

Multichannel Analytics Market by Solution (Query & Reporting, Multidimensional Analysis, Visualization, Data Mining and Predictive Analytics) & by Services (Professional Services, Support & Maintenance)- Worldwide Forecasts & Analysis (2014 – 2019)

<https://marketpublishers.com/r/M0EED04FA86EN.html>

Date: August 2014

Pages: 112

Price: US\$ 5,650.00 (Single User License)

ID: M0EED04FA86EN

Abstracts

Multichannel analytics is the process of integration the multiple channels over a single platform to give a better understanding about the customer behavior enabling the marketers to make better business decisions in real time. The solution provides multi-dimensional perceptions about the business and its associated customers. As the web analytics solutions can picturise the online buyer's response to the online marketing activities; but it is not capable of analyzing the offline purchasing behavior of a customer over offline marketing or how does offline marketing affects the online buying behaviors of a customer. The key identification points of the multichannel analytics are the customer's behavior pattern, traffic rates and advertising impact analysis which eventually helps in customer acquisition and convert potential customer into an actual buyer.

Today, around 65-75% of the consumers are habitual of multichannel shopping using multiple channels; only to gather information on the cost, brand reputation, product feedback and benefits. The multichannel analytics analyze who, where and how is influencing the traffic to unearth the opportunities and reduce the excessive spending over customer engagement and campaign. The multichannel analytics boosts the sales prospect, improvise operational efficiency, provides a scope of cross-channel marketing and increasing the customer satisfaction graph.

The multichannel analytics market research report consists of the future market trends of multichannel analytics market; it also presents detailed analysis, market sizing, and

forecasting for the emerging submarkets of multichannel analytics. The report is segmented into multichannel analytics solutions, services, applications, verticals, and deployment types market. The multichannel analytics market research report analyzes global adoption trends, future growth potential, key drivers, competitive outlook, restraints, opportunities, multichannel analytics market ecosystem, and emerging technologies in this market.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES
- 1.2 REPORT DESCRIPTION
- 1.3 MARKETS COVERED
- 1.4 STAKEHOLDERS
- 1.5 RESEARCH METHODOLOGY
 - 1.5.1 KEY DATA FROM PRIMARY & SECONDARY SOURCES
 - 1.5.2 DATA TRIANGULATION & MARKET FORECASTING
- 1.6 FORECAST ASSUMPTIONS

2 EXECUTIVE SUMMARY

- 2.1 ABSTRACT
- 2.2 OVERALL MARKET SIZE

3 MARKET OVERVIEW

- 3.1 MARKET DEFINITION
- 3.2 MARKET EVOLUTION
- 3.3 MARKET SEGMENTATION
- 3.4 MARKET DYNAMICS
 - 3.4.1 DRIVERS
 - 3.4.1.1 Customers as Multichannel Buyers
 - 3.4.1.2 Rapid Adoption of Multichannel Marketing for Customer Engagement
 - 3.4.1.3 Rising Social Consumers
 - 3.4.2 RESTRAINT
 - 3.4.2.1 Lack of Expertise
 - 3.4.3 OPPORTUNITIES
 - 3.4.3.1 Increasing Cloud Adoption Trend
 - 3.4.3.2 Requisite for Predictive Analytics in Marketing
 - 3.4.3.3 Need for a Unified Multichannel Analytics Solution
- 3.5 IMPACT ANALYSIS OF DRO
- 3.6 VALUE CHAIN

4 MULTICHANNEL ANALYTICS: MARKET SIZE, ANALYSIS & FORECAST BY SOLUTION

Multichannel Analytics Market by Solution (Query & Reporting, Multidimensional Analysis, Visualization, Data M...

