

# Customer Journey Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global customer journey analytics market size reached US\$ 11.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 29.6 Billion by 2028, exhibiting a growth rate (CAGR) of 17.5% during 2023-2028.

Customer journey analytics refers to the process of analyzing and tracking customer experience across every touchpoint in the customer journey. It involves acquisition, activation and adoption as its three main stages. It is widely used by organizations and enterprises to provide real-time insights into customer behavior. Customer journey analytics encompasses advanced analytics methods, such as customer segmentation, predictive analytics and real-time analytics. It combines data from every channel into a single interface that assists in making better decisions with a holistic view. It also aids in predicting customer behavior, improving consumer experience, increasing revenue and boosting customer acquisition. As a result, it is widely used across telecommunications, healthcare, hospitality, travel, and banking, financial services and insurance (BFSI) industries.

### Customer Journey Analytics Market Trends:

The emergence of digitalization across the globe is creating a positive outlook for market growth. In addition to this, the increasing need to convert information into digital form to gain insights that support strategic decision-making in various organizations is favoring the market growth. Moreover, the widespread product adoption to perform traffic and e-commerce analytics is driving the development of the market. Apart from this, various technological advancements, such as the integration of artificial intelligence (AI) that assists in providing intelligent, convenient and informed customer experience during the customer journey, are providing an impetus to the market growth.

Furthermore, the increasing product demand in the retail and e-commerce industries to track the customer journey across multiple channels in real-time and the introduction of personalized omnichannel experience is positively impacting the market growth. Other factors, including widespread adoption of analytics software in various industries, increasing penetration of smartphones, and the growing demand for consistent customer support across multiple platforms, are anticipated to drive the market further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global customer journey analytics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, touchpoint, deployment, organization size, application and industry vertical.

#### Breakup by Component:

- Solution
- Services

#### Breakup by Touchpoint:

- Web
- Social Media
- Mobile
- Email
- Branch and Store
- Call Center
- Others

#### Breakup by Deployment:

- On-premises
- Cloud-based

#### Breakup by Organization Size:

- Large Enterprises
- Small and Medium-sized Enterprises

**Breakup by Application:**

Customer Segmentation and Targeting  
Customer Behavioral Analysis  
Customer Churn Analysis  
Brand Management  
Campaign Management  
Product Management  
Others

**Breakup by Industry Vertical:**

BFSI  
IT and Telecommunications  
Retail and E-Commerce  
Healthcare  
Media and Entertainment  
Travel and hospitality  
Others

**Breakup by Region:**

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adobe Inc., Callminer Inc., Cisco Systems Inc., Genesys Telecommunications Laboratories Inc., Google LLC (Alphabet Inc.), International Business Machines Corporation, Microsoft Corporation, NICE Ltd., Oracle Corporation, Salesforce Inc., SAP SE, Teradata Corporation and Verint Systems Inc.

#### Key Questions Answered in This Report:

How has the global customer journey analytics market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global customer journey analytics market?

What are the key regional markets?

What is the breakup of the market based on the component?

What is the breakup of the market based on the touchpoint?

What is the breakup of the market based on the deployment?

What is the breakup of the market based on the organization size?

What is the breakup of the market based on the application?

What is the breakup of the market based on the industry vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global customer journey analytics market and who are the key players?

What is the degree of competition in the industry?

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