

Europe Data Monetization Market Analysis (2017-2023)

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Abstracts

The Europe Data Monetization Market would witness market growth of 26% CAGR during the forecast period (2017 – 2023). Rapid changes in the business landscape have encouraged enterprises to implement data monetization tools to gain operational efficiency. The Banking, Financial Services, and Insurance (BFSI) industry vertical is among the leading segments with large amount of data gathered from various sources, such as capital markets, insurance, asset management, Automated Teller Machines (ATMs), and online transactions. Identify customer spending patterns and accordingly offering personalized products would drive the demand for data monetization tools within the BFSI vertical.

Based on Business Function, the Data Monetization market segments the market into Sales & Marketing, Finance, Supply Chain Management, Operations, and Others. Based on Data Type, the market report segments the market into Customer Data, Financial Data, Supplies Data, and Others. Based on Organization Size, the Data Monetization market segments the market into Small & Medium Enterprises and Large Enterprises. Based on Vertical, the Data Monetization market segments the market into BFSI, Consumer Goods, Government & Defense, Healthcare, Transportation & Logistics, Manufacturing, Telecom, Media & Entertainment, and Others. Based on Countries, the Data Monetization market segments the market into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the competition analysis of key stake holders of the Europe Data Monetization Market. Key companies profiled in the report include Accenture Plc., Cisco Systems, Inc., Virtusa Corporation, IBM Corporation, Gemalto NV, NetScout Systems, Inc., VIAVI Solutions Inc., Adastra Corporation, SAP SE, and SAS Institute, Inc.

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