

Global Campaign Management Software Market Size study, by Deployment Model (Cloud-based, On-premises), by Application (Small Business, Medium Business, Large Enterprises) and Regional Forecasts 2018-2025

<https://marketpublishers.com/r/GE5DA54294FEN.html>

Date: June 2019

Pages: 200

Price: US\$ 3,950.00 (Single User License)

ID: GE5DA54294FEN

Abstracts

Global Campaign Management Software Market valued approximately USD 1856.19 million in 2017 is anticipated to grow with a healthy growth rate of more than 15.65% over the forecast period 2018-2025. The Campaign Management Software Market is continuously growing in the global scenario at significant pace. Campaign Management Software manages engaging holistic campaigns across all marketing channels. Track results and find out which messages are working best with which people, in which context and in which media. Escalating utility of omnichannel marketing, growing need for improvement in market response & customer digital experience and escalating utility of predictive analytics in CMS are the substantial driving factors of the market during the forecast period. Moreover, rising demand of location based marketing is the major factors that likely to create numerous opportunity in the near future. In addition, campaign management software improve campaign effectiveness along with enable lead time reduction that is another factors that impelling the growth in the market of campaign management software during the forecast period. However, high implementation & maintenance cost and limited availability of skilled professional are the factors that limiting the growth of the market across the world.

The regional analysis of Global Campaign Management Software Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share due to increasing demand for Campaign Management Software among its user and rising trend of omnichannel marketing in the region. Europe is estimated to grow at stable growth rate in the global Campaign Management Software

market over the upcoming years. Further, Asia-Pacific anticipated to exhibit higher growth rate / CAGR over the forecast period 2018-2025 owing to rising number of campaigns in the region.

The major market player included in this report are:

ADP LLC

Cornerstone Ondemand Inc.

Epicor Software

IBM Corporation

Infor

Kronos Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Deployment Model:

Cloud-based

On-premises

By Application:

Small Business

Medium Business

Large Enterprises

By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China
India
Japan
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016
Base year – 2017
Forecast period – 2018 to 2025

Target Audience of the Global Campaign Management Software Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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