

# Global Customer Insights Marketing Platform Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/GF617D2BDC03EN.html>

Date: March 2026

Pages: 148

Price: US\$ 3,660.00 (Single User License)

ID: GF617D2BDC03EN

## Abstracts

The global Customer Insights Marketing Platform market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Customer Insights Marketing Platform is a comprehensive tool that helps companies better understand and attract customers. It provides companies with in-depth customer insights by collecting, integrating and analyzing customer data, thereby guiding their marketing strategies and decisions. The platform is designed to help companies gain a deeper understanding of customer behavior, preferences, needs and pain points, so as to develop more targeted marketing strategies and improve marketing effectiveness and customer satisfaction.

United States market for Customer Insights Marketing Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Customer Insights Marketing Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Customer Insights Marketing Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Customer Insights Marketing Platform players cover Segment, Tealium, Lytics, FullContact, Bloomreach, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the “Customer Insights Marketing Platform Industry Forecast” looks at past sales and reviews total world Customer Insights Marketing Platform sales in 2025, providing a comprehensive analysis by region and market sector of projected Customer Insights Marketing Platform sales for 2026 through 2032. With Customer Insights Marketing Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Customer Insights Marketing Platform industry.

This Insight Report provides a comprehensive analysis of the global Customer Insights Marketing Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Customer Insights Marketing Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Customer Insights Marketing Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Customer Insights Marketing Platform and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Customer Insights Marketing Platform.

This report presents a comprehensive overview, market shares, and growth opportunities of Customer Insights Marketing Platform market by product type, application, key players and key regions and countries.

### **Segmentation by Type:**

Cloud-based

On-premises

### **Segmentation by Application:**

Large Enterprise

SMEs

**This report also splits the market by region:**

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Segment

Tealium

Lytics

FullContact

Bloomreach

Listrak

Optimizely

Evergage (Salesforce)

Blueshift

Enlighten

Arm Limited

Mobius Solutions

Hull

Optimove

BlueConic

SAP

Hangzhou Cncr-It

Beijing Volcengine Data Intelligence

Beijing Sensors Data

Chongqing Idigital

Shanghai Trueland Information Technology

APEX Technologies

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

## Contents

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

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### **2 EXECUTIVE SUMMARY**

#### 2.1 World Market Overview

- 2.1.1 Global Customer Insights Marketing Platform Market Size (2021-2032)
- 2.1.2 Customer Insights Marketing Platform Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for Customer Insights Marketing Platform by Country/Region (2021, 2025 & 2032)

#### 2.2 Customer Insights Marketing Platform Segment by Type

- 2.2.1 Cloud-based
- 2.2.2 On-premises
- 2.2.3 Customer Insights Marketing Platform Market Size by Type
  - 2.2.3.1 Customer Insights Marketing Platform Market Size CAGR by Type (2021 VS 2025 VS 2032)
  - 2.2.3.2 Global Customer Insights Marketing Platform Market Size Market Share by Type (2021-2026)

#### 2.3 Customer Insights Marketing Platform Segment by Application

- 2.3.1 Large Enterprise
- 2.3.2 SMEs
- 2.3.3 Customer Insights Marketing Platform Market Size by Application
  - 2.3.3.1 Customer Insights Marketing Platform Market Size CAGR by Application (2021 VS 2025 VS 2032)
  - 2.3.3.2 Global Customer Insights Marketing Platform Market Size Market Share by Application (2021-2026)

### **3 CUSTOMER INSIGHTS MARKETING PLATFORM MARKET SIZE BY PLAYER**

### 3.1 Customer Insights Marketing Platform Market Size Market Share by Player

3.1.1 Global Customer Insights Marketing Platform Revenue by Player (2021-2026)

3.1.2 Global Customer Insights Marketing Platform Revenue Market Share by Player (2021-2026)

3.2 Global Customer Insights Marketing Platform 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) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

