

Marketing Analytics Market to Reach USD 2.41 billion with 12.46% CAGR Forecast to 2020

Marketing Analytics Global Market Segmentation and Major Players Analysis and Forecast to 2020

PUNE, INDIA, March 21, 2017 / EINPresswire.com/ -- Market Insights

The global [marketing analytics](#) market valued at USD 1.34 billion in 2015 is estimated to grow at a CAGR of 12.46% to reach USD 2.41 by 2020. Marketing analytics have eradicated disconnected data environments by helping managers to measure the performance of marketing initiatives by using standard business systems. Companies using predictive analytics are seen to outpace companies in important marketing metrics like the incremental sales lift from a marketing campaign and deduction of an average click through rate from mass marketing campaigns. Marketing analytics provides solutions to users in areas of industry trends, product design, customer surveys, and customer support.

Request a sample report @ <https://www.wiseguyreports.com/sample-request/815349-global-marketing-analytics-market-market-size-trends-and-forecasts-2015-2020>

Market Dynamics

Some of the main drivers of this market are the increasing social media activity, which has led to the generation of large volume of data. The increasing need to calculate MROI (marketing return on investment) for competitive advantage, rectify marketing expenses, the rise of big data systems and cloud-based services enabling companies to handle large volumes of data, are significant drivers for the growth of this market. Reluctance of companies to invest in the marketing analytics software, skill deficiency, presence of open-source software and high cost of stationing the software are impeding the growth of this market.

Market Segmentation

The market is segmented on the basis of services (market mix modelling, marketing return on investment, pricing and promotions, assorted optimization, brand equity etc.), by deployment (cloud-based and on-premises), applications (online marketing, e-mail marketing, content marketing, social media marketing, cloud marketing etc.), end-user (SME and large enterprises), verticals (e-commerce and retail, BFSI, education, healthcare, travel, hospitality etc.) and by geography.



Key Market Players

This report describes a detailed study of Porter's five forces analysis of the market. All the five major factors have been quantified using internal key parameters governing each of them. It also covers the market landscape of these players, which includes key growth strategies, geographical footprint, and competition analysis.

The report also considers key trends that will affect the industry and profiles of over 10 leading suppliers of marketing analytic market like:

IBM Corporation

Oracle

Accenture

SAS

McKinsey

Adobe Systems

Wipro

Teradata

Blueoceanmi

Report Offerings

Market definition for marketing analytic along with identification of key drivers and restraints of the market.

Market analysis for the marketing analytics market, with region specific assessments and competition analysis on a global and regional scale.

Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market on a global and regional scale.

Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.

Identification and analysis of the macro and micro factors that affect the marketing analytics market on both global and regional scales

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information

Complete report details @ <https://www.wiseguyreports.com/reports/815349-global-marketing-analytics-market-market-size-trends-and-forecasts-2015-2020>

Key points in table of content

Introduction

1.1 Study Deliverables

1.2 Market Definition

1.3 Review and Forecast Period Years

Research Methodology

2.1 Introduction

2.2 Research Design

2.3 Study Timeline

2.4 Study Phases

Key Findings

Executive Summary

Marketing Analytics - Market Overview and Technology Trends

5.1 Current Market Scenario

5.2 Industry Attractiveness - Porter's Five Force Model

5.2.1 Bargaining Power of Suppliers

5.2.2 Bargaining Power of Consumers

5.2.3 Threat from New Entrants

5.2.4 Threat from Substitute Product Types

5.2.5 Competition Rivalry within the Industry

5.3 Drivers

5.3.1 Increasing Social Media Activity

5.3.2 Increasing Need to Calculate MROI

5.3.3 Rise of Big Data Systems and Cloud-Based Services

5.4 Restraints

5.4.1 Reluctant to Invest in the Marketing Analytics Software

5.4.2 High Cost of Stationing the Software

5.5 Opportunities

Market Segmentation

By Services

7.1 Market Mix Modelling

7.2 Marketing Return on Investment

7.3 Pricing and Promotions

7.4 Assorted Optimization

7.5 Brand Equity

7.6 Others

By Deployment

8.1 Cloud

8.2 On Premise

By Applications

9.1 Online Marketing

9.2 E-mail Marketing

9.3 Content Marketing

9.4 Social-Media Marketing

9.5 Cloud Marketing

9.6 Others

By Verticals

10.1 E-Commerce

10.2 Retail

10.3 BFSI

10.4 Education

10.5 Healthcare

10.6 Travel

10.7 Hospitality

10.8 Others

By Region

11.1 North America

11.2 Asia-Pacific

11.3 Europe

11.4 Latin America

11.5 Middle East and Africa

Competitive Landscape – Key Company Profiles

12.1 IBM Corporation

12.2 Oracle Corporation

12.3 Accenture

12.4 SAS

12.5 McKinsey

12.6 Adobe Systems

12.7 Wipro

12.8 Teradata

12.9 Blueoceanmi

Investment Analysis

13.1 Investor Outlook

13.2 Recent Mergers & Acquisitions

Future Outlook of Global Marketing Analytics Market

Get this report @ https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=815349

Contact US:

NORAH TRENT

Partner Relations & Marketing Manager

sales@wiseguyreports.com

Ph: +1-646-845-9349 (US)

Ph: +44 208 133 9349 (UK)

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.