

COVID-19 Outbreak-Global Customer Data Platform Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

<https://marketpublishers.com/r/C47F90A6194AEN.html>

Date: August 2020

Pages: 127

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

ID: C47F90A6194AEN

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.

The Customer Data Platform market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Customer Data Platform industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Customer Data Platform market can be split based on product types, major applications, and important countries as follows:

Key players in the global Customer Data Platform market covered in Chapter 12:

Signal
Usermind
Adobe
NGDATA
IgnitionOne
SAP
Ensignen
Evergage
Fospha
BlueConic
Nice
Salesforce
mParticle
Reltio
Oracle
SessionM
SAS Institute
Amperity
Segment
ActionIQ
Zaius
Ascent360
AgilOne
Tealium
Lytics

In Chapter 4 and 14.1, on the basis of types, the Customer Data Platform market from 2015 to 2025 is primarily split into:

Access
Analytics
Engagement

In Chapter 5 and 14.2, on the basis of applications, the Customer Data Platform market from 2015 to 2025 covers:

BFSI

Retail and eCommerce
Media and Entertainment
IT and Telecommunication
Automobile
Healthcare and Life Sciences
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina
Columbia
Chile
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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