## 4 CUSTOMER INSIGHTS MARKETING PLATFORM BY REGION

4.1 Customer Insights Marketing Platform Market Size by Region (2021-2026)

4.2 Global Customer Insights Marketing Platform Annual Revenue by Country/Region (2021-2026)

4.3 Americas Customer Insights Marketing Platform Market Size Growth (2021-2026)

4.4 APAC Customer Insights Marketing Platform Market Size Growth (2021-2026)

4.5 Europe Customer Insights Marketing Platform Market Size Growth (2021-2026)

4.6 Middle East & Africa Customer Insights Marketing Platform Market Size Growth (2021-2026)

## 5 AMERICAS

5.1 Americas Customer Insights Marketing Platform Market Size by Country (2021-2026)

5.2 Americas Customer Insights Marketing Platform Market Size by Type (2021-2026)

5.3 Americas Customer Insights Marketing Platform Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

## 6 APAC

6.1 APAC Customer Insights Marketing Platform Market Size by Region (2021-2026)

6.2 APAC Customer Insights Marketing Platform Market Size by Type (2021-2026)

6.3 APAC Customer Insights Marketing Platform Market Size by Application  
(2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

## **7 EUROPE**

7.1 Europe Customer Insights Marketing Platform Market Size by Country (2021-2026)

7.2 Europe Customer Insights Marketing Platform Market Size by Type (2021-2026)

7.3 Europe Customer Insights Marketing Platform Market Size by Application  
(2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Customer Insights Marketing Platform by Region (2021-2026)