- 4.1 INTRODUCTION
- 4.2 QUERY & REPORTING
 - 4.2.1 OVERVIEW
 - 4.2.2 MARKET SIZE & FORECAST
- 4.3 MULTIDIMENSIONAL ANALYSIS
 - 4.3.1 OVERVIEW
 - 4.3.2 MARKET SIZE & FORECAST
- 4.4 VISUALIZATION
 - 4.4.1 OVERVIEW
 - 4.4.2 MARKET SIZE & FORECAST
- 4.5 DATA MINING & PREDICTIVE ANALYTICS
 - 4.5.1 OVERVIEW
 - 4.5.2 MARKET SIZE & FORECAST
- 4.6 OTHERS
 - 4.6.1 OVERVIEW
 - 4.6.2 MARKET SIZE & FORECAST

5 MULTICHANNEL ANALYTICS: MARKET SIZE, ANALYSIS & FORECAST BY SERVICE

- 5.1 INTRODUCTION
- 5.2 PROFESSIONAL SERVICES
 - 5.2.1 OVERVIEW
 - 5.2.2 MARKET SIZE & FORECAST
- 5.3 SUPPORT & MAINTENANCE
 - 5.3.1 OVERVIEW
 - 5.3.2 MARKET SIZE & FORECAST

6 MULTICHANNEL ANALYTICS: MARKET SIZE, ANALYSIS & FORECAST BY DEPLOYMENT TYPE

- 6.1 INTRODUCTION
- 6.2 ON-DEMAND
 - 6.2.1 OVERVIEW
 - 6.2.2 MARKET SIZE & FORECAST
- 6.3 ON-PREMISE
 - 6.3.1 OVERVIEW
 - 6.3.2 MARKET SIZE & FORECAST

