

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)

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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.

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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.

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