

Customer Analytics Market is estimated to be 54.59 Billion by 2030 with a CAGR of 18.1% during the forecasted period.

The [Customer Analytics Market](#) accounted for US\$ 10.5 billion in 2020 and is estimated to be 24.2 billion by 2025 and is anticipated to register a CAGR of 18.2%.

The report. "Global Customer Analytics Market, By Component (Software, Services, Managed Services, and Professional Services), By Deployment (On-premises and Cloud), By Organization (Small & Medium-Sized Enterprises (SMEs) and Large enterprises), By Data Source (Web, Social Media, Smartphone, Email, Call Center, and Others), By Application (Brand Management, Campaign Management, Churn Management, Customer Behavioral Analysis, Product Management, and Others), By Industry Vertical (Banking, Financial Services, and Insurance (BFSI), Retail and e-commerce, Telecommunications and IT, Energy and Utilities, and Others), and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Trends, Analysis and Forecast till 2030".

Key Highlights:

- On June 2019, Salesforce acquired Tableau, a global provider of analytical data. The acquisition was aimed to strengthen the Salesforce Customer 360 platform, allowing customers to make smarter decisions. The integrated platform delivers a single share view of every customer across departments, such as sales, marketing, services, and commerce.
- In In 2019, Mapp's declared that the company is acquiring Webtrekk. The Webtrekk is cross-channel campaign reporting along with AI-enabled marketing intelligence and scoring. Through this acquisition, Mapp's would also acquire access to the full Webtrekk Customer Analytics suite.

Analyst View:

Due to the increasing demand for enhanced customer satisfaction, the global market presence is growing faster. In the retail industry, the use of customer analytics is high due to development of personalized communications and marketing programs. This may help to improve customer loyalty and experience, by precisely knowing which consumers are buying which products, and personalizing marketing based on shopper data. Further, delivering a good shopping experience led to better customer satisfaction, repeat purchases, customer referrals, customer loyalty, customer engagement, and revenues.

Growth in social media concern is a key factor for the target market growth. Social media analytics involves measurement, monitoring, and analysis tools to uncover customer sentiments and businesses through social media platforms by connecting their product list with e-commerce sites. This helps in fostering relationships and monitoring people. Prominent sellers, such as Walmart and Amazon, have effectively managed to harness the advantages offered by different social media platforms, such as Twitter and Facebook.

Key Market Insights from the report:

The global **customer analytics** market accounted for US\$ 10.5 billion in 2020 and is estimated to be 24.2 billion by 2025 and is anticipated to register a CAGR of 18.2%. The market report has been segmented on the basis of component, deployment, organization, data source, application, industry vertical, and region.

- By component, the global customer analytics market is segmented into software, services, managed services, and professional services.
- By deployment, the target market is segmented into on-premises and cloud
- By organization, the target market is segmented into small & medium-sized enterprises (SMEs) and large enterprises.
- By data source, the target market is segmented into web, social media, smartphone, email, call center, and others.
- By application, product management segment is expected to expand at the highest CAGR over the forecast period.
- By industry vertical, banking, financial services, and insurance (BFSI), retail and e-commerce, telecommunications and IT, energy and utilities, and others.
- By region, North America is projected to account for highest share in the global customer analytics market, whereas Asia Pacific (APAC) is anticipated to grow at the highest CAGR throughout the coming years. The U.S. and Canada dominates the region owing to presence of organizations having deployed customer analytics solutions to use customer data to stay competitive in the market.

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Competitive Landscape:

The prominent player operating in the global customer analytics market includes Google, Microsoft, Adobe, SAP, Oracle, SAS Institute, Teradata, Salesforce, Mixpanel, Second Measure, Manthan System, Absolute Data, and NGData.

The market provides detailed information regarding industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory framework across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included into the report.

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