

# 2018-2023 Global Loyalty Management Market Report (Status and Outlook)

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Loyalty Management market for 2018-2023. Loyalty management deals with designing of rewards to consumers for past purchase as well as provides them incentives with an objective to make future purchase. Rewards program aims at providing strong value to the customers followed by improved customer penetration, cross selling and retention. A loyalty management system consists of operational parameters which include funding options, program design and transaction types among others. In addition, it also includes various value parameters such as redemption thresholds, redemption options and earn rates. Many organizations are focusing on spending on loyalty programs owing to their offerings. The offerings include expansion of coverage to daily consumer spending, innovative rewards leading to an increase in scope for consumer response and retention followed by collaboration opportunities for enhanced services. Loyalty management software tools basically aims at building successful loyalty program for business and individual customers. Key enterprises are focusing on implementing these tools with an objective to maintain high customer satisfaction, by providing specialized loyalty programs which includes special auctions, lotteries, coupons or benefits through one platform.

Nowadays, there are three mainly types of Loyalty Management, including Customer Loyalty, Employee Retention and Channel Loyalty. And Customer Loyalty is the main type for Loyalty Management, and the Customer Loyalty reached a sales value of approximately 1330.99 M USD in 2017, with 66.76% of global sales volume.

Over the next five years, LPI(LP Information) projects that Loyalty Management will register a 17.5% CAGR in terms of revenue, reach US\$ 5240 million by 2023, from US\$

1990 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Loyalty Management market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Customer Loyalty

Employee Retention

Segmentation by application:

BFSI

Travel & Hospitality

Consumer Goods & Retail

Other

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

Spain

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

## GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Alliance Data Systems Corporation

Oracle Corporation

IBM Corporation

Aimia Inc

SAP SE

Maritz Holdings Inc.

Fidelity Information Services

Bond Brand Loyalty

Brierley+Partners

ICF International, Inc.

Kobie Marketing, Inc.

Tibco Software

Comarch

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## RESEARCH OBJECTIVES

To study and analyze the global Loyalty Management market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Loyalty Management market by identifying its various subsegments.

Focuses on the key global Loyalty Management players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Loyalty Management with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Loyalty Management submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### **2018-2023 GLOBAL LOYALTY MANAGEMENT MARKET REPORT (STATUS AND OUTLOOK)**

#### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

#### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Loyalty Management Market Size 2013-2023
  - 2.1.2 Loyalty Management Market Size CAGR by Region
- 2.2 Loyalty Management Segment by Type
  - 2.2.1 Customer Loyalty
  - 2.2.2 Employee Retention
  - 2.2.3 Channel Loyalty
- 2.3 Loyalty Management Market Size by Type
  - 2.3.1 Global Loyalty Management Market Size Market Share by Type (2013-2018)
  - 2.3.2 Global Loyalty Management Market Size Growth Rate by Type (2013-2018)
- 2.4 Loyalty Management Segment by Application
  - 2.4.1 BFSI
  - 2.4.2 Travel & Hospitality
  - 2.4.3 Consumer Goods & Retail
  - 2.4.4 Other
- 2.5 Loyalty Management Market Size by Application
  - 2.5.1 Global Loyalty Management Market Size Market Share by Application (2013-2018)
  - 2.5.2 Global Loyalty Management Market Size Growth Rate by Application (2013-2018)

#### **3 GLOBAL LOYALTY MANAGEMENT BY PLAYERS**

- 3.1 Global Loyalty Management Market Size Market Share by Players
  - 3.1.1 Global Loyalty Management Market Size by Players (2016-2018)
  - 3.1.2 Global Loyalty Management Market Size Market Share by Players (2016-2018)
- 3.2 Global Loyalty Management Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
  - 3.3.1 Competition Landscape Analysis
  - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

## **4 LOYALTY MANAGEMENT BY REGIONS**

- 4.1 Loyalty Management Market Size by Regions
- 4.2 Americas Loyalty Management Market Size Growth
- 4.3 APAC Loyalty Management Market Size Growth
- 4.4 Europe Loyalty Management Market Size Growth
- 4.5 Middle East & Africa Loyalty Management Market Size Growth

## **5 AMERICAS**

- 5.1 Americas Loyalty Management Market Size by Countries
- 5.2 Americas Loyalty Management Market Size by Type
- 5.3 Americas Loyalty Management Market Size by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**

