

Global Marketing Analytics Software Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/MEEF77A123DDEN.html>

Date: February 2026

Pages: 127

Price: US\$ 2,980.00 (Single User License)

ID: MEEF77A123DDEN

Abstracts

Marketing analytics software encompasses tools and processes which enable an organization to manage, evaluate, and control its marketing efforts by measuring marketing performance. In short, these solutions simplify and optimize a business' marketing strategies and activities. With the use of marketing analytics software, businesses are able to improve their return on investment (ROI) by identifying effective marketing methods and adjusting campaigns to maximize conversions and sales. Marketing analytics software helps businesses gather data from multiple sources and channels to identify which marketing initiatives are performing well and which have room for improvement. Leveraging marketing analytics software is imperative when calculating ROI on marketing campaigns, which help optimize digital marketing spend. Finally, with the help of marketing analytics tools, marketers can operate more efficiently by learning how to better allocate their time. In Europe, Marketing Analytics Software key players include HubSpot, Semrush, Looker Data Sciences (Google), Insider., LeadsRx, SharpSpring, OWOX BI, Whatagraph BV, Pathmatics (Sensor Tower), MoEngage, Emarsys (SAP), SALESmanago, CleverTap, Act-On Software, TapClicks, Ometria, Adverity, Optimove, Funnel, etc. France is the largest market, with a share about 22%, followed by U.K., and Germany, both have a share about 39 percent. In terms of product, Large Enterprises is the largest segment, with a share over 56%. And in terms of application, the largest application is Retail & eCommerce.

The global Marketing Analytics Software market size was estimated at USD 3652.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 11.10% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Marketing Analytics Software market, covering all critical facets from a broad macroeconomic

overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Marketing Analytics Software market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Marketing Analytics Software market.

Global Marketing Analytics Software Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

HubSpot
Semrush
Google Analytics
Tableau

ClickUp
AgencyAnalytics
OWOX BI
Whatagraph
Sensor Tower
MoEngage
SAP Emarsys
SALESmanago
CleverTap
Act-On Software
TapClicks
Ometria
Adverity
Optimove
Funnel
Mailchimp

Market Segmentation (by Type)

SMEs
Large Enterprises

Market Segmentation (by Application)

Retail and eCommerce
BFSI
Media and Entertainment
Travel and Hospitality
Education
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Marketing Analytics Software Market
Overview of the regional outlook of the Marketing Analytics Software Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, 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 Marketing Analytics Software Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to 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 7 provides the analysis of various market segments according to 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 8 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 9 shares the main producing countries of Marketing Analytics Software, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well

as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Marketing Analytics Software
- 1.2 Key Market Segments
 - 1.2.1 Marketing Analytics Software Segment by Type
 - 1.2.2 Marketing Analytics Software Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 MARKETING ANALYTICS SOFTWARE MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 MARKETING ANALYTICS SOFTWARE MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Marketing Analytics Software Product Life Cycle
- 3.3 Global Marketing Analytics Software Revenue Market Share by Company (2020-2025)
- 3.4 Marketing Analytics Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Headquarters, Areas Served, and Product Types of Major Players
- 3.6 Marketing Analytics Software Market Competitive Situation and Trends
 - 3.6.1 Marketing Analytics Software Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest Marketing Analytics Software Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 MARKETING ANALYTICS SOFTWARE VALUE CHAIN ANALYSIS

- 4.1 Marketing Analytics Software Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MARKETING ANALYTICS SOFTWARE MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Marketing Analytics Software Market Porter's Five Forces Analysis

6 MARKETING ANALYTICS SOFTWARE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Marketing Analytics Software Market by Type (2020-2025)
- 6.3 Global Marketing Analytics Software Market Size Growth Rate by Type (2021-2025)

7 MARKETING ANALYTICS SOFTWARE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Marketing Analytics Software Market Size (M USD) by Application (2020-2025)
- 7.3 Global Marketing Analytics Software Market Size Growth Rate by Application (2021-2025)

