

Customer Journey Analytics Market Report by Component (Solution, Services), Touchpoint (Web, Social Media, Mobile, Email, Branch and Store, Call Center, and Others), Deployment (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium-sized Enterprises), Application (Customer Segmentation and Targeting, Customer Behavioral Analysis, Customer Churn Analysis, Brand Management, Campaign Management, Product Management, and Others), Industry Vertical (BFSI, IT and Telecommunications, Retail and E-Commerce, Healthcare, Media and Entertainment, Travel and hospitality, and Others), and Region 2024-2032

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Abstracts

The global customer journey analytics market size reached US\$ 13.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 48.6 Billion by 2032, exhibiting a growth rate (CAGR) of 15.4% during 2024-2032.

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 2024-2032. 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

1. What was the size of the global customer journey analytics market in 2023?
2. What is the expected growth rate of the global customer journey analytics market during 2024-2032?
3. What are the key factors driving the global customer journey analytics market?
4. What has been the impact of COVID-19 on the global customer journey analytics market?
5. What is the breakup of the global customer journey analytics market based on the component?

6. What is the breakup of the global customer journey analytics market based on the touchpoint?
7. What is the breakup of the global customer journey analytics market based on the deployment?
8. What is the breakup of the global customer journey analytics market based on application?
9. What is the breakup of the global customer journey analytics market based on the industry vertical?
10. What are the key regions in the global customer journey analytics market?
11. Who are the key players/companies in the global customer journey analytics market?

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