7 MULTICHANNEL ANALYTICS: MARKET SIZE, ANALYSIS & FORECAST BY ORGANIZATION SIZE

7.1 INTRODUCTION

7.2 SMB

7.2.1 OVERVIEW

7.2.2 MARKET SIZE & FORECAST

7.3 LARGE ENTERPRISES

7.3.1 OVERVIEW

7.3.2 MARKET SIZE & FORECAST

8 MULTICHANNEL ANALYTICS: MARKET SIZE, ANALYSIS & FORECAST BY APPLICATION

8.1 INTRODUCTION

8.2 CUSTOMER RETENTION & ACQUISITION

8.2.1 OVERVIEW

8.2.2 MARKET SIZE & FORECAST

8.3 CROSS-SELLING & UP-SELLING

8.3.1 OVERVIEW

8.3.2 MARKET SIZE & FORECAST

8.4 LOYALTY AND CUSTOMER EXPERIENCE MANAGEMENT (CEM)

8.4.1 OVERVIEW

8.4.2 MARKET SIZE & FORECAST

8.5 CAMPAIGN MANAGEMENT

8.5.1 OVERVIEW

8.5.2 MARKET SIZE & FORECAST

8.6 SALES PERFORMANCE MANAGEMENT

8.6.1 OVERVIEW

8.6.2 MARKET SIZE & FORECAST

8.7 OTHERS

8.7.1 OVERVIEW

8.7.2 MARKET SIZE & FORECAST

9 MULTICHANNEL ANALYTICS: MARKET SIZE, ANALYSIS & FORECAST BY VERTICAL

9.1 INTRODUCTION

9.2 RETAIL & CONSUMER GOODS

9.2.1 OVERVIEW

9.2.2 MARKET SIZE & FORECAST

9.3 BFSI

9.3.1 OVERVIEW

9.3.2 MARKET SIZE & FORECAST

9.4 GOVERNMENT

9.4.1 OVERVIEW

9.4.2 MARKET SIZE & FORECAST

9.5 TRAVEL AND HOSPITALITY

9.5.1 OVERVIEW

9.5.2 MARKET SIZE & FORECAST

9.6 MEDIA & ENTERTAINMENT

9.6.1 OVERVIEW

9.6.2 MARKET SIZE & FORECAST

9.7 HEALTHCARE AND LIFE SCIENCES

9.7.1 OVERVIEW

9.7.2 MARKET SIZE & FORECAST

9.8 TELECOMMUNICATION & IT

9.8.1 OVERVIEW

9.8.2 MARKET SIZE & FORECAST

9.9 OTHERS

9.9.1 OVERVIEW

9.9.2 MARKET SIZE & FORECAST

10 MULTICHANNEL ANALYTICS: MARKET SIZE, ANALYSIS & FORECAST BY REGION

10.1 INTRODUCTION

10.2 MARKET SIZE & FORECAST

10.2.1 PARFAIT CHART

10.2.2 REGIONAL MARKET LIFECYCLE

10.3 NORTH AMERICA

10.3.1 OVERVIEW

10.3.2 MARKET SIZE & FORECAST

10.4 EUROPE

10.4.1 OVERVIEW

10.4.2 MARKET SIZE & FORECAST

10.5 ASIA-PACIFIC

10.5.1 OVERVIEW

10.5.2 MARKET SIZE & FORECAST

10.6 MEA

10.6.1 OVERVIEW

10.6.2 MARKET SIZE & FORECAST

10.7 LATIN AMERICA

10.7.1 OVERVIEW

10.7.2 MARKET SIZE & FORECAST

11 COMPETITIVE LANDSCAPE

11.1 COMPETITIVE LANDSCAPE

11.1.1 ECOSYSTEM & ROLES

11.2 END-USER LANDSCAPE

11.2.1 MARKET OPPORTUNITY ANALYSIS

11.2.2 END-USER ANALYSIS

11.2.2.1 Targeted Channels in Retail Sector

11.2.2.2 Increasing Social Media Marketing

11.2.2.3 Increasing Trend of E-commerce

11.2.2.4 Marketers Spending over Multiple Channels

12 COMPANY PROFILES

12.1 ADOBE SYSTEMS

12.2 GOOGLE INC

12.3 HP AUTONOMY

12.4 IBM

12.5 IJENTO

12.6 ORACLE CORPORATION

12.7 SAP

12.8 SAS

12.9 TERADATA CORPORATION

12.10 WEBTRENDS

APPENDIX

MERGERS AND ACQUISITIONS (M&A)

VENTURE CAPITAL TRENDS

List Of Tables

LIST OF TABLES

TABLE 1 MULTICHANNEL ANALYTICS MARKET SIZE, BY REGION, 2014 – 2019 (\$BILLION)

TABLE 2 MULTICHANNEL ANALYTICS MARKET GROWTH, BY REGION, 2015 – 2019 (Y-O-Y %)

TABLE 3 MULTICHANNEL ANALYTICS MARKET SIZE, BY SOLUTION, 2014 – 2019 (\$MILLION)

TABLE 4 MULTICHANNEL ANALYTICS MARKET GROWTH, BY SOLUTION, 2014 – 2019 (Y-O-Y %)

TABLE 5 MULTICHANNEL ANALYTICS SOLUTIONS MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 6 QUERY AND REPORTING MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 7 MULTIDIMENSIONAL ANALYSIS MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 8 VISUALIZATION MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 9 DATA MINING AND PREDICTIVE ANALYTICS MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 10 OTHER SOLUTIONS MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 11 MULTICHANNEL ANALYTICS MARKET SIZE, BY SERVICE, 2014 – 2019 (\$MILLION)

TABLE 12 MULTICHANNEL ANALYTICS MARKET GROWTH, BY SERVICE, 2015 – 2019 (Y-O-Y %)

TABLE 13 MULTICHANNEL ANALYTICS SERVICES MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 14 PROFESSIONAL SERVICES MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 15 SUPPORT AND MAINTENANCE SERVICES MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 16 MULTICHANNEL ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014 – 2019 (\$MILLION)

TABLE 17 MULTICHANNEL ANALYTICS MARKET GROWTH, BY DEPLOYMENT TYPE, 2015 – 2019 (Y-O-Y %)

TABLE 18 ON-DEMAND MARKET SIZE, BY TYPE, 2014 – 2019 (\$MILLION)