8 MARKETING ANALYTICS SOFTWARE MARKET SEGMENTATION BY REGION

- 8.1 Global Marketing Analytics Software Market Size by Region

- 8.1.1 Global Marketing Analytics Software Market Size by Region
- 8.1.2 Global Marketing Analytics Software Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Marketing Analytics Software Market Size by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Marketing Analytics Software Market Size by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.
 - 8.3.5 Italy
 - 8.3.6 Spain
- 8.4 Asia Pacific
 - 8.4.1 Asia Pacific Marketing Analytics Software Market Size by Region
 - 8.4.2 China
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 India
 - 8.4.6 Southeast Asia
- 8.5 South America
 - 8.5.1 South America Marketing Analytics Software Market Size by Country
 - 8.5.2 Brazil
 - 8.5.3 Argentina
 - 8.5.4 Columbia
- 8.6 Middle East and Africa
 - 8.6.1 Middle East and Africa Marketing Analytics Software Market Size by Region
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE
 - 8.6.4 Egypt
 - 8.6.5 Nigeria
 - 8.6.6 South Africa

9 KEY COMPANIES PROFILE

- 9.1 HubSpot
 - 9.1.1 HubSpot Basic Information
 - 9.1.2 HubSpot Marketing Analytics Software Product Overview

- 9.1.3 HubSpot Marketing Analytics Software Product Market Performance
- 9.1.4 HubSpot SWOT Analysis
- 9.1.5 HubSpot Business Overview
- 9.1.6 HubSpot Recent Developments
- 9.2 Semrush
 - 9.2.1 Semrush Basic Information
 - 9.2.2 Semrush Marketing Analytics Software Product Overview
 - 9.2.3 Semrush Marketing Analytics Software Product Market Performance
 - 9.2.4 Semrush SWOT Analysis
 - 9.2.5 Semrush Business Overview
 - 9.2.6 Semrush Recent Developments
- 9.3 Google Analytics
 - 9.3.1 Google Analytics Basic Information
 - 9.3.2 Google Analytics Marketing Analytics Software Product Overview
 - 9.3.3 Google Analytics Marketing Analytics Software Product Market Performance
 - 9.3.4 Google Analytics SWOT Analysis
 - 9.3.5 Google Analytics Business Overview
 - 9.3.6 Google Analytics Recent Developments
- 9.4 Tableau
 - 9.4.1 Tableau Basic Information
 - 9.4.2 Tableau Marketing Analytics Software Product Overview
 - 9.4.3 Tableau Marketing Analytics Software Product Market Performance
 - 9.4.4 Tableau Business Overview
 - 9.4.5 Tableau Recent Developments
- 9.5 ClickUp
 - 9.5.1 ClickUp Basic Information
 - 9.5.2 ClickUp Marketing Analytics Software Product Overview
 - 9.5.3 ClickUp Marketing Analytics Software Product Market Performance
 - 9.5.4 ClickUp Business Overview
 - 9.5.5 ClickUp Recent Developments
- 9.6 AgencyAnalytics
 - 9.6.1 AgencyAnalytics Basic Information
 - 9.6.2 AgencyAnalytics Marketing Analytics Software Product Overview
 - 9.6.3 AgencyAnalytics Marketing Analytics Software Product Market Performance
 - 9.6.4 AgencyAnalytics Business Overview
 - 9.6.5 AgencyAnalytics Recent Developments
- 9.7 OWOX BI
 - 9.7.1 OWOX BI Basic Information
 - 9.7.2 OWOX BI Marketing Analytics Software Product Overview

