

Personalisation Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Personalization software is used to customize visitor experience on a website. Personalization software generates targeted recommendations and notifications that are presented to customers during their web browsing sessions.

This report contains market size and forecasts of Personalisation Software in Global, including the following market information:

Global Personalisation Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Personalisation Software market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Basic(\$Under149/Month) Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Personalisation Software include Gravity R&D, Dynamic Yield, Socital, Tagpin, Marketo, Instapage, Optimizely, Appcues and Unless, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Personalisation Software

companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Personalisation Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Personalisation Software Market Segment Percentages, by Type, 2021 (%)

Basic(\$Under149/Month)

Standard(\$149-299/Month)

Senior(\$299-399/Month?)

Global Personalisation Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Personalisation Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

Global Personalisation Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Personalisation Software Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Personalisation Software revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Personalisation Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Gravity R&D

Dynamic Yield

Socital

Tagnpin

Marketo

Instapage

Optimizely

Appcues

Unless

Pure360

Segment

V&T Technologies

MoEngage

Segmentify

Digioh

Wingify

Personyze

Sailthru

Reflektion

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