

# **Digital Marketing Software Market by Type (Interaction Systems, Data & Analytics Systems, Content Production & Management, and Management & Administration-Oriented Apps), by Deployment Type (On-Premise and Cloud), and by Industry Vertical (Retail, Media & Entertainment, Manufacturing, High-Tech & IT, BFSI, and Others) - Global Opportunity Analysis and Industry Forecast, 2017-2023**

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## **Abstracts**

Digital marketing enables the promotion of brands and products through the medium of internet. Moreover, it aids in generating greater ROI in comparison to traditional marketing solutions. Digital marketing software comprises various tools and techniques that help simplify and integrate social media, web marketing, content marketing, and multichannel campaigns.

The global digital marketing software market is driven by rise of digital marketing budget and boom in social media & advertising. However, increased complexities and lack of skilled personnel hinder the digital marketing software market growth.

The global digital marketing software market is segmented based on type, deployment type, industry vertical, and geography. Based on type, it is divided into interaction systems, data & analytics systems, content production & management, and management & administration-oriented apps. Based on deployment type, it is bifurcated into on-premise and cloud deployment. Based on industry vertical, it is classified into retail, media & entertainment, manufacturing, high-tech & IT, Banking, Financial Services, and Insurance (BFSI), and others. By geography, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA including country level analysis for each region.

The key players operating in the global digital marketing software market include Adobe Systems, Oracle Corporation, IBM Corporation, SAP AG, Microsoft Corporation, Salesforce.com, Inc., HubSpot, Inc., Marketo Inc., SAS Institute, Inc., and HP Development Company, L.P.

## **KEY BENEFITS FOR STAKEHOLDERS**

This study includes the analytical depiction of the global digital marketing software market along with current trends and future estimations to determine the imminent investment pockets.

The report presents information related to key drivers, restraints, and opportunities.

The current market is quantitatively analyzed from 2016 to 2023 to highlight the financial competency of the digital marketing software industry.

Porter's Five Forces analysis illustrates the potency of buyers & suppliers in the industry.

## **KEY MARKET SEGMENTS**

### **BY TYPE**

Interaction Systems

Data and Analytics Systems

Content Production & Management

Management & Administration Oriented Apps

### **BY INDUSTRY VERTICAL**

Retail

Media & Entertainment

Manufacturing

High-Tech & IT

BFSI

Others (Automotive and Healthcare)

### **BY DEPLOYMENT MODEL**

On-Premise

Cloud Deployment

### **BY GEOGRAPHY**

North America

U.S.

Canada

Mexico

Europe

UK  
Germany  
France  
Rest of Europe  
Asia-Pacific  
China  
Japan  
India  
Rest of Asia-Pacific  
LAMEA  
Latin America  
Middle East  
Africa

## **KEY MARKET PLAYERS**

Adobe Systems  
Oracle Corporation  
IBM Corporation  
SAP AG  
Microsoft Corporation  
Salesforce.com, Inc.  
HubSpot, Inc.  
Marketo Inc.  
SAS Institute, Inc.  
HP Development Company, L.P.

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