

Global Marketing Automation Market - Trends Analysis, Product Usability Profiles & Forecasts to 2023

<https://marketpublishers.com/r/GF629F6F38BEN.html>

Date: December 2017

Pages: 120

Price: US\$ 3,000.00 (Single User License)

ID: GF629F6F38BEN

Abstracts

360iResearch predicts the global marketing automation market to grow from USD 3,165.49 million in 2016 to USD 5,767.95 million by 2023, at a Compound Annual Growth Rate (CAGR) of 8.95%. The year 2016 has been considered as the base year, while the forecast period is up-to 2023.

The major forces driving the growth of the marketing automation market include the need to simplify the management and co-ordination of different marketing activities and saas and paas enabled application. Moreover, multi-channel marketing and workflow automation and sales enablement and lead generation management are also some of the factors that are driving the market growth. However high deployment cost, data visibility and data integration issues, and complex analysis process may hinder the market growth. In the middle of difficulty lies opportunity such as the real-time marketing automation, ai-powered marketing automation solution, improved personalization and segmentation, and adoption of iot and cloud-based technology. The possible challenges for the market growth are data quality issues and need to manage data from different source, and account-based marketing for b2b. But key players in the market are overcoming the challenges with continual improvement and innovation.

Based on industry, the global marketing automation market is studied across aerospace & defense, banking, financial services & insurance, consumer goods & retail, education, energy & utilities, government, healthcare & life sciences, information technology, manufacturing, media & entertainment, telecommunication, transportation & logistics, and travel & hospitality. Based on geography, the global marketing automation market is studied across Americas, Europe, Middle East & Africa, and Asia-Pacific.

The report features a competitive scenario of the marketing automation market and provides inclusive analysis of key growth strategies adopted by major players. Key products profiled in the study are Act-On Marketing Software, ActiveCampaign, Adobe Marketing Cloud, CallidusCloud Marketing Automation, Campaign Monitor, GetResponse Marketing Automation, IBM Watson Campaign Automation, Marketo, Oracle Marketing Cloud product suite, and WebEngage.

REPORT HIGHLIGHTS:

The report provides deep insights on demand forecasts, market trends and micro and macro indicators. In addition, this report provides insights on the factors that are driving and restraining the demand of marketing automation market. Moreover, the study highlights current market trends and provides forecast. We also have highlighted future trends in the marketing automation market that will impact the demand during the forecast period. Moreover, the competitive analysis of marketing automation market brings an insight on the product usability profiles of the leading players. Additionally, the analysis highlights features & pricing, informant reviews of the key products in the market.

REASONS TO BUY:

The marketing automation market research study reveals hidden insights and dynamic, which in turn helps the players in the ecosystem take better strategic decisions. The firms looking for purchasing the global marketing automation market research report could look for following prospects on their way to better understand the market that can aid further decision making and possibly identify the best opportunities to exploit.

Evaluate the qualitative and quantitative aspects of the report and analyze the marketing automation market penetration with respect to industries and geographies.

Evaluate the key vendors in the marketing automation market in terms of products satisfaction and business strategy. This helps identify consumer preferences and understand its current position in 360iResearch FPNV Positioning Matrix.

Evaluates the key vendors and deeply analyze competitive landscape, revenue pockets, market trends, growth prospects, pain points, drivers, restraints, challenges and opportunities of the marketing automation market.

Contents

1. PREFACE

- 1.1 Objectives of the Study
- 1.2 Market Definition
- 1.3 Market Segmentation & Coverage
- 1.4 Years Considered for the Study
- 1.5 Currency & Pricing
- 1.6 Stakeholders

2. RESEARCH & FORECASTING

- 2.1 Research Methodology
 - 2.1.1 Research Instruments
 - 2.1.1.1 Secondary Instrument
 - 2.1.1.2 Primary Instrument
 - 2.1.2 Research Approaches
 - 2.1.2.1 Bottom-up Approach
 - 2.1.2.2 Top-down Approach
 - 2.1.3 Research Reliability & Validity
 - 2.1.4 Research Assumptions
- 2.2 Forecasting Methodology
 - 2.2.1 Methodology for Market Estimation & Forecasting
 - 2.2.2 Significance and Importance of the Market Estimation & Forecasting

