

Customer Journey Analytics Market to Reach USD 46.68 Billion by 2030 | Top Players such as -Adobe, BryterCX and Nice

The rising desire for individualized customer experiences would be the primary driver of market growth during the forecast period.

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/EINPresswire.com/ -- Allied Market Research published a new report, titled, " The [Customer Journey Analytics Market](#) to Reach USD 46.68 Billion by 2030 | Top Players such as -Adobe, BryterCX and Nice." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.



The global customer journey analytics market was valued at USD 8,285.00 million in 2020, and is projected to reach USD 46,680.00 million by 2030, registering a CAGR of 18.8%.

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Expansion of the retail industry, availability of real-time data, and surge in demand for consistent customer support during business interaction drive the growth of the global customer journey analytics market. Rise in focus on virtual touchpoints is expected to open new opportunities for the market players in the future.

The customer journey analytics market is segmented on the basis of component, deployment, application, touchpoint, organization size, industry vertical, and region. According to the component, the market is segmented into solutions and services. By deployment, it is

categorized into on-premise and cloud. On the basis of application, it is divided customer segmentation and targeting, customer behavioral analysis, customer churn analysis, brand management, campaign management, product management, and others.

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On the basis of touchpoint, it is divided into web, social media, mobile, email, branch/store, call center, and others. On the basis of organization size, it is divided into large enterprises and small and medium-sized enterprises. Depending on industry vertical, it is categorized into BFSI, IT & telecommunications, retail & e-commerce, healthcare, media & entertainment, travel & hospitality, and others. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

By deployment, the on-premise segment dominated the overall customer journey analytics market in 2020 and is further expected to endure traction for customer journey analytics among various organizations during the forecast period. In today's digital era, companies strive to provide consistent information and seamless experiences across diversified channels that reflect customer's history, preferences, and interests. This is a major factor that drives the on-premise customer journey analytics adoption among industries across the globe.

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North America customer journey analytics market dominated in 2020, and is expected to continue this trend during the forecast period, owing to high availability of number of players that are operating and using analytics in the countries such as the U.S. and Canada. Asia-Pacific is expected to anticipate high CAGR in the global market in the coming years, due to adoption of customer journey analytics tools across various touchpoints.

The global customer journey analytics market report includes an in-depth analysis of the prime market players such as Acxiom LLC., Adobe Systems, Inc., BryterCX, IBM Corporation, Nice Ltd., Pointillist, Quadient, Salesforce.com, Inc., SAP SE, and Verint Systems.

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Covid-19 Scenario:

□ The Covid-19 pandemic increased the demand for customer journey analytics due to rise in the need among businesses to be more customer-focused in terms of marketing to create informed customer experience and minimize marketing investments.

□ The global adoption of work from home culture favored the growth of the market, due to rise

in demand for cloud-based analytics solutions to manage vital information of organizations.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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