9.7.3 OWOX BI Marketing Analytics Software Product Market Performance

9.7.4 OWOX BI Business Overview

9.7.5 OWOX BI Recent Developments

9.8 Whatagraph

9.8.1 Whatagraph Basic Information

9.8.2 Whatagraph Marketing Analytics Software Product Overview

9.8.3 Whatagraph Marketing Analytics Software Product Market Performance

9.8.4 Whatagraph Business Overview

9.8.5 Whatagraph Recent Developments

9.9 Sensor Tower

9.9.1 Sensor Tower Basic Information

9.9.2 Sensor Tower Marketing Analytics Software Product Overview

9.9.3 Sensor Tower Marketing Analytics Software Product Market Performance

9.9.4 Sensor Tower Business Overview

9.9.5 Sensor Tower Recent Developments

9.10 MoEngage

9.10.1 MoEngage Basic Information

9.10.2 MoEngage Marketing Analytics Software Product Overview

9.10.3 MoEngage Marketing Analytics Software Product Market Performance

9.10.4 MoEngage Business Overview

9.10.5 MoEngage Recent Developments

9.11 SAP Emarsys

9.11.1 SAP Emarsys Basic Information

9.11.2 SAP Emarsys Marketing Analytics Software Product Overview

9.11.3 SAP Emarsys Marketing Analytics Software Product Market Performance

9.11.4 SAP Emarsys Business Overview

9.11.5 SAP Emarsys Recent Developments

9.12 SALESmanago

9.12.1 SALESmanago Basic Information

9.12.2 SALESmanago Marketing Analytics Software Product Overview

9.12.3 SALESmanago Marketing Analytics Software Product Market Performance

9.12.4 SALESmanago Business Overview

9.12.5 SALESmanago Recent Developments

9.13 CleverTap

9.13.1 CleverTap Basic Information

9.13.2 CleverTap Marketing Analytics Software Product Overview

9.13.3 CleverTap Marketing Analytics Software Product Market Performance

9.13.4 CleverTap Business Overview

9.13.5 CleverTap Recent Developments

9.14 Act-On Software

9.14.1 Act-On Software Basic Information

9.14.2 Act-On Software Marketing Analytics Software Product Overview

9.14.3 Act-On Software Marketing Analytics Software Product Market Performance

9.14.4 Act-On Software Business Overview

9.14.5 Act-On Software Recent Developments

9.15 TapClicks

9.15.1 TapClicks Basic Information

9.15.2 TapClicks Marketing Analytics Software Product Overview

9.15.3 TapClicks Marketing Analytics Software Product Market Performance

9.15.4 TapClicks Business Overview

9.15.5 TapClicks Recent Developments

9.16 Ometria

9.16.1 Ometria Basic Information

9.16.2 Ometria Marketing Analytics Software Product Overview

9.16.3 Ometria Marketing Analytics Software Product Market Performance

9.16.4 Ometria Business Overview

9.16.5 Ometria Recent Developments

9.17 Adverity

9.17.1 Adverity Basic Information

9.17.2 Adverity Marketing Analytics Software Product Overview

9.17.3 Adverity Marketing Analytics Software Product Market Performance

9.17.4 Adverity Business Overview

9.17.5 Adverity Recent Developments

9.18 Optimove

9.18.1 Optimove Basic Information

9.18.2 Optimove Marketing Analytics Software Product Overview

9.18.3 Optimove Marketing Analytics Software Product Market Performance

9.18.4 Optimove Business Overview

9.18.5 Optimove Recent Developments

9.19 Funnel

9.19.1 Funnel Basic Information

9.19.2 Funnel Marketing Analytics Software Product Overview

9.19.3 Funnel Marketing Analytics Software Product Market Performance

9.19.4 Funnel Business Overview

9.19.5 Funnel Recent Developments

9.20 Mailchimp

9.20.1 Mailchimp Basic Information

9.20.2 Mailchimp Marketing Analytics Software Product Overview

- 9.20.3 Mailchimp Marketing Analytics Software Product Market Performance
- 9.20.4 Mailchimp Business Overview
- 9.20.5 Mailchimp Recent Developments

10 MARKETING ANALYTICS SOFTWARE MARKET FORECAST BY REGION

- 10.1 Global Marketing Analytics Software Market Size Forecast
- 10.2 Global Marketing Analytics Software Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Marketing Analytics Software Market Size Forecast by Country
 - 10.2.3 Asia Pacific Marketing Analytics Software Market Size Forecast by Region
 - 10.2.4 South America Marketing Analytics Software Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Sales of Marketing Analytics Software by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 11.1 Global Marketing Analytics Software Market Forecast by Type (2026-2035)
 - 11.1.1 Global Marketing Analytics Software Market Size Forecast by Type (2026-2035)
- 11.2 Global Marketing Analytics Software Market Forecast by Application (2026-2035)
 - 11.2.1 Global Marketing Analytics Software Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Marketing Analytics Software Market Size by Type (M USD)
- Table 4. Global Marketing Analytics Software Market Size by Application
- Table 5. Marketing Analytics Software Market Size Comparison by Region (M USD)
- Table 6. Global Marketing Analytics Software Revenue (M USD) by Company (2020-2025)
- Table 7. Global Marketing Analytics Software Revenue Share by Company (2020-2025)
- Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Marketing Analytics Software as of 2025)
- Table 9. Headquarters, Areas Served, and Product Types of Major Players
- Table 10. Product Type of Major Players
- Table 11. Global Marketing Analytics Software Company Market Concentration Ratio (CR5 and HHI)
- Table 12. Mergers & Acquisitions, Expansion Plans
- Table 13. Midstream Market Analysis
- Table 14. Downstream Customer Analysis
- Table 15. Key Development Trends
- Table 16. Driving Factors
- Table 17. Marketing Analytics Software Market Challenges
- Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 21. Global Marketing Analytics Software Market Size by Type (M USD)
- Table 22. Global Marketing Analytics Software Market Size (M USD) by Type (2020-2025)
- Table 23. Global Marketing Analytics Software Market Share by Type (2020-2025)
- Table 24. Global Marketing Analytics Software Market Size Growth Rate by Type (2021-2025)
- Table 25. Global Marketing Analytics Software Market Size by Application
- Table 26. Global Marketing Analytics Software Market Size by Application (2020-2025) & (M USD)
- Table 27. Global Marketing Analytics Software Market Share by Application (2020-2025)
- Table 28. Global Marketing Analytics Software Market Size Growth Rate by Application

