

In customer analytics, each solution and service plays an important role in the overall market. These solutions and services support a broad spectrum of multi-functional applications such as customer acquisition, retention, loyalty management, behavioral analysis, predictive analysis, pattern analysis, customer segmentation, and various others. The customer analytics is the process of integrating multiple channels over a single platform to give a better understanding about the customer behavior enabling the marketers to make better business decisions in real time. The solution provides multi-dimensional perceptions about the business and its associated customers. As the web analytics solutions reflect the online buyer's response to the online marketing activities; but it is not capable of analyzing the offline purchasing behavior of a customer over offline marketing or how does offline marketing affects the online buying behaviors of a customer. The key identification points of the customer analytics are the customer's behavior pattern, traffic rates and advertising impact analysis which eventually helps in customer acquisition and convert potential customer into an actual buyer.

Most of the small and medium businesses (SMBs) as well as large enterprises are focusing on gaining strong insights out of the unstructured customer data for attaining enhanced marketing effectiveness by making improved business strategies and decisions. This would further help reduce causes of customer attrition and hence assist retailers in providing enhanced customer experience. The customer analytics solutions also help the digital retailers in ad campaign management, customer segmentation and loyalty management.

The customer analytics market research report consists of the future market trends of customer analytics market; it also presents detailed analysis, market sizing, and forecasting for the emerging submarkets of customer analytics. The report is segmented into customer analytics solutions, services, deployment types, organization size, verticals, and market. The multichannel analytics market research report analyzes global adoption trends, future growth potential, key drivers, competitive outlook, restraints, opportunities, multichannel analytics market ecosystem, and emerging technologies in this market.

The report is expected to help the market leaders/new entrants in this market in the following ways:

1. This report segments the market into solutions and services, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments.

2. This report will help the industry leaders better understand the competitors and gain more insights to better position their business. There is a separate section on competitive landscape that includes competitors' ecosystem and their roles in the market. Besides, there are company profiles of the top 10 players in this market. In this section, market internals are provided that can put them ahead of the competitors.

The report helps them to understand the overall growth of the market. The report provides information and analysis of key market drivers, restraints, challenges, and opportunities.

Contents:
1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
      1.3.1 Market Covered
      1.3.2 Years
      1.3.3 Currency
      1.3.4 Package Size
1.3.5 Limitation
1.4 Stakeholders

2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data Taken From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data Taken From Primary Sources
2.1.2.2 Key Industry Insight
2.1.2.3 Breakdown of Primaries
2.2 Market Size Estimation
2.3 Market Breakdown and Data Triangulation
2.3.1 Assumptions

3 Executive Summary

4 Premium Insights (Page No. - 28)
4.1 Attractive Market Opportunities
4.2 Lifecycle Analysis, By Regions
4.3 Market Investment Scenario
4.4 Product Growth Matrix
4.5 Regional Adoption Scenario

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 Market By Solution
5.2.2 Market By Service
5.2.3 Market By Deployment Model
5.2.4 Market By Organization Size
5.2.5 Market By Vertical
5.2.6 Market By Region
5.3 Market Dynamics
5.3.1 Drives
5.3.1.1 Changing Landscape of Business Intelligence and Big Data
5.3.1.2 Increased Spending Over Analytics
5.3.1.3 Increasing Social Media Consumers
5.3.2 Restraints
5.3.2.1 Lack of Skilled Expertise Over Analytics
5.3.3 Opportunities
5.3.3.1 Customer Insights to Anticipate Customer Needs
5.3.3.2 Integration Across Multiple Functions and Channels
5.3.3.3 Operationalization of Insights
5.3.3.4 Increasing Cloud Adoption Trend
5.3.4 Challenges
5.3.4.1 Data Security and Privacy Concern
5.3.4.2 Embed Customer Analytics Into Frontline Operation

6 Industry Trends
6.1 Value Chain
6.2 Ecosystem
6.3 Porter's Five Analysis
6.3.1 Threat From New Entrants
6.3.2 Threat From Substitute
6.3.3 Bargaining Power of Suppliers
6.3.4 Bargaining Power of Buyers
6.3.5 Intensity of Rivalry
6.4 Strategic Benchmarking

