

Personalization Engines Market - Global Outlook and Forecast 2022-2028

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Abstracts

Personalization engines apply context about individual users and their circumstances to select, tailor and deliver messaging such as content, offers and other interactions through digital channels in support of three use cases — marketing, digital commerce and customer experience. These personalized interactions can increase conversion, marketing effectiveness and customer satisfaction, thereby improving business results. Personalization engines are sold as stand-alone software or can be embedded in web content management, content marketing, multichannel marketing hubs and digital commerce platforms. This market focuses only on vendors who offer personalization engines as stand-alone solutions.

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

Global Personalization Engines Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Personalization Engines 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.

Websites Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Personalization Engines include Adobe, AgilOne,

Cheetah Digital, Emarsys, Episerver, IBM, Listrak, Marketo and Maropost, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Personalization Engines 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 Personalization Engines Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Personalization Engines Market Segment Percentages, by Type, 2021 (%)

Websites

Mobile

Email

Others

Global Personalization Engines Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Personalization Engines Market Segment Percentages, by Application, 2021 (%)

B2B

B2C

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

Global Personalization Engines 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 Personalization Engines revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Personalization Engines revenues share in global market, 2021 (%)

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

Adobe

AgilOne

Cheetah Digital

Emarsys

Episerver

IBM

Listrak

Marketo

Maropost

Optimove

Oracle

Pegasystems

RedPoint Global

Resulticks

Sailthru

Salesforce

SAP

SAS

Selligent Marketing Cloud

Sitecore

Zeta

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