- 6.1 APAC Loyalty Management Market Size by Countries
- 6.2 APAC Loyalty Management Market Size by Type
- 6.3 APAC Loyalty Management Market Size by Application
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

## 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

- 7.1 Europe Loyalty Management by Countries
- 7.2 Europe Loyalty Management Market Size by Type
- 7.3 Europe Loyalty Management Market Size by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Loyalty Management by Countries
- 8.2 Middle East & Africa Loyalty Management Market Size by Type
- 8.3 Middle East & Africa Loyalty Management Market Size by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers and Impact
  - 9.1.1 Growing Demand from Key Regions
  - 9.1.2 Growing Demand from Key Applications and Potential Industries
- 9.2 Market Challenges and Impact
- 9.3 Market Trends

## **10 GLOBAL LOYALTY MANAGEMENT MARKET FORECAST**

- 10.1 Global Loyalty Management Market Size Forecast (2018-2023)
- 10.2 Global Loyalty Management Forecast by Regions
  - 10.2.1 Global Loyalty Management Forecast by Regions (2018-2023)



- 10.2.2 Americas Market Forecast
- 10.2.3 APAC Market Forecast
- 10.2.4 Europe Market Forecast
- 10.2.5 Middle East & Africa Market Forecast
- 10.3 Americas Forecast by Countries
  - 10.3.1 United States Market Forecast
  - 10.3.2 Canada Market Forecast
  - 10.3.3 Mexico Market Forecast
  - 10.3.4 Brazil Market Forecast
- 10.4 APAC Forecast by Countries
  - 10.4.1 China Market Forecast
  - 10.4.2 Japan Market Forecast
  - 10.4.3 Korea Market Forecast
  - 10.4.4 Southeast Asia Market Forecast
  - 10.4.5 India Market Forecast
  - 10.4.6 Australia Market Forecast
- 10.5 Europe Forecast by Countries
  - 10.5.1 Germany Market Forecast
  - 10.5.2 France Market Forecast
  - 10.5.3 UK Market Forecast
  - 10.5.4 Italy Market Forecast
  - 10.5.5 Russia Market Forecast
  - 10.5.6 Spain Market Forecast
- 10.6 Middle East & Africa Forecast by Countries
  - 10.6.1 Egypt Market Forecast
  - 10.6.2 South Africa Market Forecast
  - 10.6.3 Israel Market Forecast
  - 10.6.4 Turkey Market Forecast
  - 10.6.5 GCC Countries Market Forecast
- 10.7 Global Loyalty Management Forecast by Type
- 10.8 Global Loyalty Management Forecast by Application

## **11 KEY PLAYERS ANALYSIS**

- 11.1 Alliance Data Systems Corporation
  - 11.1.1 Company Details
  - 11.1.2 Loyalty Management Product Offered
  - 11.1.3 Alliance Data Systems Corporation Loyalty Management Revenue, Gross Margin and Market Share (2016-2018)

- 11.1.4 Main Business Overview
- 11.1.5 Alliance Data Systems Corporation News
- 11.2 Oracle Corporation
  - 11.2.1 Company Details
  - 11.2.2 Loyalty Management Product Offered
  - 11.2.3 Oracle Corporation Loyalty Management Revenue, Gross Margin and Market Share (2016-2018)
  - 11.2.4 Main Business Overview
  - 11.2.5 Oracle Corporation News
- 11.3 IBM Corporation
  - 11.3.1 Company Details
  - 11.3.2 Loyalty Management Product Offered
  - 11.3.3 IBM Corporation Loyalty Management Revenue, Gross Margin and Market Share (2016-2018)
  - 11.3.4 Main Business Overview
  - 11.3.5 IBM Corporation News
- 11.4 Aimia Inc
  - 11.4.1 Company Details
  - 11.4.2 Loyalty Management Product Offered
  - 11.4.3 Aimia Inc Loyalty Management Revenue, Gross Margin and Market Share (2016-2018)
  - 11.4.4 Main Business Overview
  - 11.4.5 Aimia Inc News
- 11.5 SAP SE
  - 11.5.1 Company Details
  - 11.5.2 Loyalty Management Product Offered
  - 11.5.3 SAP SE Loyalty Management Revenue, Gross Margin and Market Share (2016-2018)
  - 11.5.4 Main Business Overview
  - 11.5.5 SAP SE News
- 11.6 Maritz Holdings Inc.
  - 11.6.1 Company Details
  - 11.6.2 Loyalty Management Product Offered
  - 11.6.3 Maritz Holdings Inc. Loyalty Management Revenue, Gross Margin and Market Share (2016-2018)
  - 11.6.4 Main Business Overview
  - 11.6.5 Maritz Holdings Inc. News
- 11.7 Fidelity Information Services
  - 11.7.1 Company Details