7 Customer Analytics Market By Solution
7.1 Introduction
7.2 Data Management/Extract, Transform and Load (ETL)
14.3.2 Products & Services
14.3.3 Key Strategy
14.3.4 Recent Developments
14.3.5 SWOT Analysis
14.3.6 MNM View
14.4 International Business Machine (IBM)
14.4.1 Business Overview
14.4.2 Products and Services
14.4.3 Strategies and Insights
14.4.4 Recent Developments
14.4.5 SWOT Analysis
14.4.6 MNM View
14.5 Oracle Corporation
14.5.1 Business Overview
14.5.2 Products and Services
14.5.3 Key Strategy
14.5.4 Recent Developments
14.5.5 SWOT Analysis
14.5.6 MNM View
14.6 Pitney Bowes Inc.
14.6.1 Business Overview
14.6.2 Products and Services
14.6.3 Key Strategy
14.6.4 Recent Development
14.6.5 SWOT Analysis
14.6.6 MNM View
14.7 SAP AG
14.7.1 Business Overview
14.7.2 Products and Services
14.7.3 Strategies and Insights
14.7.4 Recent Development
14.7.5 SWOT Analysis
14.7.6 MNM View
14.8 SAS Institute Inc.
14.8.1 Business Overview
14.8.2 Products and Services
14.8.3 Strategies and Insights
14.8.4 SWOT Analysis
14.8.5 MNM View
14.9 Teoco Corporation
14.9.1 Business Overview
14.9.2 Products and Services
14.9.3 Key Strategy
14.9.4 Recent Development
14.9.5 MNM View
14.10 Verint System Inc.
14.10.1 Business Overview
14.10.2 Products and Services
14.10.3 Key Strategy
14.10.4 Recent Development
14.10.5 MNM View

15 Appendix
15.1 Discussion Guide
15.2 Introducing RT: Real-Time Market Intelligence
15.3 Available Customizations
15.4 Related Reports

List of Tables (73 Tables)
Table 1 Customer Analytics Overall Market Size, 2014-2019 ($ Million)
Table 2 Customer Analytics Market Size, By Solutions, 2014-2019 ($ Million)
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Customer Analytics: Market Growth, By Solution, 2014-2019 (Y-O-Y %)</td>
</tr>
<tr>
<td>4</td>
<td>Customer Analytics Solution Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>5</td>
<td>Data Management/ETL Solution Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>6</td>
<td>Analytical Tools/ Modules Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>7</td>
<td>Social Media Analytical Tools Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>8</td>
<td>VOC Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>11</td>
<td>Customer Analytics Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>12</td>
<td>Customer Analytics: Market Growth, By Services, 2014-2019 (Y-O-Y %)</td>
</tr>
<tr>
<td>13</td>
<td>Customer Analytics Services Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>14</td>
<td>Professional Services Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>15</td>
<td>Support and Maintenance Services Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>16</td>
<td>Customer Analytics: Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>17</td>
<td>Market Growth, By Deployments, 2014-2019 (Y-O-Y %)</td>
</tr>
<tr>
<td>18</td>
<td>On-Premises Deployment Models Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>19</td>
<td>Cloud Deployment Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>20</td>
<td>Customer Analytics: Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>21</td>
<td>Market Growth Rate, By Organization Size, 2014-2019 (Y-O-Y %)</td>
</tr>
<tr>
<td>22</td>
<td>SMBS Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>23</td>
<td>Large Enterprises Market Size, By Regions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>24</td>
<td>Customer Analytics Market Size, By Verticals, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>25</td>
<td>Market Growth Rate, By Verticals, 2014-2019 (Y-O-Y %)</td>
</tr>
<tr>
<td>26</td>
<td>BFSI Market Size, By Solutions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>27</td>
<td>BFSI Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>28</td>
<td>BFSI Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>29</td>
<td>BFSI Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>30</td>
<td>Wholesale and Retail Market Size, By Solutions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>31</td>
<td>Wholesale and Retail Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>32</td>
<td>Wholesale and Retail Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>33</td>
<td>Wholesale and Retail Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>34</td>
<td>Telecommunication and IT Market Size, By Solutions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>35</td>
<td>Telecommunication and IT Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>36</td>
<td>Telecommunication and IT Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>37</td>
<td>Telecommunication and IT Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>38</td>
<td>Utilities Market Size, By Solutions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>39</td>
<td>Utilities Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>40</td>
<td>Utilities Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>41</td>
<td>Utilities Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>42</td>
<td>Healthcare Market Size, By Solutions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>43</td>
<td>Healthcare Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>44</td>
<td>Healthcare Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>45</td>
<td>Healthcare Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>46</td>
<td>Travel and Hospitality Market Size, By Solutions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>47</td>
<td>Travel and Hospitality Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>48</td>
<td>Travel and Hospitality Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>49</td>
<td>Travel and Hospitality Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>50</td>
<td>Transportation and Logistic Market Size, By Solutions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>51</td>
<td>Transportation and Logistic Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>52</td>
<td>Transportation and Logistic Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>53</td>
<td>Transportation and Logistic Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>54</td>
<td>Media and Entertainment Market Size, By Solutions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>55</td>
<td>Media and Entertainment Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>56</td>
<td>Media and Entertainment Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>57</td>
<td>Media and Entertainment Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>58</td>
<td>Manufacturing Market Size, By Solutions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>59</td>
<td>Manufacturing Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>60</td>
<td>Manufacturing Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>61</td>
<td>Manufacturing Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>62</td>
<td>Others Market Size, By Solutions, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>63</td>
<td>Others Market Size, By Services, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>64</td>
<td>Others Market Size, By Deployment Models, 2014-2019 ($Million)</td>
</tr>
<tr>
<td>65</td>
<td>Others Market Size, By Organization Size, 2014-2019 ($Million)</td>
</tr>
</tbody>
</table>
Table 66 Customer Analytics Market Size, By Regions, 2014-2019 ($ Million)
Table 67 Market Growth, By Regions, 2014-2019 ($ Million)
Table 68 Customer Analytics: Market Size, By NA, 2014-2019 ($ Million)
Table 69 Market Size, By Europe, 2014-2019 ($ Million)
Table 70 Market Size, By APAC, 2014-2019 ($ Million)
Table 71 Market Size, By MEA, 2014-2019 ($ Million)
Table 72 Market Size, By LA, 2014-2019 ($ Million)
Table 73 Mergers and Acquisitions -

