

# **North America 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**

<https://marketpublishers.com/r/N7D4AE71E061EN.html>

Date: April 2020

Pages: 144

Price: US\$ 1,500.00 (Single User License)

ID: N7D4AE71E061EN

## **Abstracts**

The North America Customer Analytics Market would witness market growth of 18.1% CAGR during the forecast period (2020-2026).

Customer journey analytics is the convergence of analytical solutions and marketing techniques to monitor their future customers from real time by building a chronological consumer engagement timeline. It detects consumer trends through various channels and reaches points by integrating data related to customer experiences, reviews, and transactions to end the consumer journey picture. It combines advanced analytics, large-scale data technology and domain knowledge to enable companies to map their customer journey.

These solutions offer more versatile, scalable, and cheaper data storage solutions than conventional data warehousing solutions, along with enhanced analytics

capabilities. Several North American customer analytics service providers compete on the market by combining new Big Data and analytics technology with their existing customer analysis solutions. They are also pursuing various growth strategies to improve their overall market position.

Growth in the importance of social media is a main factor for the market. Social media analytics incorporates tracking, measuring, and predictive methods to discover consumer emotions and companies with consumers across social media channels by associating their product list with e-commerce sites, which helps to track users and establish connections.

Prominent retailers like Amazon and Walmart have succeeded in leveraging the advantages that multiple social media sites, such as Facebook and Twitter, are providing. Data protection and privacy issues are, however, a significant constraint to the studied market. Big data architecture will become more important to protect in customer analytics, which is supposed to pose a challenge to information loss.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

### 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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