

# Global Customer Journey Mapping Software Market Key Opportunities And Strategies

*The Business Research Company's  
Customer Journey Mapping Software  
Global Market Report 2022: Market Size,  
Trends, And Forecast To 2026*

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November 22, 2022 /

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Customer Journey Mapping Software Global Market  
Report 2022: Market Size, Trends, And Forecast To  
2026

The Business Research Company's "Customer Journey Mapping Software Market Report 2022"

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forecasts the customer journey mapping software market size to reach a value of \$10.83 billion in 2022 at a compound annual growth rate (CAGR) of 17.7%. The Russia-Ukraine war disrupted the chances of global economic recovery from the COVID-19 pandemic, at least in the short term. The war between these two countries has led to economic sanctions on multiple countries, surge in commodity prices, and supply chain disruptions, affecting many markets across the globe. The customer journey mapping software market is expected to grow to \$20.71 billion in 2026 at a compound annual growth rate (CAGR) of 17.6%.

An increasing focus on improving data quality and security of customer data is expected to propel the growth of the customer journey mapping software market going forward.

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## [Customer Journey Mapping Software Market Trends](#)

Innovative customer data platforms are a key trend gaining popularity in the customer journey mapping market. Major market players operating in customer journey mapping software focus on developing innovative customer data platforms such as behavior-tracking software that significantly assist in providing a more personalized customer experience. For instance, in May 2022, Amplitude, Inc., a US-based company operating in customer journey mapping software launched Amplitude CDP. This platform consists of unique features such as the first insights-driven customer data platform in the market, eliminating the requirement to integrate with outside analytics providers by collecting and analyzing data on its platform for product analytics.

## [Customer Journey Mapping Software Market Overview](#)

The customer journey mapping software market consists of sales of customer journey mapping software by entities (organizations, sole traders, and partnerships) that are used for customer experience and direct the customer's connection or transaction with service or product. The customer journey mapping software refers the stages of customers when interacting with a company. From buying products online to accessing customer service on the phone to airing grievances on social media is done with the customer journey mapping software.

Learn more on the global customer journey mapping software market report at:

<https://www.thebusinessresearchcompany.com/report/customer-journey-mapping-software-global-market-report>

Customer Journey Mapping Software Global Market Report 2022 from TBRC covers the following information:

Market Segmentation

- By Component: Software, Services, Consulting Services
- By Organization Size: Small and Medium Enterprises, Large Enterprises
- By Deployment: On-Premise, Cloud-based
- By End Users: BFSI, Retail and Consumer Goods, Media and Entertainment, Healthcare and Pharmaceutical, Automotive, IT and Telecommunication, Travel and Hospitality, Education, Other End Users
- By Geography: North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa. Among these regions, North America holds the largest share in the market.

Market Size Data

- Forecast period: Historical and Future

- By region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- By countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Major market players such as Smaply, Touchpoint, UXPressia, Adobe Inc, TandemSeven, Acquia, CEMantica, WebEngage, Microsoft Corporation, Gliffy, Canvanizer

Trends, opportunities, strategies and so much more.

Customer Journey Mapping Software Market Report 2022 is one of The Business Research Company's comprehensive reports that provides customer journey mapping software global market outlook and in-depth customer journey mapping software global market research. The market report analyzes customer journey mapping software global market size, customer journey mapping software global market segments, customer journey mapping software market growth drivers, customer journey mapping software market growth across geographies, and customer journey mapping software market competitors' revenues and market positioning. The report enables you to gain insights on opportunities and strategies, as well as identify countries and segments with the highest growth potential.

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The Business Research Company has published over 3000 industry reports, covering over 3000 market segments and 60 geographies. The reports draw on 150,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders. The reports are updated with a detailed analysis of the impact of COVID-19 on various markets.

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Global Market Model: <https://www.thebusinessresearchcompany.com/global-market-model>

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