- 11.7.2 Loyalty Management Product Offered
- 11.7.3 Fidelity Information Services Loyalty Management Revenue, Gross Margin and Market Share (2016-2018)
- 11.7.4 Main Business Overview
- 11.7.5 Fidelity Information Services News
- 11.8 Bond Brand Loyalty
  - 11.8.1 Company Details
  - 11.8.2 Loyalty Management Product Offered
  - 11.8.3 Bond Brand Loyalty Loyalty Management Revenue, Gross Margin and Market Share (2016-2018)
  - 11.8.4 Main Business Overview
  - 11.8.5 Bond Brand Loyalty News
- 11.9 Brierley+Partners
  - 11.9.1 Company Details
  - 11.9.2 Loyalty Management Product Offered
  - 11.9.3 Brierley+Partners Loyalty Management Revenue, Gross Margin and Market Share (2016-2018)
  - 11.9.4 Main Business Overview
  - 11.9.5 Brierley+Partners News
- 11.10 ICF International, Inc.
  - 11.10.1 Company Details
  - 11.10.2 Loyalty Management Product Offered
  - 11.10.3 ICF International, Inc. Loyalty Management Revenue, Gross Margin and Market Share (2016-2018)
  - 11.10.4 Main Business Overview
  - 11.10.5 ICF International, Inc. News
- 11.11 Kobie Marketing, Inc.
- 11.12 Tibco Software
- 11.13 Comarch

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Table Product Specifications of Loyalty Management  
Figure Loyalty Management Report Years Considered  
Figure Market Research Methodology  
Figure Global Loyalty Management Market Size Growth Rate 2013-2023 (\$ Millions)  
Table Loyalty Management Market Size CAGR by Region 2013-2023 (\$ Millions)  
Table Major Players of Customer Loyalty  
Table Major Players of Employee Retention  
Table Major Players of Channel Loyalty  
Table Market Size by Type (2013-2018) (\$ Millions)  
Table Global Loyalty Management Market Size Market Share by Type (2013-2018)  
Figure Global Loyalty Management Market Size Market Share by Type (2013-2018)  
Figure Global Customer Loyalty Market Size Growth Rate  
Figure Global Employee Retention Market Size Growth Rate  
Figure Global Channel Loyalty Market Size Growth Rate  
Figure Loyalty Management Consumed in BFSI  
Figure Global Loyalty Management Market: BFSI (2013-2018) (\$ Millions)  
Figure Global BFSI YoY Growth (\$ Millions)  
Figure Loyalty Management Consumed in Travel & Hospitality  
Figure Global Loyalty Management Market: Travel & Hospitality (2013-2018) (\$ Millions)  
Figure Global Travel & Hospitality YoY Growth (\$ Millions)  
Figure Loyalty Management Consumed in Consumer Goods & Retail  
Figure Global Loyalty Management Market: Consumer Goods & Retail (2013-2018) (\$ Millions)  
Figure Global Consumer Goods & Retail YoY Growth (\$ Millions)  
Figure Loyalty Management Consumed in Other  
Figure Global Loyalty Management Market: Other (2013-2018) (\$ Millions)  
Figure Global Other YoY Growth (\$ Millions)  
Table Global Loyalty Management Market Size by Application (2013-2018) (\$ Millions)  
Table Global Loyalty Management Market Size Market Share by Application (2013-2018)  
Figure Global Loyalty Management Market Size Market Share by Application (2013-2018)  
Figure Global Loyalty Management Market Size in BFSI Growth Rate  
Figure Global Loyalty Management Market Size in Travel & Hospitality Growth Rate  
Figure Global Loyalty Management Market Size in Consumer Goods & Retail Growth

## Rate

Figure Global Loyalty Management Market Size in Other Growth Rate

Table Global Loyalty Management Revenue by Players (2016-2018) (\$ Millions)

Table Global Loyalty Management Revenue Market Share by Players (2016-2018)