(2021-2025)

Table 29. Global Marketing Analytics Software Market Size by Region (2020-2025) & (M USD)

Table 30. Global Marketing Analytics Software Market Size Market Share by Region (2020-2025)

Table 31. North America Marketing Analytics Software Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Marketing Analytics Software Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Marketing Analytics Software Market Size by Region (2020-2025) & (M USD)

Table 34. South America Marketing Analytics Software Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Marketing Analytics Software Market Size by Region (2020-2025) & (M USD)

Table 36. HubSpot Basic Information

Table 37. HubSpot Marketing Analytics Software Product Overview

Table 38. HubSpot Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 39. HubSpot SWOT Analysis

Table 40. HubSpot Business Overview

Table 41. HubSpot Recent Developments

Table 42. Semrush Basic Information

Table 43. Semrush Marketing Analytics Software Product Overview

Table 44. Semrush Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 45. Semrush SWOT Analysis

Table 46. Semrush Business Overview

Table 47. Semrush Recent Developments

Table 48. Google Analytics Basic Information

Table 49. Google Analytics Marketing Analytics Software Product Overview

Table 50. Google Analytics Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 51. Google Analytics SWOT Analysis

Table 52. Google Analytics Business Overview

Table 53. Google Analytics Recent Developments

Table 54. Tableau Basic Information

Table 55. Tableau Marketing Analytics Software Product Overview

Table 56. Tableau Marketing Analytics Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 57. Tableau Business Overview

Table 58. Tableau Recent Developments

Table 59. ClickUp Basic Information

Table 60. ClickUp Marketing Analytics Software Product Overview

Table 61. ClickUp Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 62. ClickUp Business Overview

Table 63. ClickUp Recent Developments

Table 64. AgencyAnalytics Basic Information

Table 65. AgencyAnalytics Marketing Analytics Software Product Overview

Table 66. AgencyAnalytics Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 67. AgencyAnalytics Business Overview

Table 68. AgencyAnalytics Recent Developments

Table 69. OWOX BI Basic Information

Table 70. OWOX BI Marketing Analytics Software Product Overview

Table 71. OWOX BI Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 72. OWOX BI Business Overview

Table 73. OWOX BI Recent Developments

Table 74. Whatagraph Basic Information

Table 75. Whatagraph Marketing Analytics Software Product Overview

Table 76. Whatagraph Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 77. Whatagraph Business Overview

Table 78. Whatagraph Recent Developments

Table 79. Sensor Tower Basic Information

Table 80. Sensor Tower Marketing Analytics Software Product Overview

Table 81. Sensor Tower Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 82. Sensor Tower Business Overview

Table 83. Sensor Tower Recent Developments

Table 84. MoEngage Basic Information

Table 85. MoEngage Marketing Analytics Software Product Overview

Table 86. MoEngage Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 87. MoEngage Business Overview

Table 88. MoEngage Recent Developments

- Table 89. SAP Emarsys Basic Information
- Table 90. SAP Emarsys Marketing Analytics Software Product Overview
- Table 91. SAP Emarsys Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 92. SAP Emarsys Business Overview
- Table 93. SAP Emarsys Recent Developments
- Table 94. SALESmanago Basic Information
- Table 95. SALESmanago Marketing Analytics Software Product Overview
- Table 96. SALESmanago Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 97. SALESmanago Business Overview
- Table 98. SALESmanago Recent Developments
- Table 99. CleverTap Basic Information
- Table 100. CleverTap Marketing Analytics Software Product Overview
- Table 101. CleverTap Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 102. CleverTap Business Overview
- Table 103. CleverTap Recent Developments
- Table 104. Act-On Software Basic Information
- Table 105. Act-On Software Marketing Analytics Software Product Overview
- Table 106. Act-On Software Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 107. Act-On Software Business Overview
- Table 108. Act-On Software Recent Developments
- Table 109. TapClicks Basic Information
- Table 110. TapClicks Marketing Analytics Software Product Overview
- Table 111. TapClicks Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 112. TapClicks Business Overview
- Table 113. TapClicks Recent Developments
- Table 114. Ometria Basic Information
- Table 115. Ometria Marketing Analytics Software Product Overview
- Table 116. Ometria Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)
- Table 117. Ometria Business Overview
- Table 118. Ometria Recent Developments
- Table 119. Adverity Basic Information
- Table 120. Adverity Marketing Analytics Software Product Overview
- Table 121. Adverity Marketing Analytics Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 122. Adverity Business Overview

