** Spending on Marketing by Type Worldwide (2014) - Percentage Market Share Breakdown by Value for Direct, Healthcare, Market Research, Public Relations, and Sponsorship

**Table 6.** Global Marketing/Advertising Automation Market (2014) in US\$ Million

**Table 7.** Spending on Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Major Media, and Marketing Services

Payment Cards

**Table 8.** Payment Cards Market by Volume Payments in the US (2014) - Percentage Share Breakdown for Credit Cards, and Debit Cards

**Table 9.** Transactions by Payment Cards in the UK (2014) - Percentage Share Breakdown for Credit, and Debit

**Table 10.** Consumer Payments by Method in the US by Value (2014) - Percentage Market Share Breakdown for Cash, Checks, Credit, Debit, and Others

**Table 11.** Debit Card Payment Market by Type in the US (2014) - Percentage Share Breakdown by Volume for PIN, and Signature

**Table 12.** Transactions by Payment Cards in Canada (2014) - Percentage Share Breakdown for Interac, MasterCard, and Visa

## 5. COMPETITIVE LANDSCAPE

### Electricity Retailers

**Table 13.** Market Shares of Leading Electricity Retailing Companies in New Zealand (2014) - Percentage Share Breakdown by Customers for Contact Energy Ltd., Genesis Energy Ltd., Meridian Energy Ltd., Mighty River Power Ltd., and Trustpower Ltd.

**Table 14.** Market Shares of Leading Electricity Retailing Companies by Generation Capacity in New Zealand (2014) - Percentage Share Breakdown by Volume for Contact Energy Ltd., Genesis Energy Ltd., Meridian Energy Ltd., Mighty River Power Ltd., Trustpower Ltd., and Others

### Risk Insurance

**Table 15.** Market Shares of Leading Group Risk Insurance Providers by Value Sales in Australia (2014) - Percentage Breakdown for AIA Australia, AMP Group, CommInsure Group, Hannover Life, Macquarie Life, MetLife Insurance, NAB / MLC, OnePath, Suncorp Group, and TAL Group

**Table 16.** Market Shares of Leading Individual Risk Income Insurance Providers by

Value Sales in Australia (2014) - Percentage Breakdown for AIA Australia, AMP Group, BT / Westpac Group, CommInsure Group, Macquarie Life, NAB / MLC, OnePath, Suncorp Group, TAL Group, and Zurich Group

**Table 17.** Market Shares of Leading Individual Risk Lump Sum (term Life) Providers by Value Sales in Australia (2014) - Percentage Breakdown for AMP Group, AXA S. A., and Others

Life Insurance Premium

**Table 18.** Market Shares of Leading Life Insurance Providers by Gross Premium in Canada (2014) - Percentage Breakdown by Value for Desjardins Group, Empire Life Insurance Company, Foresters Canada, Great-West Lifeco, Inc., Industrial Alliance, La Capitale Financial Group, Inc., Manulife Financial Corporation, Sun Life Financial, Inc., and Others

Database Marketing Services

**Table 19.** Market Shares of Leading Database Marketing Services by Value Sales Worldwide (2014) - Percentage Breakdown for Experian Plc, Equifax, Inc., Dun & Bradstreet, Inc., TransUnion, LLC, Acxiom Corporation, and Fair Isaac

**Table 20.** Market Shares of Leading Advertising and Marketing Providers Worldwide (2014) - Percentage Market Share Breakdown by Value for Dentsu Aegis Network Ltd., Havas Media Group, Interpublic Group Plc, Omnicom Group, Inc., Publicis Groupe, and WPP Plc

## **6. RECENT INDUSTRY DEVELOPMENTS**

## I would like to order

Product name: Alliance Data Systems Corporation (USA): Market Research Report

Product link: <https://marketpublishers.com/r/AD8A03508FDEN.html>

Price: US\$ 1,000.00 (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/AD8A03508FDEN.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