Figure Global Loyalty Management Revenue Market Share by Players in 2017

Table Global Loyalty Management Key Players Head office and Products Offered

Table Loyalty Management Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

Table Global Loyalty Management Market Size by Regions 2013-2018 (\$ Millions)

Table Global Loyalty Management Market Size Market Share by Regions 2013-2018

Figure Global Loyalty Management Market Size Market Share by Regions 2013-2018

Figure Americas Loyalty Management Market Size 2013-2018 (\$ Millions)

Figure APAC Loyalty Management Market Size 2013-2018 (\$ Millions)

Figure Europe Loyalty Management Market Size 2013-2018 (\$ Millions)

Figure Middle East & Africa Loyalty Management Market Size 2013-2018 (\$ Millions)

Table Americas Loyalty Management Market Size by Countries (2013-2018) (\$ Millions)

Table Americas Loyalty Management Market Size Market Share by Countries  
(2013-2018)

Figure Americas Loyalty Management Market Size Market Share by Countries in 2017

Table Americas Loyalty Management Market Size by Type (2013-2018) (\$ Millions)

Table Americas Loyalty Management Market Size Market Share by Type (2013-2018)

Figure Americas Loyalty Management Market Size Market Share by Type in 2017

Table Americas Loyalty Management Market Size by Application (2013-2018) (\$  
Millions)

Table Americas Loyalty Management Market Size Market Share by Application  
(2013-2018)

Figure Americas Loyalty Management Market Size Market Share by Application in 2017

Figure United States Loyalty Management Market Size Growth 2013-2018 (\$ Millions)

Figure Canada Loyalty Management Market Size Growth 2013-2018 (\$ Millions)

Figure Mexico Loyalty Management Market Size Growth 2013-2018 (\$ Millions)

Table APAC Loyalty Management Market Size by Countries (2013-2018) (\$ Millions)

Table APAC Loyalty Management Market Size Market Share by Countries (2013-2018)

Figure APAC Loyalty Management Market Size Market Share by Countries in 2017

Table APAC Loyalty Management Market Size by Type (2013-2018) (\$ Millions)

Table APAC Loyalty Management Market Size Market Share by Type (2013-2018)

Figure APAC Loyalty Management Market Size Market Share by Type in 2017

Table APAC Loyalty Management Market Size by Application (2013-2018) (\$ Millions)

Table APAC Loyalty Management Market Size Market Share by Application  
(2013-2018)

Figure APAC Loyalty Management Market Size Market Share by Application in 2017

Figure China Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Figure Japan Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Figure Korea Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Figure Southeast Asia Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Figure India Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Figure Australia Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Table Europe Loyalty Management Market Size by Countries (2013-2018) (\$ Millions)  
Table Europe Loyalty Management Market Size Market Share by Countries (2013-2018)  
Figure Europe Loyalty Management Market Size Market Share by Countries in 2017  
Table Europe Loyalty Management Market Size by Type (2013-2018) (\$ Millions)  
Table Europe Loyalty Management Market Size Market Share by Type (2013-2018)  
Figure Europe Loyalty Management Market Size Market Share by Type in 2017  
Table Europe Loyalty Management Market Size by Application (2013-2018) (\$ Millions)  
Table Europe Loyalty Management Market Size Market Share by Application (2013-2018)  
Figure Europe Loyalty Management Market Size Market Share by Application in 2017  
Figure Germany Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Figure France Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Figure UK Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Figure Italy Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Figure Russia Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Figure Spain Loyalty Management Market Size Growth 2013-2018 (\$ Millions)  
Table Middle East & Africa Loyalty Management Market Size by Countries (2013-2018) (\$ Millions)  
Table Middle East & Africa Loyalty Management Market Size Market Share by Countries (2013-2018)  
Figure Middle East & Africa Loyalty Management Market Size Market Share by Countries in 2017  
Table Middle East & Africa Loyalty Management Market Size by Type (2013-2018) (\$ Millions)  
Table Middle East & Africa Loyalty Management Market Size Market Share by Type (2013-2018)  
Figure Middle East & Africa Loyalty Management Market Size Market Share by Type in 2017  
Table Middle East & Africa Loyalty Management Market Size by Application (2013-2018) (\$ Millions)  
Table Middle East & Africa Loyalty Management Market Size Market Share by Application (2013-2018)

Figure Middle East & Africa Loyalty Management Market Size Market Share by Application in 2017

Figure Egypt Loyalty Management Market Size Growth 2013-2018 (\$ Millions)