8.2 Middle East & Africa Customer Insights Marketing Platform Market Size by Type  
(2021-2026)

8.3 Middle East & Africa Customer Insights Marketing Platform Market Size by  
Application (2021-2026)

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 & Growth Opportunities

9.2 Market Challenges & Risks

## 9.3 Industry Trends

# 10 GLOBAL CUSTOMER INSIGHTS MARKETING PLATFORM MARKET FORECAST

## 10.1 Global Customer Insights Marketing Platform Forecast by Region (2027-2032)

10.1.1 Global Customer Insights Marketing Platform Forecast by Region (2027-2032)

10.1.2 Americas Customer Insights Marketing Platform Forecast

10.1.3 APAC Customer Insights Marketing Platform Forecast

10.1.4 Europe Customer Insights Marketing Platform Forecast

10.1.5 Middle East & Africa Customer Insights Marketing Platform Forecast

## 10.2 Americas Customer Insights Marketing Platform Forecast by Country (2027-2032)

10.2.1 United States Market Customer Insights Marketing Platform Forecast

10.2.2 Canada Market Customer Insights Marketing Platform Forecast

10.2.3 Mexico Market Customer Insights Marketing Platform Forecast

10.2.4 Brazil Market Customer Insights Marketing Platform Forecast

## 10.3 APAC Customer Insights Marketing Platform Forecast by Region (2027-2032)

10.3.1 China Customer Insights Marketing Platform Market Forecast

10.3.2 Japan Market Customer Insights Marketing Platform Forecast

10.3.3 Korea Market Customer Insights Marketing Platform Forecast

10.3.4 Southeast Asia Market Customer Insights Marketing Platform Forecast

10.3.5 India Market Customer Insights Marketing Platform Forecast

10.3.6 Australia Market Customer Insights Marketing Platform Forecast

## 10.4 Europe Customer Insights Marketing Platform Forecast by Country (2027-2032)

10.4.1 Germany Market Customer Insights Marketing Platform Forecast

10.4.2 France Market Customer Insights Marketing Platform Forecast

10.4.3 UK Market Customer Insights Marketing Platform Forecast

10.4.4 Italy Market Customer Insights Marketing Platform Forecast

10.4.5 Russia Market Customer Insights Marketing Platform Forecast

## 10.5 Middle East & Africa Customer Insights Marketing Platform Forecast by Region (2027-2032)

10.5.1 Egypt Market Customer Insights Marketing Platform Forecast

10.5.2 South Africa Market Customer Insights Marketing Platform Forecast

10.5.3 Israel Market Customer Insights Marketing Platform Forecast

10.5.4 Turkey Market Customer Insights Marketing Platform Forecast

## 10.6 Global Customer Insights Marketing Platform Forecast by Type (2027-2032)

## 10.7 Global Customer Insights Marketing Platform Forecast by Application (2027-2032)

10.7.1 GCC Countries Market Customer Insights Marketing Platform Forecast

## 11 KEY PLAYERS ANALYSIS

### 11.1 Segment

11.1.1 Segment Company Information

11.1.2 Segment Customer Insights Marketing Platform Product Offered

11.1.3 Segment Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 Segment Main Business Overview

11.1.5 Segment Latest Developments

### 11.2 Tealium

11.2.1 Tealium Company Information

11.2.2 Tealium Customer Insights Marketing Platform Product Offered

11.2.3 Tealium Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 Tealium Main Business Overview

11.2.5 Tealium Latest Developments

### 11.3 Lytics

11.3.1 Lytics Company Information

11.3.2 Lytics Customer Insights Marketing Platform Product Offered

11.3.3 Lytics Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 Lytics Main Business Overview

11.3.5 Lytics Latest Developments

### 11.4 FullContact

11.4.1 FullContact Company Information

11.4.2 FullContact Customer Insights Marketing Platform Product Offered

11.4.3 FullContact Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 FullContact Main Business Overview

11.4.5 FullContact Latest Developments

### 11.5 Bloomreach

11.5.1 Bloomreach Company Information

11.5.2 Bloomreach Customer Insights Marketing Platform Product Offered

11.5.3 Bloomreach Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 Bloomreach Main Business Overview

11.5.5 Bloomreach Latest Developments

### 11.6 Listrak

11.6.1 Listrak Company Information

- 11.6.2 Listrak Customer Insights Marketing Platform Product Offered
- 11.6.3 Listrak Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
- 11.6.4 Listrak Main Business Overview
- 11.6.5 Listrak Latest Developments
- 11.7 Optimizely
  - 11.7.1 Optimizely Company Information
  - 11.7.2 Optimizely Customer Insights Marketing Platform Product Offered
  - 11.7.3 Optimizely Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.7.4 Optimizely Main Business Overview
  - 11.7.5 Optimizely Latest Developments
- 11.8 Evergage (Salesforce)
  - 11.8.1 Evergage (Salesforce) Company Information
  - 11.8.2 Evergage (Salesforce) Customer Insights Marketing Platform Product Offered
  - 11.8.3 Evergage (Salesforce) Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.8.4 Evergage (Salesforce) Main Business Overview
  - 11.8.5 Evergage (Salesforce) Latest Developments
- 11.9 Blueshift
  - 11.9.1 Blueshift Company Information
  - 11.9.2 Blueshift Customer Insights Marketing Platform Product Offered
  - 11.9.3 Blueshift Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.9.4 Blueshift Main Business Overview
  - 11.9.5 Blueshift Latest Developments
- 11.10 Enshighten
  - 11.10.1 Enshighten Company Information
  - 11.10.2 Enshighten Customer Insights Marketing Platform Product Offered
  - 11.10.3 Enshighten Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.10.4 Enshighten Main Business Overview
  - 11.10.5 Enshighten Latest Developments
- 11.11 Arm Limited
  - 11.11.1 Arm Limited Company Information
  - 11.11.2 Arm Limited Customer Insights Marketing Platform Product Offered
  - 11.11.3 Arm Limited Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.11.4 Arm Limited Main Business Overview

