

Loyalty Management Market Increases Possibility with Growth Prospects at CAGR of 15.9% by 2027. | Fivestars, IBM, Oracle

#3200, SEATTLE, WASHINGTON, UNITED STATES, January 21, 2022 /EINPresswire.com/ -- The [global loyalty management market](#) was valued at US\$ 7.6 Bn in 2019 and is expected to reach US\$ 21.3 Bn by 2027 at a CAGR of 15.9% between 2020 and 2027.

The goal of loyalty management is to keep customers satisfied and engaged with the brand. By using different tactics and strategies to engage customers, the strategy will help a brand build long-term relationships. Customer experience is the defining characteristic of a brand, and it outweighs product and price. As such, it is vital for brands to provide a consistent experience across every touchpoint. To do this, you need a well-designed loyalty management software platform. This software is able to identify individual customer purchasing behavior, which allows you to tailor your programs to meet the needs of your target audience. The best loyalty management platforms also have tools to identify different types of customers and their stages in their journey.



This study contains data on the market's growth as well as critical segmentation criteria that enable the worldwide Loyalty Management Market to thrive in today's environment. In the global Loyalty Management Market, the study also underlines the relevance of geographical classification. The global Loyalty Management Market will finally generate more revenue and have a larger market size than the previous forecast period due to rising demand.

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Increasing adoption of loyalty management is expected to propel growth of the global loyalty management market over the forecast period. For instance, in May 2021, Vietnam Airlines adopted For Travel Edition of Comarch Loyalty Management as the new driving force of its Lotusmiles program.

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- The report provides a basic overview of the industry including its definition, applications, and manufacturing technology.
- The study provides an in-depth Analysis of upstream raw materials, downstream demand, and current market dynamics is also carried out.
- The Loyalty Management market is further divided by company, by country, and by application/type for the competitive landscape analysis.
- The current & future trends to elucidate the imminent investment pockets.
- An extensive analysis of the key segments of the industry helps to understand the U.S. augmented and virtual reality market trends.
- Information about key drivers' restraints and opportunities and their impact analysis on the market size are provided in the report.
- Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.

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- BOND BRAND LOYALTY INC.
- Kobie
- Brierley
- Epsilon Data Management LLC.
- Aimia Inc.
- Annex Cloud
- ICF International Inc.
- Apex Loyalty
- Apptivo Inc.
- Fivestars
- IBM Corporation
- Oracle
- Comarch SA
- SAP
- TIBCO Software Inc.
- Maritz Holdings Inc.
- MicroStrategy Incorporated

□ and others.

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□ Increasing adoption of loyalty management is expected to propel growth of the global loyalty management market over the forecast period. For instance, in July 2020, Saudi Arabian Airlines signed a 10-year contract with Comarch to implement a loyalty management system designed by Comarch.

□ Major players operating in the global loyalty management market are focused on launching new products to expand their product portfolio. For instance, in February 2021, Salesforce launched Loyalty Management, a new product for companies across industries, including retail, consumer goods, manufacturing, travel and hospitality, to increase customer trust and engagement.

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□ The report offers a complete picture of the competitive scenario of the Loyalty Management market.

□ The research also provides key statistics on the market status with a valuable source of guidance and direction for companies.

□ It comprises a vast amount of information about the latest technology and product developments in the Loyalty Management industry.

□ It provides pin point analysis of changing competition dynamics and keeps you ahead of competitors.

□ The Loyalty Management report has combined the required essential historical data and analysis in the comprehensive research report.

□ It covers exclusive Current scenario of business Insight and future growth prediction analysis.

□ It provides a forward-looking perspective on different factors driving or restraining market growth.

□ It helps in making informed business decisions by having complete insights into the market and by making in-depth analyses of market segments.

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The report provides first-hand information performed by key players using quantitative & qualitative assessment as per the parameters of the Porter's Five Force Model. It throws light on the macro-economic indicators, parent market trends, and growth factors. Primary research (surveys, interviews, and questionnaires) & secondary research (SEC filings, white paper references, and published reports) have been carried out to provide a better understanding of the market. The data used in the report has passed multi-step verification to assure both the authenticity as well as the quality of the insight that is provided. Bottom-up & top-down approaches are also used for ensuring the credibility of the valuations and market segments.

The research includes a complete SWOT analysis to assist readers to gain a better understanding of the current status of the market, as well as the prognosis for market segments and the industry's competitive landscape. The strengths and weaknesses, along with the risks and opportunities concerning the Loyalty Management Market.

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