Capitalizing on Consumer Behavior in Embedded Gaming: Gamification and Big Data 2015 - 2020

Description:
Two significant trends for consumer-based industries are to leverage Gamification (embedded entertainment) for customer engagement and Big Data and related analytics techniques to mine patterns and predictions from consumer behaviors. The goal of Gamification is to maximize user brand/product engagement through facilitation of entertainment in which the user interacts with the brand in a fun/pleasurable manner.

We see gamification not only solving user loyalty problems for businesses but also tackling real-world problems for particular industries by producing significant user feedback that will flow into various data systems. Big Data and Analytics. Designers and developers are analyzing gamers' motivation and psyche on their actions and creating engaging content based on big data analytics. It is now considered as primary tools for business decision.

This research provides an assessment of the companies, solutions, and market analysis for these two dominant trends along with forecasts for 2015 - 2020. All purchases of this report includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

Target Audience:
- Media Companies
- Financial Institutions
- Application Developers
- Mobile Network Operators
- Government Organizations
- Gamification Platform Providers
- Retail and Hospitality Companies
- Content Providers and Intermediaries
- Digital Marketing Agency or Consultants
- Analytics and Data Reporting Companies
- Brands, advertisers, and media companies

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