- 11.11.5 Arm Limited Latest Developments
- 11.12 Mobius Solutions
  - 11.12.1 Mobius Solutions Company Information
  - 11.12.2 Mobius Solutions Customer Insights Marketing Platform Product Offered
  - 11.12.3 Mobius Solutions Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.12.4 Mobius Solutions Main Business Overview
  - 11.12.5 Mobius Solutions Latest Developments
- 11.13 Hull
  - 11.13.1 Hull Company Information
  - 11.13.2 Hull Customer Insights Marketing Platform Product Offered
  - 11.13.3 Hull Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.13.4 Hull Main Business Overview
  - 11.13.5 Hull Latest Developments
- 11.14 Optimove
  - 11.14.1 Optimove Company Information
  - 11.14.2 Optimove Customer Insights Marketing Platform Product Offered
  - 11.14.3 Optimove Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.14.4 Optimove Main Business Overview
  - 11.14.5 Optimove Latest Developments
- 11.15 BlueConic
  - 11.15.1 BlueConic Company Information
  - 11.15.2 BlueConic Customer Insights Marketing Platform Product Offered
  - 11.15.3 BlueConic Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.15.4 BlueConic Main Business Overview
  - 11.15.5 BlueConic Latest Developments
- 11.16 SAP
  - 11.16.1 SAP Company Information
  - 11.16.2 SAP Customer Insights Marketing Platform Product Offered
  - 11.16.3 SAP Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.16.4 SAP Main Business Overview
  - 11.16.5 SAP Latest Developments
- 11.17 Hangzhou Cncr-It
  - 11.17.1 Hangzhou Cncr-It Company Information
  - 11.17.2 Hangzhou Cncr-It Customer Insights Marketing Platform Product Offered

- 11.17.3 Hangzhou Cncr-It Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
- 11.17.4 Hangzhou Cncr-It Main Business Overview
- 11.17.5 Hangzhou Cncr-It Latest Developments
- 11.18 Beijing Volcengine Data Intelligence
  - 11.18.1 Beijing Volcengine Data Intelligence Company Information
  - 11.18.2 Beijing Volcengine Data Intelligence Customer Insights Marketing Platform Product Offered
  - 11.18.3 Beijing Volcengine Data Intelligence Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.18.4 Beijing Volcengine Data Intelligence Main Business Overview
  - 11.18.5 Beijing Volcengine Data Intelligence Latest Developments
- 11.19 Beijing Sensors Data
  - 11.19.1 Beijing Sensors Data Company Information
  - 11.19.2 Beijing Sensors Data Customer Insights Marketing Platform Product Offered
  - 11.19.3 Beijing Sensors Data Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.19.4 Beijing Sensors Data Main Business Overview
  - 11.19.5 Beijing Sensors Data Latest Developments
- 11.20 Chongqing Idigital
  - 11.20.1 Chongqing Idigital Company Information
  - 11.20.2 Chongqing Idigital Customer Insights Marketing Platform Product Offered
  - 11.20.3 Chongqing Idigital Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.20.4 Chongqing Idigital Main Business Overview
  - 11.20.5 Chongqing Idigital Latest Developments
- 11.21 Shanghai Trueland Information Technology
  - 11.21.1 Shanghai Trueland Information Technology Company Information
  - 11.21.2 Shanghai Trueland Information Technology Customer Insights Marketing Platform Product Offered
  - 11.21.3 Shanghai Trueland Information Technology Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 11.21.4 Shanghai Trueland Information Technology Main Business Overview
  - 11.21.5 Shanghai Trueland Information Technology Latest Developments
- 11.22 APEX Technologies
  - 11.22.1 APEX Technologies Company Information
  - 11.22.2 APEX Technologies Customer Insights Marketing Platform Product Offered
  - 11.22.3 APEX Technologies Customer Insights Marketing Platform Revenue, Gross Margin and Market Share (2021-2026)

11.22.4 APEX Technologies Main Business Overview

11.22.5 APEX Technologies Latest Developments

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

- Table 1. Customer Insights Marketing Platform Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)
- Table 2. Customer Insights Marketing Platform Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Cloud-based
- Table 4. Major Players of On-premises
- Table 5. Customer Insights Marketing Platform Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)
- Table 6. Global Customer Insights Marketing Platform Market Size by Type (2021-2026) & (\$ millions)
- Table 7. Global Customer Insights Marketing Platform Market Size Market Share by Type (2021-2026)
- Table 8. Customer Insights Marketing Platform Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)
- Table 9. Global Customer Insights Marketing Platform Market Size by Application (2021-2026) & (\$ millions)
- Table 10. Global Customer Insights Marketing Platform Market Size Market Share by Application (2021-2026)
- Table 11. Global Customer Insights Marketing Platform Revenue by Player (2021-2026) & (\$ millions)
- Table 12. Global Customer Insights Marketing Platform Revenue Market Share by Player (2021-2026)
- Table 13. Customer Insights Marketing Platform Key Players Head office and Products Offered
- Table 14. Customer Insights Marketing Platform Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- Table 15. New Products and Potential Entrants
- Table 16. Mergers & Acquisitions, Expansion
- Table 17. Global Customer Insights Marketing Platform Market Size by Region (2021-2026) & (\$ millions)
- Table 18. Global Customer Insights Marketing Platform Market Size Market Share by Region (2021-2026)
- Table 19. Global Customer Insights Marketing Platform Revenue by Country/Region (2021-2026) & (\$ millions)
- Table 20. Global Customer Insights Marketing Platform Revenue Market Share by

