

2020-2025 Global Customer Data Platform Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Customer Data Platform (CDP) is a marketer-based management system. It creates a persistent, unified customer database that is accessible to other systems. Data is pulled from multiple sources, cleaned and combined to create a single customer profile. This structured data is then made available to other marketing systems. CDP provides real-time segmentation for personalized marketing.

This report elaborates the market size, market characteristics, and market growth of the Customer Data Platform industry, and breaks down according to the type, application, and consumption area of Customer Data Platform. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Customer Data Platform in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Customer Data Platform market covered in Chapter 13:

NGDATA

Nice

SAS Institute

AgilOne

Lytics

mParticle
Adobe
Salesforce
Enlighten
SAP
Fospha
Evergage
Amperity
Zaius
Usermind
Signal
Oracle
Reltio
Ascent360
IgnitionOne
Segment
ActionIQ
TreasureData
Tealium
BlueConic

In Chapter 6, on the basis of types, the Customer Data Platform market from 2015 to 2025 is primarily split into:

Personalized Recommendations
Predictive Analytics
Marketing Data Segmentation
Customer Retention and Engagement
Security Management
Others (Data Enrichment and Data Monetization)

In Chapter 7, on the basis of applications, the Customer Data Platform market from 2015 to 2025 covers:

Digital Media
BFSI
Manufacturing
Retail & CPG

Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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