

Global Customer Data Platform Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Customer Data Platform (CDP) is a marketer-based management system. It creates a persistent, unified customer database that is accessible to other systems.

Scope of the Report:

CDPs also compete with data quality and management tools used by IT departments to build enterprise data warehouses and with marketing agencies that build and maintain databases for their clients, the report found.

The global Customer Data Platform market is valued at 640 million USD in 2017 and is expected to reach 2950 million USD by the end of 2023, growing at a CAGR of 29.0% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Customer Data Platform.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Customer Data Platform market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Customer Data Platform market by product type and applications/end industries.

Market Segment by Companies, this report covers

Oracle

SAP

Salesforce

Adobe

Nice

SAS Institute

Tealium

Segment

Zaius

AgilOne

ActionIQ

BlueConic

Ascent360

Evergage

Lytics

mParticle

NGDATA

IgnitionOne

Signal

Usermind

Amperity

Reltio

Enlighten

Fospha

SessionM

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Access

Analytics

Engagement

Market Segment by Applications, can be divided into

BFSI

Retail and eCommerce

Media and Entertainment

IT and Telecommunication

Automobile

Healthcare and Life Sciences

Others

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