Country/Region (2021-2026)

Table 21. Americas Customer Insights Marketing Platform Market Size by Country (2021-2026) & (\$ millions)

Table 22. Americas Customer Insights Marketing Platform Market Size Market Share by Country (2021-2026)

Table 23. Americas Customer Insights Marketing Platform Market Size by Type (2021-2026) & (\$ millions)

Table 24. Americas Customer Insights Marketing Platform Market Size Market Share by Type (2021-2026)

Table 25. Americas Customer Insights Marketing Platform Market Size by Application (2021-2026) & (\$ millions)

Table 26. Americas Customer Insights Marketing Platform Market Size Market Share by Application (2021-2026)

Table 27. APAC Customer Insights Marketing Platform Market Size by Region (2021-2026) & (\$ millions)

Table 28. APAC Customer Insights Marketing Platform Market Size Market Share by Region (2021-2026)

Table 29. APAC Customer Insights Marketing Platform Market Size by Type (2021-2026) & (\$ millions)

Table 30. APAC Customer Insights Marketing Platform Market Size by Application (2021-2026) & (\$ millions)

Table 31. Europe Customer Insights Marketing Platform Market Size by Country (2021-2026) & (\$ millions)

Table 32. Europe Customer Insights Marketing Platform Market Size Market Share by Country (2021-2026)

Table 33. Europe Customer Insights Marketing Platform Market Size by Type (2021-2026) & (\$ millions)

Table 34. Europe Customer Insights Marketing Platform Market Size by Application (2021-2026) & (\$ millions)

Table 35. Middle East & Africa Customer Insights Marketing Platform Market Size by Region (2021-2026) & (\$ millions)

Table 36. Middle East & Africa Customer Insights Marketing Platform Market Size by Type (2021-2026) & (\$ millions)

Table 37. Middle East & Africa Customer Insights Marketing Platform Market Size by Application (2021-2026) & (\$ millions)

Table 38. Key Market Drivers & Growth Opportunities of Customer Insights Marketing Platform

Table 39. Key Market Challenges & Risks of Customer Insights Marketing Platform

Table 40. Key Industry Trends of Customer Insights Marketing Platform

Table 41. Global Customer Insights Marketing Platform Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 42. Global Customer Insights Marketing Platform Market Size Market Share Forecast by Region (2027-2032)

Table 43. Global Customer Insights Marketing Platform Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 44. Global Customer Insights Marketing Platform Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 45. Segment Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 46. Segment Customer Insights Marketing Platform Product Offered

Table 47. Segment Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 48. Segment Main Business

Table 49. Segment Latest Developments

Table 50. Tealium Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 51. Tealium Customer Insights Marketing Platform Product Offered

Table 52. Tealium Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 53. Tealium Main Business

Table 54. Tealium Latest Developments

Table 55. Lytics Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 56. Lytics Customer Insights Marketing Platform Product Offered

Table 57. Lytics Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 58. Lytics Main Business

Table 59. Lytics Latest Developments

Table 60. FullContact Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 61. FullContact Customer Insights Marketing Platform Product Offered

Table 62. FullContact Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 63. FullContact Main Business

Table 64. FullContact Latest Developments

Table 65. Bloomreach Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 66. Bloomreach Customer Insights Marketing Platform Product Offered

Table 67. Bloomreach Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 68. Bloomreach Main Business

Table 69. Bloomreach Latest Developments

Table 70. Listrak Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 71. Listrak Customer Insights Marketing Platform Product Offered