3. EXECUTIVE SUMMARY

4. PREMIUM INSIGHT

- 4.1 Market Connectivity
- 4.2 Market Data Feed
- 4.3 Market Dynamics
 - 4.3.1 Drivers
 - 4.3.1.1 Need to simplify the management and co-ordination of different marketing activities
 - 4.3.1.2 SaaS and Paas enabled application
 - 4.3.1.3 Multi-channel marketing and workflow automation
 - 4.3.1.4 Sales enablement and lead generation management

4.3.2 Restraints

4.3.2.1 High deployment cost

4.3.2.2 Data visibility and data integration issues

4.3.2.3 Complex analysis process

4.3.3 Opportunities

4.3.3.1 Real-time marketing automation

4.3.3.2 AI-powered marketing automation solution

4.3.3.3 Improved personalization and segmentation

4.3.3.4 Adoption of IoT and cloud-based technology

4.3.4 Challenges

4.3.4.1 Data quality issues and need to manage data from different source

4.3.4.2 Account-based marketing for B2B

5. GLOBAL MARKETING AUTOMATION MARKET, BY INDUSTRY

5.1 Aerospace & Defense

5.1.1 Overview

5.1.2 Market Sizing & Forecasting

5.2 Banking, Financial Services & Insurance

5.2.1 Overview

5.2.2 Market Sizing & Forecasting

5.3 Consumer Goods & Retail

5.3.1 Overview

5.3.2 Market Sizing & Forecasting

5.4 Education

5.4.1 Overview

5.4.2 Market Sizing & Forecasting

5.5 Energy & Utilities

5.5.1 Overview

5.5.2 Market Sizing & Forecasting

5.6 Government

5.6.1 Overview

5.6.2 Market Sizing & Forecasting

5.7 Healthcare & Life Sciences

5.7.1 Overview

5.7.2 Market Sizing & Forecasting

5.8 Information Technology

5.8.1 Overview

5.8.2 Market Sizing & Forecasting

5.9 Manufacturing

5.9.1 Overview

5.9.2 Market Sizing & Forecasting

5.10 Media & Entertainment

5.10.1 Overview

5.10.2 Market Sizing & Forecasting

5.11 Telecommunication

5.11.1 Overview

5.11.2 Market Sizing & Forecasting

5.12 Transportation & Logistics

5.12.1 Overview

5.12.2 Market Sizing & Forecasting

5.13 Travel & Hospitality

5.13.1 Overview

5.13.2 Market Sizing & Forecasting

6. GLOBAL MARKETING AUTOMATION MARKET, BY GEOGRAPHY

6.1 Americas

6.1.1 Overview

6.1.2 Market Sizing & Forecasting

6.1.3 United States

6.2 Europe, Middle East & Africa

6.2.1 Overview

6.2.2 Market Sizing & Forecasting

6.2.3 United Kingdom

6.2.4 Germany

6.2.5 Saudi Arabia

6.3 Asia-Pacific

6.3.1 Overview

6.3.2 Market Sizing & Forecasting

6.3.3 China

6.3.4 Japan

6.3.5 India

7. COMPETITIVE LANDSCAPE

7.1 360iResearch FPNV Positioning Matrix

7.1.1 Business Strategy

- 7.1.2 Product Satisfaction
- 7.2 Competitive Product Features Matrix
- 7.2 Competitive News Feed Analysis

8. PRODUCT USABILITY PROFILES

- 8.1 Act-On Marketing Software
- 8.2 ActiveCampaign
- 8.3 Adobe Marketing Cloud
- 8.4 CallidusCloud Marketing Automation
- 8.5 Campaign Monitor
- 8.6 GetResponse Marketing Automation
- 8.7 IBM Watson Campaign Automation
- 8.8 Marketo
- 8.9 Oracle Marketing Cloud product suite
- 8.10 WebEngage

9. APPENDIX

- 9.1 Analysts Review
- 9.2 Disclaimer

List Of Tables

LIST OF TABLES (26 TABLES)

