

Marketing Automation Software Industry Research Report 2024

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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 was valued at US\$ million in 2023 and is anticipated to reach US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

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).

Report Scope

This report aims to provide a comprehensive presentation of the global market for Marketing Automation Software, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business

decisions regarding Marketing Automation Software.

The Marketing Automation Software market size, estimations, and forecasts are provided in terms of revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Marketing Automation Software market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

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

United States

Canada

Europe

Germany

France

UK

Italy

Russia

Nordic Countries

Rest of Europe

Asia-Pacific

China

Japan

South Korea

Southeast Asia

India

Australia

Rest of Asia

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

Turkey

Saudi Arabia

UAE

Rest of MEA

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes

restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

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 volume 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: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different

market segments (product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Provides the analysis of various market segments product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 4: Provides the analysis of various market segments 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 5: Introduces executive summary of global market size, regional market size, this section also introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by companies in the industry, and the analysis of relevant policies in the industry.

Chapter 6: Detailed analysis of Marketing Automation Software companies' competitive landscape, revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 7, 8, 9, 10, 11: North America, Europe, Asia Pacific, Latin America, Middle East and Africa segment by country. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 12: 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 13: The main points and conclusions of the report.

Chapter 13: The main points and conclusions of the report.

Contents

1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
 - 1.5.1 Secondary Sources
 - 1.5.2 Primary Sources

2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Marketing Automation Software by Type
 - 2.2.1 Market Value Comparison by Type (2019 VS 2023 VS 2030)
 - 2.2.2 Campaign Management
 - 2.2.3 Email Marketing
 - 2.2.4 Mobile Application
 - 2.2.5 Inbound Marketing
 - 2.2.6 Lead Nurturing and Lead Scoring
 - 2.2.7 Reporting and Analytics
 - 2.2.8 Social Media Marketing
 - 2.2.9 Others
- 2.3 Marketing Automation Software by Application
 - 2.3.1 Market Value Comparison by Application (2019 VS 2023 VS 2030)
 - 2.3.2 Large Enterprises
 - 2.3.3 Small and Mid-sized Enterprises (SMEs)
- 2.4 Assumptions and Limitations

3 MARKETING AUTOMATION SOFTWARE BREAKDOWN DATA BY TYPE

- 3.1 Global Marketing Automation Software Historic Market Size by Type (2019-2024)
- 3.2 Global Marketing Automation Software Forecasted Market Size by Type (2025-2030)

