

# Global Marketing Automation Software Market Size, Manufacturers, Growth Analysis Industry Forecast to 2030

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## Abstracts

Marketing automation is software and tactics that allow companies to buy and sell like Amazon -- that is, to nurture prospects with highly personalized, useful content that helps convert prospects to customers and turn customers into delighted customers. This type of marketing automation typically generates significant new revenue for companies, and provides an excellent return on the investment required.

According to APO Research, The global Marketing Automation Software market is projected to grow from US\$ million in 2024 to US\$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

Global Marketing Automation Software key players include Oracle, IBM, Adobe Systems, etc. Global top three manufacturers hold a share about 30%.

United States is the largest market, with a share over 50%, followed by UK and Norway, both have a share about 15 percent.

In terms of product, Email Marketing is the largest segment, with a share over 30%. And in terms of application, the largest application is Large Enterprises, followed by Small and Mid-sized Enterprises (SMEs).

This report presents an overview of global market for Marketing Automation Software, revenue and gross margin. Analyses of the global market trends, with historic market revenue for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Marketing Automation Software, also

provides the value of main regions and countries. Of the upcoming market potential for Marketing Automation Software, and key regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Marketing Automation Software revenue, market share and industry ranking of main companies, data from 2019 to 2024. Identification of the major stakeholders in the global Marketing Automation Software market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

All companies have demonstrated varying levels of sales growth and profitability over the past six years, while some companies have experienced consistent growth, others have shown fluctuations in performance. The overall trend suggests a positive outlook for the global @@@@ company landscape, with companies adapting to market dynamics and maintaining profitability amidst changing conditions.

Descriptive company profiles of the major global players, including HubSpot, Marketo, Act-On Software, Salesforce, Adobe Systems, Oracle, Infusionsoft, IBM and Cognizant, etc.

#### Marketing Automation Software segment by Company

HubSpot

Marketo

Act-On Software

Salesforce

Adobe Systems

Oracle

Infusionsoft

IBM

Cognizant

ETrigue

GreenRope

Hatchback

IContact

LeadSquared

MarcomCentral

Salesfusion

SALESmanago

SAP

SAS Institute

SharpSpring

Aprimo

## Marketing Automation Software segment by Type

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Lead Nurturing and Lead Scoring

Reporting and Analytics

Social Media Marketing

Others

### Marketing Automation Software segment by Application

Large Enterprises

Small and Mid-sized Enterprises (SMEs)

### Marketing Automation Software segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

## Study Objectives

1. To analyze and research the global Marketing Automation Software status and future

forecast, involving, revenue, growth rate (CAGR), market share, historical and forecast.

2. To present the Marketing Automation Software key companies, revenue, market share, and recent developments.

3. To split the Marketing Automation Software breakdown data by regions, type, companies, and application.

4. To analyze the global and key regions Marketing Automation Software market potential and advantage, opportunity and challenge, restraints, and risks.

5. To identify Marketing Automation Software significant trends, drivers, influence factors in global and regions.

6. To analyze Marketing Automation Software competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

#### Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Marketing Automation Software market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

2. This report will help stakeholders to understand the global industry status and trends of Marketing Automation Software and provides them with information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in sales and value), competitor ecosystem, new product development, expansion, and acquisition.

4. This report stays updated with novel technology integration, features, and the latest developments in the market.

5. This report helps stakeholders to gain insights into which regions to target globally.

6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Marketing Automation Software.

7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Chapter Outline

Chapter 1: Introduces the report scope of the report, global total market size.

Chapter 2: Analysis key trends, drivers, challenges, and opportunities within the global Marketing Automation Software industry.

Chapter 3: Detailed analysis of Marketing Automation Software company competitive landscape, revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 5: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 6: Sales value of Marketing Automation Software in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space, and market size of key country in the world.

Chapter 7: Sales value of Marketing Automation Software in country level. It provides sigmate data by type, and by application for each country/region.

Chapter 8: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including revenue, gross margin, product introduction, recent development, etc.

Chapter 9: Concluding Insights.

Chapter 9: Concluding Insights.



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