Table 72. Listrak Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 73. Listrak Main Business

Table 74. Listrak Latest Developments

Table 75. Optimizely Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 76. Optimizely Customer Insights Marketing Platform Product Offered

Table 77. Optimizely Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 78. Optimizely Main Business

Table 79. Optimizely Latest Developments

Table 80. Evergage (Salesforce) Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 81. Evergage (Salesforce) Customer Insights Marketing Platform Product Offered

Table 82. Evergage (Salesforce) Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 83. Evergage (Salesforce) Main Business

Table 84. Evergage (Salesforce) Latest Developments

Table 85. Blueshift Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 86. Blueshift Customer Insights Marketing Platform Product Offered

Table 87. Blueshift Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 88. Blueshift Main Business

Table 89. Blueshift Latest Developments

Table 90. Enshighten Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 91. Enshighten Customer Insights Marketing Platform Product Offered

Table 92. Enshighten Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 93. Enshighten Main Business

Table 94. Enshighten Latest Developments

Table 95. Arm Limited Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 96. Arm Limited Customer Insights Marketing Platform Product Offered

Table 97. Arm Limited Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 98. Arm Limited Main Business

Table 99. Arm Limited Latest Developments

Table 100. Mobius Solutions Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 101. Mobius Solutions Customer Insights Marketing Platform Product Offered

Table 102. Mobius Solutions Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 103. Mobius Solutions Main Business

Table 104. Mobius Solutions Latest Developments

Table 105. Hull Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 106. Hull Customer Insights Marketing Platform Product Offered

Table 107. Hull Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 108. Hull Main Business

Table 109. Hull Latest Developments

Table 110. Optimove Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 111. Optimove Customer Insights Marketing Platform Product Offered

Table 112. Optimove Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 113. Optimove Main Business

Table 114. Optimove Latest Developments

Table 115. BlueConic Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 116. BlueConic Customer Insights Marketing Platform Product Offered

Table 117. BlueConic Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 118. BlueConic Main Business

Table 119. BlueConic Latest Developments

Table 120. SAP Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 121. SAP Customer Insights Marketing Platform Product Offered

Table 122. SAP Customer Insights Marketing Platform Revenue (\$ million), Gross

**Margin and Market Share (2021-2026)**

Table 123. SAP Main Business

Table 124. SAP Latest Developments

Table 125. Hangzhou Cncr-It Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 126. Hangzhou Cncr-It Customer Insights Marketing Platform Product Offered

Table 127. Hangzhou Cncr-It Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 128. Hangzhou Cncr-It Main Business

Table 129. Hangzhou Cncr-It Latest Developments

Table 130. Beijing Volcengine Data Intelligence Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 131. Beijing Volcengine Data Intelligence Customer Insights Marketing Platform Product Offered

Table 132. Beijing Volcengine Data Intelligence Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 133. Beijing Volcengine Data Intelligence Main Business

Table 134. Beijing Volcengine Data Intelligence Latest Developments

Table 135. Beijing Sensors Data Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 136. Beijing Sensors Data Customer Insights Marketing Platform Product Offered

Table 137. Beijing Sensors Data Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 138. Beijing Sensors Data Main Business

Table 139. Beijing Sensors Data Latest Developments

Table 140. Chongqing Idigital Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 141. Chongqing Idigital Customer Insights Marketing Platform Product Offered

Table 142. Chongqing Idigital Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 143. Chongqing Idigital Main Business

Table 144. Chongqing Idigital Latest Developments

Table 145. Shanghai Trueland Information Technology Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 146. Shanghai Trueland Information Technology Customer Insights Marketing Platform Product Offered

Table 147. Shanghai Trueland Information Technology Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 148. Shanghai Trueland Information Technology Main Business

Table 149. Shanghai Trueland Information Technology Latest Developments

Table 150. APEX Technologies Details, Company Type, Customer Insights Marketing Platform Area Served and Its Competitors

Table 151. APEX Technologies Customer Insights Marketing Platform Product Offered

Table 152. APEX Technologies Customer Insights Marketing Platform Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 153. APEX Technologies Main Business