4 MARKETING AUTOMATION SOFTWARE BREAKDOWN DATA BY APPLICATION

4.1 Global Marketing Automation Software Historic Market Size by Application (2019-2024)

4.2 Global Marketing Automation Software Forecasted Market Size by Application (2019-2024)

5 GLOBAL GROWTH TRENDS

5.1 Global Marketing Automation Software Market Perspective (2019-2030)

5.2 Global Marketing Automation Software Growth Trends by Region

5.2.1 Global Marketing Automation Software Market Size by Region: 2019 VS 2023 VS 2030

5.2.2 Marketing Automation Software Historic Market Size by Region (2019-2024)

5.2.3 Marketing Automation Software Forecasted Market Size by Region (2025-2030)

5.3 Marketing Automation Software Market Dynamics

5.3.1 Marketing Automation Software Industry Trends

5.3.2 Marketing Automation Software Market Drivers

5.3.3 Marketing Automation Software Market Challenges

5.3.4 Marketing Automation Software Market Restraints

6 MARKET COMPETITIVE LANDSCAPE BY PLAYERS

6.1 Global Top Marketing Automation Software Players by Revenue

6.1.1 Global Top Marketing Automation Software Players by Revenue (2019-2024)

6.1.2 Global Marketing Automation Software Revenue Market Share by Players (2019-2024)

6.2 Global Marketing Automation Software Industry Players Ranking, 2022 VS 2023 VS 2024

6.3 Global Key Players of Marketing Automation Software Head office and Area Served

6.4 Global Marketing Automation Software Players, Product Type & Application

6.5 Global Marketing Automation Software Players, Date of Enter into This Industry

6.6 Global Marketing Automation Software Market CR5 and HHI

6.7 Global Players Mergers & Acquisition

7 NORTH AMERICA

7.1 North America Marketing Automation Software Market Size (2019-2030)

7.2 North America Marketing Automation Software Market Growth Rate by Country: 2019 VS 2023 VS 2030

7.3 North America Marketing Automation Software Market Size by Country (2019-2024)

7.4 North America Marketing Automation Software Market Size by Country (2025-2030)

7.5 United States

7.6 Canada

8 EUROPE

8.1 Europe Marketing Automation Software Market Size (2019-2030)

8.2 Europe Marketing Automation Software Market Growth Rate by Country: 2019 VS 2023 VS 2030

8.3 Europe Marketing Automation Software Market Size by Country (2019-2024)

8.4 Europe Marketing Automation Software Market Size by Country (2025-2030)

8.5 Germany

8.6 France

8.7 U.K.

8.8 Italy

8.9 Russia

8.10 Nordic Countries

9 ASIA-PACIFIC

9.1 Asia-Pacific Marketing Automation Software Market Size (2019-2030)

9.2 Asia-Pacific Marketing Automation Software Market Growth Rate by Country: 2019 VS 2023 VS 2030

9.3 Asia-Pacific Marketing Automation Software Market Size by Country (2019-2024)

9.4 Asia-Pacific Marketing Automation Software Market Size by Country (2025-2030)

9.5 China

9.6 Japan

9.7 South Korea

9.8 Southeast Asia

9.9 India

9.10 Australia

10 LATIN AMERICA

10.1 Latin America Marketing Automation Software Market Size (2019-2030)

10.2 Latin America Marketing Automation Software Market Growth Rate by Country: 2019 VS 2023 VS 2030

10.3 Latin America Marketing Automation Software Market Size by Country (2019-2024)

10.4 Latin America Marketing Automation Software Market Size by Country (2025-2030)

10.5 Mexico

10.6 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Marketing Automation Software Market Size (2019-2030)

11.2 Middle East & Africa Marketing Automation Software Market Growth Rate by Country: 2019 VS 2023 VS 2030

11.3 Middle East & Africa Marketing Automation Software Market Size by Country (2019-2024)

11.4 Middle East & Africa Marketing Automation Software Market Size by Country (2025-2030)

11.5 Turkey

11.6 Saudi Arabia

11.7 UAE

12 PLAYERS PROFILED

12.1 HubSpot

12.1.1 HubSpot Company Information

12.1.2 HubSpot Business Overview

12.1.3 HubSpot Revenue in Marketing Automation Software Business (2019-2024)

12.1.4 HubSpot Marketing Automation Software Product Portfolio

12.1.5 HubSpot Recent Developments

12.2 Marketo

12.2.1 Marketo Company Information

12.2.2 Marketo Business Overview

12.2.3 Marketo Revenue in Marketing Automation Software Business (2019-2024)

12.2.4 Marketo Marketing Automation Software Product Portfolio

12.2.5 Marketo Recent Developments

12.3 Act-On Software

12.3.1 Act-On Software Company Information

12.3.2 Act-On Software Business Overview

12.3.3 Act-On Software Revenue in Marketing Automation Software Business (2019-2024)

12.3.4 Act-On Software Marketing Automation Software Product Portfolio

12.3.5 Act-On Software Recent Developments

12.4 Salesforce

12.4.1 Salesforce Company Information

- 12.4.2 Salesforce Business Overview
- 12.4.3 Salesforce Revenue in Marketing Automation Software Business (2019-2024)
- 12.4.4 Salesforce Marketing Automation Software Product Portfolio
- 12.4.5 Salesforce Recent Developments
- 12.5 Adobe Systems
 - 12.5.1 Adobe Systems Company Information
 - 12.5.2 Adobe Systems Business Overview
 - 12.5.3 Adobe Systems Revenue in Marketing Automation Software Business (2019-2024)
 - 12.5.4 Adobe Systems Marketing Automation Software Product Portfolio
 - 12.5.5 Adobe Systems Recent Developments
- 12.6 Oracle
 - 12.6.1 Oracle Company Information
 - 12.6.2 Oracle Business Overview
 - 12.6.3 Oracle Revenue in Marketing Automation Software Business (2019-2024)
 - 12.6.4 Oracle Marketing Automation Software Product Portfolio
 - 12.6.5 Oracle Recent Developments
- 12.7 Infusionsoft
 - 12.7.1 Infusionsoft Company Information
 - 12.7.2 Infusionsoft Business Overview
 - 12.7.3 Infusionsoft Revenue in Marketing Automation Software Business (2019-2024)
 - 12.7.4 Infusionsoft Marketing Automation Software Product Portfolio
 - 12.7.5 Infusionsoft Recent Developments
- 12.8 IBM
 - 12.8.1 IBM Company Information
 - 12.8.2 IBM Business Overview
 - 12.8.3 IBM Revenue in Marketing Automation Software Business (2019-2024)
 - 12.8.4 IBM Marketing Automation Software Product Portfolio
 - 12.8.5 IBM Recent Developments
- 12.9 Cognizant
 - 12.9.1 Cognizant Company Information
 - 12.9.2 Cognizant Business Overview
 - 12.9.3 Cognizant Revenue in Marketing Automation Software Business (2019-2024)
 - 12.9.4 Cognizant Marketing Automation Software Product Portfolio
 - 12.9.5 Cognizant Recent Developments
- 12.10 ETrigue
 - 12.10.1 ETrigue Company Information
 - 12.10.2 ETrigue Business Overview
 - 12.10.3 ETrigue Revenue in Marketing Automation Software Business (2019-2024)