Table 123. Adverity Recent Developments

Table 124. Optimove Basic Information

Table 125. Optimove Marketing Analytics Software Product Overview

Table 126. Optimove Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 127. Optimove Business Overview

Table 128. Optimove Recent Developments

Table 129. Funnel Basic Information

Table 130. Funnel Marketing Analytics Software Product Overview

Table 131. Funnel Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 132. Funnel Business Overview

Table 133. Funnel Recent Developments

Table 134. Mailchimp Basic Information

Table 135. Mailchimp Marketing Analytics Software Product Overview

Table 136. Mailchimp Marketing Analytics Software Revenue (M USD) and Gross Margin (2020-2025)

Table 137. Mailchimp Business Overview

Table 138. Mailchimp Recent Developments

Table 139. Global Marketing Analytics Software Market Size Forecast by Region (2026-2035) & (M USD)

Table 140. North America Marketing Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)

Table 141. Europe Marketing Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)

Table 142. Asia Pacific Marketing Analytics Software Market Size Forecast by Region (2026-2035) & (M USD)

Table 143. South America Marketing Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)

Table 144. Middle East and Africa Marketing Analytics Software Market Size Forecast by Country (2026-2035) & (M USD)

Table 145. Global Marketing Analytics Software Market Size Forecast by Type (2026-2035) & (M USD)

Table 146. Global Marketing Analytics Software Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Marketing Analytics Software
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Marketing Analytics Software Market Size (M USD), 2025-2035
- Figure 5. Global Marketing Analytics Software Market Size (M USD) (2020-2035)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Marketing Analytics Software Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Marketing Analytics Software Product Life Cycle
- Figure 12. Global Marketing Analytics Software Revenue Share by Company in 2025
- Figure 13. Marketing Analytics Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Marketing Analytics Software Revenue in 2025
- Figure 15. Value Chain Map of Marketing Analytics Software
- Figure 16. Global Marketing Analytics Software Market PEST Analysis
- Figure 17. Global Marketing Analytics Software Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Marketing Analytics Software Market Share by Type
- Figure 20. Market Share of Marketing Analytics Software by Type (2020-2025)
- Figure 21. Global Marketing Analytics Software Market Size Growth Rate by Type (2021-2025)
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Marketing Analytics Software Market Share by Application
- Figure 24. Global Marketing Analytics Software Market Share by Application (2020-2025)
- Figure 25. Global Marketing Analytics Software Market Share by Application in 2024
- Figure 26. Global Marketing Analytics Software Market Size Growth Rate by Application (2021-2025)
- Figure 27. Global Marketing Analytics Software Market Size Market Share by Region (2020-2025)
- Figure 28. North America Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America Marketing Analytics Software Market Size Market Share by Country in 2024

Figure 30. U.S. Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Marketing Analytics Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Marketing Analytics Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Marketing Analytics Software Market Share by Country in 2024

Figure 35. Germany Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Marketing Analytics Software Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Marketing Analytics Software Market Size Market Share by Region in 2024

Figure 42. China Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Marketing Analytics Software Market Size and Growth Rate (M USD)

Figure 48. South America Marketing Analytics Software Market Size Market Share by Country in 2024

Figure 49. Brazil Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Marketing Analytics Software Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Marketing Analytics Software Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Marketing Analytics Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Marketing Analytics Software Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Marketing Analytics Software Market Share Forecast by Type (2026-2035)

Figure 61. Global Marketing Analytics Software Market Share Forecast by Application (2026-2035)

I would like to order

Product name: Global Marketing Analytics Software Market Research Report 2026(Status and Outlook)

Product link: <https://marketpublishers.com/r/MEEF77A123DDEN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MEEF77A123DDEN.html>