

## Report Information

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# Database Management Platform Market Research Report – Forecast to 2030

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Description:

## Market Overview

Market Research Future (MRFR) predicts the Global Database Management Platform Market size to grow at a CAGR of approximately 11.53% from 2020-2030 (forecast period). The increasing need to collect data from sources such as CRM data, POS data, mobile web & applications, social networks, web analytics tools, and others drives the market for data management platforms. The use of DMP for advertisers to reach consumers and to meet the needs of customers across devices is dramatically increasing the market size of the data management platform during the 2020-2030 forecast period.

## COVID-19 Impact on the Global Database Management Platform Market

As the COVID-19 outbreak wrecks global economies, the database management platform company is struggling to cope with circumstances that are changing day-to-day, if not hour-to-hour. While the database management platform organizations are trying to find their operational and financial bases, a number of activities are being put on hold.

## Market Dynamics

### Drivers

#### Data protection with artificial intelligence

The growing use of technology in companies is contributing to the need for effective data protection, which has contributed to an increasing need for artificial intelligence technology. The AI-infused tools accelerate the business process by providing improved data protection and collection and further enhancing data security. In addition, most organizations obtain data from a variety of different touch-points like websites, mobile devices, and even devices powered by the Internet of Things (IoT). This collection of data from different points of communication contributes to a need for effective data protection, which leads to the integration of AI. With the growing use of artificial intelligence, the organization's IT team protect data and ensure security.

#### The rise of Augmented Analytics

Many business owners invest time and resources in data collection and management that leads to technological advances. This advancement leads to the introduction of augmented analytics for the efficient analysis of data. The deployment of augmented analytics offers a range of benefits, including the allowance of real-time information from the data collected. It also provides improved customer engagement in order to make crucial choices for an effective business process. Augmented analytics also facilitates business intelligence and data sharing, further propelling the data management platform market.

### Challenges

#### Lack of Competence

The data management platform needs the right people to run the operation, but the lack of a professional workforce leads to critical issues for its growth. The implementation of data platform management needs the developer to have knowledge of JavaScript, HTML, and CSS. As a result, the lack of such essential information hinders the recruitment of the right skills and thus affects the productivity of organizations. This crucial problem further hinders the growth of the market for data platform management.

## Market Segmentation

Global Database Management Platform Industry has been segmented by Data Type, Data Source, and End-User.

By data type, the global database management platform market has been segmented into first-party data, second-party data, and third-party data.

By data source, the global database management platform market has been segmented into web analytics tools, mobile web, mobile apps, POS data, CRM data, social network, and others.

By end-user, the global database management platform market has been segmented into ad agencies, marketers, and publishers.

## Regional Analysis

The regional analysis of the global database management platform market is being studied for the region such as Asia Pacific, North America, Europe, and Rest of the World.

### North America to foster the global market

It has been noted that North America is expected to have the largest market share, while Asia Pacific is projected to rise at the fastest pace during the forecast period. The main growth in the market for database management systems in North America is due to an increase in online customer and Internet use. As technological advancements grow, the increase in connected devices increases the use of data sharing across various platforms.

### APAC to follow the North America

The Asia Pacific region is expected to be fastest growing due to the presence of major IT players producing significant volumes of data and the presence of small and medium-sized enterprises offering database management services.

## Competitive Landscape

Various companies focus on organic growth strategies like product launches, product approvals, and others, such as patents and events. Inorganic growth strategies like acquisitions and alliances & collaborations were witnessed in the industry. These practices paved the way for the growth of the business and consumer base of market players. Market players in the data management platform market are expected to have lucrative growth opportunities in the future with the growing demand for the data management platform market.

## Key Players

- Oracle Corporation (U.S.)
- KBM Group LLC (U.S.)
- Rocket Fuel Inc. (U.S.)
- Salesforce Inc. (U.S.)
- Lotame Solutions Inc. (U.S.)
- Turn Inc. (U.S.)
- Neustar Inc. (U.S.)
- SAS Institute (U.S.)
- Cloudera Inc.
- SAP SE (Germany)
- Informatica (U.S.)

### Report Overview

This report estimates revenue growth at global, regional, and country levels and offers an overview of the sector's latest developments in each of the sub-sectors from 2017 to 2023. For the purpose of this analysis, MRFR divided the global database management platform market report by data type, data source, end-use, and region.

### Segmentation Table

#### By Data Type

- First-party data
- Second-party data
- Third-party data

#### By Data Source

- Web analytics tools
- Mobile web
- Mobile apps
- POS data
- CRM data
- Social network

## By End-User

- Ad agencies
- Marketers

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