

Global Marketing Resource Management Market Size study, by Solution(Financial Management, Project Management, Marketing Analytics, Marketing Asset Management, Capacity Planning Management, Brand & Advertising Management, Others), by Industries (BFSI, Information Technology, Media & Entertainment, Healthcare, Retail, Automotive, Others), by and Regional Forecasts 2018-2025

<https://marketpublishers.com/r/GA5258FC37EEN.html>

Date: November 2018

Pages: 200

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

ID: GA5258FC37EEN

Abstracts

Global Marketing Resource Management Market to reach USD xxx billion by 2025.

Global Marketing Resource Management Market valued approximately USD xxx billion in 2017 is anticipated to grow with a healthy growth rate of more than 4.2% over the forecast period 2018-2025.

The Marketing Resource Management market is developing and expanding at a significant pace. The Marketing Resource management is specifically a technology which is utilized to effectively handle individuals, related technology and operations which includes production, planning and design of the marketing process. The rise of marketing resource management applications has benefited the organizations with their planning and budgeting. In the present scenario, by utilizing the functionalities such as planning and budgeting, the marketing departments could plan their budgets, specify the expenses and period closeouts. Also, by utilizing this solution the marketing department of the organization could run strategic program, handle potential threats and activities. The Marketing resource management market is primarily driven owing to rising demand of marketing integration with various system that has paved way for

technological firms to provide marketing resource management solutions application in combination with project management as well as capacity planning. Moreover, rising diversity in delivery channels has also fueled the growth of marketing resource management market. However, the absence of cost visibility during the implementing the marketing resource management application has negatively impacted the growth of marketing resource management market considering the global scenario.

The regional analysis of Global Marketing Resource Management 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 fastest growing region across the world in terms of market share. Whereas, owing to the countries such as China, Japan, and India, Asia Pacific region is anticipated to be the dominating region over the forecast period 2018-2025.

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:

Financial Management

Project Management

Marketing Analytics

Marketing Asset Management

Capacity Planning Management

Brand & Advertising Management

Others

By Industries:

BFSI

Information Technology

Media & Entertainment

Healthcare

Retail

Automotive

Others

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

The leading market players mainly include-

IBM Corporation

SAP SE

SAS Institute, Inc

Teradata Corporation

Microsoft Corporation

Workfront, Inc

Adobe Systems, Inc

Target Audience of the Global Marketing Resource Management 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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