Table 154. APEX Technologies Latest Developments

## List Of Figures

### LIST OF FIGURES

Figure 1. Customer Insights Marketing Platform Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Customer Insights Marketing Platform Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Customer Insights Marketing Platform Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Customer Insights Marketing Platform Sales Market Share by Country/Region (2025)

Figure 8. Customer Insights Marketing Platform Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Customer Insights Marketing Platform Market Size Market Share by Type in 2025

Figure 10. Customer Insights Marketing Platform in Large Enterprise

Figure 11. Global Customer Insights Marketing Platform Market: Large Enterprise (2021-2026) & (\$ millions)

Figure 12. Customer Insights Marketing Platform in SMEs

Figure 13. Global Customer Insights Marketing Platform Market: SMEs (2021-2026) & (\$ millions)

Figure 14. Global Customer Insights Marketing Platform Market Size Market Share by Application in 2025

Figure 15. Global Customer Insights Marketing Platform Revenue Market Share by Player in 2025

Figure 16. Global Customer Insights Marketing Platform Market Size Market Share by Region (2021-2026)

Figure 17. Americas Customer Insights Marketing Platform Market Size 2021-2026 (\$ millions)

Figure 18. APAC Customer Insights Marketing Platform Market Size 2021-2026 (\$ millions)

Figure 19. Europe Customer Insights Marketing Platform Market Size 2021-2026 (\$ millions)

Figure 20. Middle East & Africa Customer Insights Marketing Platform Market Size 2021-2026 (\$ millions)

Figure 21. Americas Customer Insights Marketing Platform Value Market Share by

Country in 2025

Figure 22. United States Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 23. Canada Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 24. Mexico Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 25. Brazil Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 26. APAC Customer Insights Marketing Platform Market Size Market Share by Region in 2025

Figure 27. APAC Customer Insights Marketing Platform Market Size Market Share by Type (2021-2026)

Figure 28. APAC Customer Insights Marketing Platform Market Size Market Share by Application (2021-2026)

Figure 29. China Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 30. Japan Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 31. South Korea Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 32. Southeast Asia Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 33. India Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 34. Australia Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 35. Europe Customer Insights Marketing Platform Market Size Market Share by Country in 2025

Figure 36. Europe Customer Insights Marketing Platform Market Size Market Share by Type (2021-2026)

Figure 37. Europe Customer Insights Marketing Platform Market Size Market Share by Application (2021-2026)

Figure 38. Germany Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 39. France Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 40. UK Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 41. Italy Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 42. Russia Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 43. Middle East & Africa Customer Insights Marketing Platform Market Size Market Share by Region (2021-2026)

Figure 44. Middle East & Africa Customer Insights Marketing Platform Market Size Market Share by Type (2021-2026)

Figure 45. Middle East & Africa Customer Insights Marketing Platform Market Size Market Share by Application (2021-2026)

Figure 46. Egypt Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 47. South Africa Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 48. Israel Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 49. Turkey Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 50. GCC Countries Customer Insights Marketing Platform Market Size Growth 2021-2026 (\$ millions)

Figure 51. Americas Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 52. APAC Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 53. Europe Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 54. Middle East & Africa Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 55. United States Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 56. Canada Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 57. Mexico Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 58. Brazil Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 59. China Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 60. Japan Customer Insights Marketing Platform Market Size 2027-2032 (\$

millions)

Figure 61. Korea Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 62. Southeast Asia Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 63. India Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 64. Australia Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 65. Germany Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 66. France Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 67. UK Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 68. Italy Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 69. Russia Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 70. Egypt Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 71. South Africa Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 72. Israel Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 73. Turkey Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

Figure 74. Global Customer Insights Marketing Platform Market Size Market Share Forecast by Type (2027-2032)

Figure 75. Global Customer Insights Marketing Platform Market Size Market Share Forecast by Application (2027-2032)

Figure 76. GCC Countries Customer Insights Marketing Platform Market Size 2027-2032 (\$ millions)

## I would like to order

Product name: Global Customer Insights Marketing Platform Market Growth (Status and Outlook)  
2026-2032

Product link: <https://marketpublishers.com/r/GF617D2BDC03EN.html>

Price: US\$ 3,660.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GF617D2BDC03EN.html>