Figure South Africa Loyalty Management Market Size Growth 2013-2018 (\$ Millions)

Figure Israel Loyalty Management Market Size Growth 2013-2018 (\$ Millions)

Figure Turkey Loyalty Management Market Size Growth 2013-2018 (\$ Millions)

Figure GCC Countries Loyalty Management Market Size Growth 2013-2018 (\$ Millions)

Figure Global Loyalty Management Market Size Forecast (2018-2023) (\$ Millions)

Table Global Loyalty Management Market Size Forecast by Regions (2018-2023) (\$ Millions)

Table Global Loyalty Management Market Size Market Share Forecast by Regions

Figure Americas Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure APAC Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Europe Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Middle East & Africa Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure United States Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Canada Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Mexico Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Brazil Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure China Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Japan Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Korea Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Southeast Asia Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure India Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Australia Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Germany Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure France Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure UK Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Italy Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Russia Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Spain Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Egypt Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure South Africa Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Israel Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure Turkey Loyalty Management Market Size 2018-2023 (\$ Millions)

Figure GCC Countries Loyalty Management Market Size 2018-2023 (\$ Millions)

Table Global Loyalty Management Market Size Forecast by Type (2018-2023) (\$ Millions)

Table Global Loyalty Management Market Size Market Share Forecast by Type

(2018-2023)

Table Global Loyalty Management Market Size Forecast by Application (2018-2023) (\$ Millions)

Table Global Loyalty Management Market Size Market Share Forecast by Application (2018-2023)

Table Alliance Data Systems Corporation Basic Information, Head Office, Major Market Areas and Its Competitors

Table Alliance Data Systems Corporation Loyalty Management Revenue and Gross Margin (2016-2018)

Figure Alliance Data Systems Corporation Loyalty Management Market Share (2016-2018)

Table Oracle Corporation Basic Information, Head Office, Major Market Areas and Its Competitors

Table Oracle Corporation Loyalty Management Revenue and Gross Margin (2016-2018)

Figure Oracle Corporation Loyalty Management Market Share (2016-2018)

Table IBM Corporation Basic Information, Head Office, Major Market Areas and Its Competitors

Table IBM Corporation Loyalty Management Revenue and Gross Margin (2016-2018)

Figure IBM Corporation Loyalty Management Market Share (2016-2018)

Table Aimia Inc Basic Information, Head Office, Major Market Areas and Its Competitors

Table Aimia Inc Loyalty Management Revenue and Gross Margin (2016-2018)

Figure Aimia Inc Loyalty Management Market Share (2016-2018)

Table SAP SE Basic Information, Head Office, Major Market Areas and Its Competitors

Table SAP SE Loyalty Management Revenue and Gross Margin (2016-2018)

Figure SAP SE Loyalty Management Market Share (2016-2018)

Table Maritz Holdings Inc. Basic Information, Head Office, Major Market Areas and Its Competitors

Table Maritz Holdings Inc. Loyalty Management Revenue and Gross Margin (2016-2018)

Figure Maritz Holdings Inc. Loyalty Management Market Share (2016-2018)

Table Fidelity Information Services Basic Information, Head Office, Major Market Areas and Its Competitors

Table Fidelity Information Services Loyalty Management Revenue and Gross Margin (2016-2018)

Figure Fidelity Information Services Loyalty Management Market Share (2016-2018)

Table Bond Brand Loyalty Basic Information, Head Office, Major Market Areas and Its Competitors

Table Bond Brand Loyalty Loyalty Management Revenue and Gross Margin



(2016-2018)

Figure Bond Brand Loyalty Loyalty Management Market Share (2016-2018)

Table Brierley+Partners Basic Information, Head Office, Major Market Areas and Its Competitors

Table Brierley+Partners Loyalty Management Revenue and Gross Margin (2016-2018)

Figure Brierley+Partners Loyalty Management Market Share (2016-2018)

Table ICF International, Inc. Basic Information, Head Office, Major Market Areas and Its Competitors

Table ICF International, Inc. Loyalty Management Revenue and Gross Margin (2016-2018)

Figure ICF International, Inc. Loyalty Management Market Share (2016-2018)

Table Kobie Marketing, Inc. Basic Information, Head Office, Major Market Areas and Its Competitors

Table Tibco Software Basic Information, Head Office, Major Market Areas and Its Competitors

Table Comarch Basic Information, Head Office, Major Market Areas and Its Competitors

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