TABLE 19 ON-PREMISE MARKET SIZE, BY TYPE, 2014 – 2019 (\$MILLION)

TABLE 20 MULTICHANNEL ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2014 – 2019 (\$MILLION)

TABLE 21 MULTICHANNEL ANALYTICS MARKET GROWTH, BY ORGANIZATION SIZE, 2015 – 2019 (Y-O-Y %)

TABLE 22 SMB MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 23 LARGE ENTERPRISE MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 24 MULTICHANNEL ANALYTICS MARKET SIZE, BY APPLICATION, 2014 – 2019 (\$MILLION)

TABLE 25 MULTICHANNEL ANALYTICS MARKET GROWTH, BY APPLICATION, 2015 – 2019 (Y-O-Y %)

TABLE 26 CUSTOMER RETENTION AND ACQUISITION MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 27 CROSS-SELLING AND UP-SELLING MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 28 LOYALTY AND CUSTOMER EXPERIENCE MANAGEMENT MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 29 CAMPAIGN MANAGEMENT MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 30 SALES PERFORMANCE MANAGEMENT MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 31 OTHER APPLICATIONS MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 32 MULTICHANNEL ANALYTICS MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 33 MULTICHANNEL ANALYTICS MARKET GROWTH, BY VERTICAL, 2015 – 2019 (Y-O-Y %)

TABLE 34 RETAIL AND CONSUMER GOODS MARKET SIZE, BY APPLICATION, 2014 – 2019 (\$MILLION)

TABLE 35 RETAIL AND CONSUMER GOODS MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 36 BFSI MARKET SIZE, BY APPLICATION, 2014 – 2019 (\$MILLION)

TABLE 37 BFSI MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 38 GOVERNMENT MARKET SIZE, BY APPLICATION, 2014 – 2019 (\$MILLION)

TABLE 39 GOVERNMENT MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 40 TRAVEL AND HOSPITALITY MARKET SIZE, BY APPLICATION, 2014 – 2019 (\$MILLION)

TABLE 41 TRAVEL AND HOSPITALITY MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

(\$MILLION)

TABLE 42 MEDIA AND ENTERTAINMENT MARKET SIZE, BY APPLICATION, 2014 – 2019 (\$MILLION)

TABLE 43 MEDIA AND ENTERTAINMENT MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 44 HEALTHCARE AND LIFE SCIENCES MARKET SIZE, BY APPLICATION, 2014 – 2019 (\$MILLION)

TABLE 45 HEALTHCARE AND LIFE SCIENCES MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 46 TELECOMMUNICATION AND IT MARKET SIZE, BY APPLICATION, 2014 – 2019 (\$MILLION)

TABLE 47 TELECOMMUNICATION AND IT MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 48 OTHER VERTICALS MARKET SIZE, BY APPLICATION, 2014 – 2019 (\$MILLION)

TABLE 49 OTHER VERTICALS MARKET SIZE, BY REGION, 2014 – 2019 (\$MILLION)

TABLE 50 NORTH AMERICA: MULTICHANNEL ANALYTICS MARKET SIZE, BY SOLUTION, 2014 – 2019 (\$MILLION)

TABLE 51 NORTH AMERICA: MULTICHANNEL ANALYTICS MARKET SIZE, BY SERVICE, 2014 – 2019 (\$MILLION)

TABLE 52 NORTH AMERICA: MULTICHANNEL ANALYTICS MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 53 NORTH AMERICA: MULTICHANNEL ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014 – 2019 (\$MILLION)

TABLE 54 EUROPE: MULTICHANNEL ANALYTICS MARKET SIZE, BY SOLUTION, 2014 – 2019 (\$MILLION)

TABLE 55 EUROPE: MULTICHANNEL ANALYTICS MARKET SIZE, BY SERVICE, 2014 – 2019 (\$MILLION)

TABLE 56 EUROPE: MULTICHANNEL ANALYTICS MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 57 EUROPE: MULTICHANNEL ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014 – 2019 (\$MILLION)

