

# **Europe Customer Analytics Market By Component (Solution and Services) By Type (Brand & Campaign Management, Customer Behavioral Analysis & Churn Management and Product Management & Others) By Deployment Type (On-premise and Cloud) By Data Source (Web, Smartphone, Email, Social Media, Store & Call Center and Others) By Industry Vertical (BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Media & Entertainment, Manufacturing and Others) By Country, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Europe Customer Analytics Market would witness market growth of 18.7% CAGR during the forecast period (2020-2026).

An analysis of customer behavior is a qualitative and quantitative evaluation of how the customers communicate with a company. Based on their common characteristics, the customers are first segmented into buyer personas. At the stages of customer experience map, each group is then analyzed to examine how the people communicate with the business.

Product management refers to the daily tasks which include a broad range of strategic and tactical tasks. It is not just these duties that most project managers or company owners carry on. In most companies, other teams or divisions own at least some of them. As the industry continues to explore and share best practices, product managers are progressively realizing the benefits of being customer-centric and data-driven and increasingly integrating innovation into their workflows. Product managers have

increasingly embraced innovation and user testing and plan to do more of that this coming year. Product teams are increasing the liaison among key organizational stakeholders.

Customer-focused companies are using customer insights increasingly to develop customized communication and marketing programs. This is due mainly to the rising demand from customers for customized experiences. Consumer analytics analyzes purchasing trends for consumers, and helps to tailor data-based marketing strategies, while enhancing consumer engagement and retention rate. Thus, the growing demand for better customer service during the forecast period would boost demand for customer analytics applications.

Based on Component, the market is segmented into Solution and Services. Based on Type, the market is segmented into Brand & Campaign Management, Customer Behavioral Analysis & Churn Management and Product Management & Others. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Data Source, the market is segmented into Web, Smartphone, Email, Social Media, Store & Call Center and Others. Based on Industry Vertical, the market is segmented into BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Media & Entertainment, Manufacturing and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Google, Inc., SAP SE, Teradata Corporation, SAS Institute, Inc., Adobe, Inc., Salesforce.com, Inc., Microsoft Corporation, Oracle Corporation, IBM Corporation, Accenture PLC.

## Scope of the Study

### Market Segmentation:

#### By Component

Solution

Services

#### By Type

Brand & Campaign Management

Customer Behavioral Analysis & Churn Management

Product Management & Others

#### By Deployment Type

On-premise

Cloud

#### By Data Source

Web

Smartphone

Email

Social Media

Store & Call Center

Others

#### By Industry Vertical

BFSI

IT & Telecom

Healthcare

Retail & eCommerce

Government & Defense

Media & Entertainment

Manufacturing

Others

### By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

### Companies Profiled

Google, Inc.

SAP SE

Teradata Corporation

SAS Institute, Inc.

Adobe, Inc.

Salesforce.com, Inc.

Microsoft Corporation

Oracle Corporation

IBM Corporation

Accenture PLC

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