

Global Digital Marketing Software Market Size study, by Solution (CRM Software, Email Marketing, Social Media, Search Marketing, Content Management, Marketing Automation, Campaign Management and Others), by Service (Professional Services and Managed Services), by Deployment (Cloud and On-premise), Enterprise (Large Enterprises and Small & Medium Enterprises (SMEs)), End-use (Automotive, BFSI, Education, Government, Healthcare, Manufacturing, Media & Entertainment and Others) and Regional Forecasts 2021-2027

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Abstracts

Global Digital Marketing Software Market is valued approximately at USD 4.43 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 18.2% over the forecast period 2021-2027. Digital marketing software improves the customer interaction through various sources such as instant messaging systems, social networking sites, and mobile apps. Rise in digital marketing budgets of the enterprises is fueling demand for digital marketing software. Rise in internet penetration, growing social media influence and rise in advertising campaigns through digital marketing are the factors pushing the market. For instance, according to Statista, number of internet users in India has increased from 493.96 million in 2018 to 749.47 million in 2020 and is expected to reach 1232.33 million by 2027. Also, according to Our World in Data, in 2016 worldwide Facebook users were 1.75 billion which went up to 2.26 billion in 2018. However, concerns over data security and privacy protection and lack of skilled digital marketing professionals are some factors expected to hinder the market growth during

forecast period. However, technological advancements and new product launches in the market with enhanced security features are anticipated to further push the market growth. In October 2020, SAP SE launched SAP Customer Data Platform, which aimed to allow enterprises to redefine the way experience are delivered across their commerce, marketing, sales and service solutions.

North America is leading the market in terms of market share among Asia Pacific, North America, Europe, Latin America, and Rest of the World, owing to growing preference of online shopping which is giving the opportunity for market players to invest in digital marketing. Asia Pacific is expected to grow at the fastest pace during forecast period, due to rising smartphone penetration and continued roll-out of high-speed data network in the region.

Major market player included in this report are:

Adobe Inc.
Hewlett Packard Enterprise Company
Hubspot Inc.
International Business Machines Corporation
Marketo Inc.
Microsoft Corporation
Oracle Corporation
Salesforce.com, Inc.
SAP SE
SAS Institute, 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 Solution:
CRM Software
Email Marketing
Social Media

Search Marketing
Content Management
Marketing Automation
Campaign Management
Others

By Service:

Professional Services
Managed Services

By Deployment:

Cloud

On-premise

By Enterprise:

Large Enterprises

Small & Medium Enterprises (SMEs)

By End-use:

Automotive

BFSI

Education

Government

Healthcare

Manufacturing

Media & Entertainment

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Digital Marketing 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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