TABLE 1. GLOBAL MARKETING AUTOMATION MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 2. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY INDUSTRY, 2015 - 2023 (USD MILLION)

TABLE 3. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 4. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 5. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 6. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 7. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 8. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 9. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 10. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 11. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 12. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 13. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 14. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 15. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 16. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 17. AMERICAS MARKETING AUTOMATION MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 18. EUROPE, MIDDLE EAST & AFRICA MARKETING AUTOMATION MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 19. ASIA-PACIFIC MARKETING AUTOMATION MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 20. 360IRESEARCH SCORES FOR FOREFRONT IN MARKETING AUTOMATION MARKET

TABLE 21. 360IRESEARCH SCORES FOR PATHFINDERS IN MARKETING AUTOMATION MARKET

TABLE 22. 360IRESEARCH SCORES FOR NICHE IN MARKETING AUTOMATION MARKET

TABLE 23. 360IRESEARCH SCORES FOR VITAL IN MARKETING AUTOMATION MARKET

TABLE 24. 360IRESEARCH FPNV POSITIONING MATRIX BUSINESS STRATEGY FOR MARKETING AUTOMATION MARKET

TABLE 25. 360IRESEARCH FPNV POSITIONING MATRIX PRODUCT SATISFACTION FOR MARKETING AUTOMATION MARKET

TABLE 26. 360IRESEARCH COMPETITIVE PRODUCT FEATURES MATRIX FOR MARKETING AUTOMATION MARKET

List Of Figures

LIST OF FIGURES (47 FIGURES)

FIGURE 1. GLOBAL MARKETING AUTOMATION MARKET: YEARS CONSIDERED FOR THE STUDY

FIGURE 2. GLOBAL MARKETING AUTOMATION MARKET: KEY RESEARCH METHODOLOGY

FIGURE 3. GLOBAL MARKETING AUTOMATION MARKET: KEY SECONDARY INSTRUMENT SOURCES

FIGURE 4. GLOBAL MARKETING AUTOMATION MARKET: KEY BREAKDOWN OF PRIMARY INSTRUMENT

FIGURE 5. GLOBAL MARKETING AUTOMATION MARKET: KEY DATA TRIANGULATION

FIGURE 6. GLOBAL MARKETING AUTOMATION MARKET: KEY RESEARCH ASSUMPTIONS

FIGURE 7. GLOBAL MARKETING AUTOMATION MARKET CONNECTIVITY

FIGURE 8. GLOBAL MARKETING AUTOMATION MARKET SIZE, 2015 - 2023 (USD MILLION)

FIGURE 9. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY INDUSTRY, 2016 (USD MILLION)

FIGURE 10. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 11. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 12. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 13. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 14. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 15. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 16. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 17. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 18. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY EDUCATION,

BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 19. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 20. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 21. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 22. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 23. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 24. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 25. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 26. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 27. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 28. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 29. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 30. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 31. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 32. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 33. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 34. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 35. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 36. GLOBAL MARKETING AUTOMATION MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 37. AMERICAS MARKETING AUTOMATION MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 38. UNITED STATES MARKETING AUTOMATION MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 39. EUROPE, MIDDLE EAST & AFRICA MARKETING AUTOMATION MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 40. UNITED KINGDOM MARKETING AUTOMATION MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 41. GERMANY MARKETING AUTOMATION MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 42. SAUDI ARABIA MARKETING AUTOMATION MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 43. ASIA-PACIFIC MARKETING AUTOMATION MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 44. CHINA MARKETING AUTOMATION MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 45. JAPAN MARKETING AUTOMATION MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 46. INDIA MARKETING AUTOMATION MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 47. 360IRESEARCH FPNV POSITIONING MATRIX FOR MARKETING AUTOMATION MARKET

I would like to order

Product name: Global Marketing Automation Market - Trends Analysis, Product Usability Profiles & Forecasts to 2023

Product link: <https://marketpublishers.com/r/GF629F6F38BEN.html>

Price: US\$ 3,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GF629F6F38BEN.html>