TABLE 58 APAC: MULTICHANNEL ANALYTICS MARKET SIZE, BY SOLUTION, 2014 – 2019 (\$MILLION)

TABLE 59 APAC: MULTICHANNEL ANALYTICS MARKET SIZE, BY SERVICE, 2014 – 2019 (\$MILLION)

TABLE 60 APAC: MULTICHANNEL ANALYTICS MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 61 APAC: MULTICHANNEL ANALYTICS MARKET SIZE, BY DEPLOYMENT

TYPE, 2014 – 2019 (\$MILLION)

TABLE 62 MEA: MULTICHANNEL ANALYTICS MARKET SIZE, BY SOLUTION, 2014 – 2019 (\$MILLION)

TABLE 63 MEA: MULTICHANNEL ANALYTICS MARKET SIZE, BY SERVICE, 2014 – 2019 (\$MILLION)

TABLE 64 MEA: MULTICHANNEL ANALYTICS MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 65 MEA: MULTICHANNEL ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014 – 2019 (\$MILLION)

TABLE 66 LATIN AMERICA: MULTICHANNEL ANALYTICS MARKET SIZE, BY SOLUTION, 2014 – 2019 (\$MILLION)

TABLE 67 LATIN AMERICA: MULTICHANNEL ANALYTICS MARKET SIZE, BY SERVICE, 2014 – 2019 (\$MILLION)

TABLE 68 LATIN AMERICA: MULTICHANNEL ANALYTICS MARKET SIZE, BY VERTICAL, 2014 – 2019 (\$MILLION)

TABLE 69 LATIN AMERICA: MULTICHANNEL ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014 – 2019 (\$MILLION)

About

Objectives of the Study:

To define and measure the multichannel analytics market with respect to software, service, application, deployment type, vertical, organization size, and region

To analyze the market structure by identifying various sub-segments of the global multichannel analytics market

To strategically analyze each sub-market with respect to individual growth trends and contribution to the overall market

To analyze the market opportunities for stakeholders by identifying high-growth segments of the global multichannel analytics market

To strategically profile the key players within the multichannel analytics ecosystem and to comprehensively analyze their products and core competencies in each segment

To provide an illustrative and detailed segmentation of the global multichannel analytics market by end-user vertical and application

To forecast the market size of the multichannel analytics market and its various sub-markets with respect to five main regions: North America, Europe, Asia-Pacific (APAC), Middle East and Africa (MEA), and Latin America

To track and analyze the market scenario on the basis of technological developments, Mergers and Acquisitions (M&A), and Venture Capital (VC) funding

The multichannel analytics solutions collect different data generated from various channels and correlate it to give useful analysis. It is acknowledged as one of the most

powerful tools that drives sales and profitability. The customers today purchase products via various channels which makes it necessary for vendors to create content more relevant to interact with the customers at all the channels. The multichannel tools enable the organizations to evaluate organization strategies to achieve competitive advantage. With the advancement in technology, it is important for organizations to know where the customers are and how to reach to them. Thus, multi-channel solutions act as a bridge between the customers and vendors.

IBM, HP Autonomy, SAP, Oracle, and Google are some of the major players in the multichannel analytics market. The solutions offered by the key players capture all the customer interactions to derive valuable insights from the patterns of their purchasing behavior. The report provides the global market trends, overall adoption scenario, competitive landscape, and key drivers in this market. The report aims at estimating the current market size and future growth potential of this market across verticals and regions based on the various types of applications.

I would like to order

Product name: Multichannel Analytics Market by Solution (Query & Reporting, Multidimensional Analysis, Visualization, Data Mining and Predictive Analytics) & by Services (Professional Services, Support & Maintenance)- Worldwide Forecasts & Analysis (2014 – 2019)

Product link: <https://marketpublishers.com/r/M0EED04FA86EN.html>

Price: US\$ 5,650.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M0EED04FA86EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970