List of Figures (50 Figures)

Figure 1 Research Methodology
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 The Evolution of Analytics
Figure 5 NA Having the Highest Market Share for 2014 and APAC Shows the Highest Growth Rate for Year 2014-2019
Figure 6 Top Three Segment for Customer Analytics Market 2014-2019
Figure 7 Customer Analytics Overall Market Size and Growth Rate, 2014-2019 ($ Million, Y-O-Y %)
Figure 8 Attractive Market Opportunities in Customer Analytics Market
Figure 9 Lifecycle Analysis, By Regions: NA and Europe Soon to Enter in Exponential Growth Phase
Figure 10 Market Investment Scenario: APAC Rises as Best Opportunity Market for Next Five Years
Figure 11 New Revenue Pocket for Market Players
Figure 12 NA Commands Over the 34.82% Portion of the Market Share While the APAC Will Witnesses the Highest Growth in the Market
Figure 13 Workflow Model: Customer Analytics
Figure 14 Market Segmentation: By Solution
Figure 15 Market Segmentation: By Service
Figure 16 Market Segmentation: By Deployment Model
Figure 17 Market Segmentation: By Organization Size
Figure 18 Market Segmentation: By Vertical
Figure 19 Market Segmentation: By Region
Figure 20 Market Dynamics
Figure 21 Customer Analytics: Value Chain Analysis
Figure 22 Customer Analytics Ecosystem
Figure 23 Customer Analytics: Porter's Five Analysis
Figure 24 Strategic Benchmarking: Customer Analytics
Figure 25 Demand for Social Media Analytical Tools and VOC Pushing the Growth of Customer Analytics
Figure 26 Professional Service Leading the Customer Analytics Services Market
Figure 27 Customer Analytics Market, By Deployments Models Market Projection
Figure 28 Market By Organization Size Market Projection
Figure 29 Customer Analytics Market, By Verticals Market Projection
Figure 30 Parfait Chart: Customer Analytics, By Regions, 2014-2019
Figure 31 Regional Market Lifecycle: Customer Analytics, 2014
Figure 32 Companies Adopted Inorganic Growth Strategies Such as Acquisition and Agreements Over the Last Three Years
Figure 33 Competitive Analysis: Regional Market Share
Figure 34 Actuate Software Corporation: Business Overview
Figure 35 Angoss Software Corporation: Business Overview
Figure 36 SWOT Analysis
Figure 37 FICO: Business Overview
Figure 38 SWOT Analysis
Figure 39 IBM: Business Overview
Figure 40 SWOT Analysis
Figure 41 Oracle Corporation
Figure 42 SWOT Analysis
Figure 43 Pitney Bowes Inc.: Business Overview
Figure 44 SWOT Analysis
Figure 45 SAP AG: Business Overview
Figure 46 SWOT Analysis
Figure 47 SAS Institute Inc.: Business Overview
Figure 48 SWOT Analysis
Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3066438/](http://www.researchandmarkets.com/reports/3066438/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3066438/
Office Code: SCBRZY47

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td>USD 5650</td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td>USD 6650</td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td>USD 8150</td>
</tr>
<tr>
<td>Site License:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) -</td>
<td></td>
<td>USD 10000</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World