- 12.10.4 ETrigue Marketing Automation Software Product Portfolio
- 12.10.5 ETrigue Recent Developments
- 12.11 GreenRope
 - 12.11.1 GreenRope Company Information
 - 12.11.2 GreenRope Business Overview
 - 12.11.3 GreenRope Revenue in Marketing Automation Software Business (2019-2024)
 - 12.11.4 GreenRope Marketing Automation Software Product Portfolio
 - 12.11.5 GreenRope Recent Developments
- 12.12 Hatchbuck
 - 12.12.1 Hatchbuck Company Information
 - 12.12.2 Hatchbuck Business Overview
 - 12.12.3 Hatchbuck Revenue in Marketing Automation Software Business (2019-2024)
 - 12.12.4 Hatchbuck Marketing Automation Software Product Portfolio
 - 12.12.5 Hatchbuck Recent Developments
- 12.13 IContact
 - 12.13.1 IContact Company Information
 - 12.13.2 IContact Business Overview
 - 12.13.3 IContact Revenue in Marketing Automation Software Business (2019-2024)
 - 12.13.4 IContact Marketing Automation Software Product Portfolio
 - 12.13.5 IContact Recent Developments
- 12.14 LeadSquared
 - 12.14.1 LeadSquared Company Information
 - 12.14.2 LeadSquared Business Overview
 - 12.14.3 LeadSquared Revenue in Marketing Automation Software Business (2019-2024)
 - 12.14.4 LeadSquared Marketing Automation Software Product Portfolio
 - 12.14.5 LeadSquared Recent Developments
- 12.15 MarcomCentral
 - 12.15.1 MarcomCentral Company Information
 - 12.15.2 MarcomCentral Business Overview
 - 12.15.3 MarcomCentral Revenue in Marketing Automation Software Business (2019-2024)
 - 12.15.4 MarcomCentral Marketing Automation Software Product Portfolio
 - 12.15.5 MarcomCentral Recent Developments
- 12.16 Salesfusion
 - 12.16.1 Salesfusion Company Information
 - 12.16.2 Salesfusion Business Overview
 - 12.16.3 Salesfusion Revenue in Marketing Automation Software Business (2019-2024)
 - 12.16.4 Salesfusion Marketing Automation Software Product Portfolio

12.16.5 Salesfusion Recent Developments

12.17 SALESmanago

12.17.1 SALESmanago Company Information

12.17.2 SALESmanago Business Overview

12.17.3 SALESmanago Revenue in Marketing Automation Software Business
(2019-2024)

12.17.4 SALESmanago Marketing Automation Software Product Portfolio

12.17.5 SALESmanago Recent Developments

12.18 SAP

12.18.1 SAP Company Information

12.18.2 SAP Business Overview

12.18.3 SAP Revenue in Marketing Automation Software Business (2019-2024)

12.18.4 SAP Marketing Automation Software Product Portfolio

12.18.5 SAP Recent Developments

12.19 SAS Institute

12.19.1 SAS Institute Company Information

12.19.2 SAS Institute Business Overview

12.19.3 SAS Institute Revenue in Marketing Automation Software Business
(2019-2024)

12.19.4 SAS Institute Marketing Automation Software Product Portfolio

12.19.5 SAS Institute Recent Developments

12.20 SharpSpring

12.20.1 SharpSpring Company Information

12.20.2 SharpSpring Business Overview

12.20.3 SharpSpring Revenue in Marketing Automation Software Business
(2019-2024)

12.20.4 SharpSpring Marketing Automation Software Product Portfolio

12.20.5 SharpSpring Recent Developments

12.21 Aprimo

12.21.1 Aprimo Company Information

12.21.2 Aprimo Business Overview

12.21.3 Aprimo Revenue in Marketing Automation Software Business (2019-2024)

12.21.4 Aprimo Marketing Automation Software Product Portfolio

12.21.5 Aprimo Recent Developments

13 REPORT CONCLUSION

14 DISCLAIMER

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