

Digital Intelligence Platform Market by Component (Analytics, Data Management, and Engagement Optimization), Touchpoint (Company Website, Social Media), Organization Size, Vertical (BFSI, Retail & E-Commerce), and Region - Global Forecast to 2022

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Abstracts

“Adoption of digital intelligence platforms for competitive differentiation and increase in customer retention activity is expected to drive the digital intelligence platform market.”

The digital intelligence platform market is projected to grow from USD 5.65 billion in 2017 to USD 13.96 billion by 2022, at a CAGR of 19.8% during the forecast period. Factors such as adoption of digital intelligence platforms for competitive differentiation and increase in customer retention activity, rising focus on social media analytics and personalization, and the need for optimizing digital experiences across all touchpoints are expected to drive the digital intelligence platform market. Data silos and complexity of data integration and lack of digital skillset and resources can restrain the growth of the market.

“Based on touchpoint, the company website segment is estimated to lead the digital intelligence platform market in 2017.”

Based on touchpoint, the company website segment is estimated to lead the digital intelligence platform market in 2017, as company websites help in gathering customer feedback via online surveys and online chat services. Moreover, with the help of web analytics, companies can analyze customer behavior and feedback obtained to drive customer-centric business decisions.

“Based on organization size, the large enterprises segment is estimated to lead the

digital intelligence platform market in 2017.”

Based on organization size, the large enterprises segment is estimated to lead the digital intelligence platform market in 2017, as large enterprises are investing towards enhancing customer experience. Today, large organizations are adopting digital intelligence platforms to extract meaningful real-time insights from customers, thereby, fulfilling the demands of customers for quality products and services.

“The Asia Pacific digital intelligence platform market is projected to grow at the highest CAGR during the forecast period.”

The digital intelligence platform market has been studied for North America, Europe, Asia Pacific, Middle East & Africa, and Latin America. The Asia Pacific region has been widely implementing digital intelligence platforms to improve and streamline business processes, product, and facilitate customer engagement and retention activities. The rise in the number of users of mobile devices, increasing use of social media analytics, and growing online commerce are some of the factors that are expected to fuel the growth of the digital intelligence platform market in the region.

In-depth interviews were conducted with chief executive officers, marketing directors, innovation & technology directors, and executives from various key organizations operating in the digital intelligence platform marketplace.

By Company Type: Tier 1: 50%, Tier 2: 30%, and Tier 3: 20%

By Designation: C-Level: 50%, Director Level: 35%, and Others: 15%

By Region: North America: 35%, Europe: 25%, Asia Pacific: 25%, and RoW: 15%

Key vendors profiled in the report are as follows:

1. Adobe Systems (US)
2. IBM (US)
3. SAS Institute (US)
4. Evergage (US)
5. Google (US)
6. Mixpanel (US)

7. Optimizely (US)
8. Webtrekk (Germany)
9. New Relic (US)
10. Localytics (US)
11. Cxense (Norway)

Research Coverage

The digital intelligence platform market has been segmented on the basis of component, touchpoint, organization size, vertical, and region. Based on component, the digital intelligence platform market has been segmented into data management, analytics, and engagement optimization. Based on touchpoint, the digital intelligence platform market has been segmented into the web, mobile, email, social media, kiosks & POS, company website, and others (touchpoint includes sales representatives, surveys, seminars, trade shows, and training). Based on organization size, the market has been segmented into large enterprises and small & medium enterprises (SMEs). Based on vertical, the market has been segmented into retail & e-commerce, BFSI (Banking, Financial Services and Insurance), travel & hospitality, telecommunication & IT, public sector, media & entertainment, healthcare, and others (education, automotive, and manufacturing industries). The digital intelligence platform market has been studied for North America, Europe, Asia Pacific, the Middle East & Africa, and Latin America.

Key Benefits of Buying the Report:

The report will help market leaders and new entrants in the digital intelligence platform market in the following ways:

The report will help market leaders/new entrants in this market by providing them the closest approximations of revenues of the digital intelligence platform market and its segments. This report will also help stakeholders better understand competitor landscape, gain more insights to position their businesses better, and implement suitable go-to-market strategies. The report will help stakeholders understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

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