

Global Marketing Automation Market: Analysis By Deployment Type, By Channel, By Enterprise Size, By Solution, By Application, By Region, Size and Trends with Impact of COVID-19 and Forecast up to 2028

<https://marketpublishers.com/r/G08FB0EF6851EN.html>

Date: August 2023

Pages: 200

Price: US\$ 2,450.00 (Single User License)

ID: G08FB0EF6851EN

Abstracts

The global marketing automation market was valued at US\$5.97 billion in 2022, and is expected to be worth US\$12.34 billion in 2028. Marketing Automation is software that automates the marketing process. In other words, marketing automation enables marketers to send customers automated messaging. The main goal of marketing automation software is to automate repetitive processes and improve the entire marketing process' efficiency.

Marketing teams generally utilize marketing automation software to create sales leads across many channels, including email, websites, social media, and text messages. Marketing automation is thought to benefit the entire company and, in particular, the marketing team. Reduced staffing costs, increased revenue and average deal size, improved accountability, and improved efficacy are all advantages of marketing automation to the company. The marketing automation market is expected to grow at a CAGR of 12.86% over the years 2023-2028.

Market Segmentation Analysis:

By Deployment Type: The report identifies two segments on the basis of deployment type: Cloud and On-premise. Among the deployment type, cloud deployment dominated the market. Cloud technology's scalability and flexibility, as well as data center control, are some of the primary characteristics that are expected to increase the usability of cloud technology in the marketing automation market.

By Channel: The report provides the bifurcation of marketing automation market into eight segments on the basis of channel: E-mail Marketing, Social Media Marketing, Inbound Marketing, Mobile Application, Lead Nurturing & Lead Scoring, Campaign Management, Reporting & Analytics and Others. Due to the widespread usage of email promotions across industries and the growing use of mobile devices, email marketing channel dominated the market in 2021. However, reporting and analytics channel is expected to be the fastest-growing segment in the coming years. Reporting and analytics marketing automation act as a performance management tools that enable marketers to measure and monitor the marketing performance of their client's efforts. Therefore, reporting and analytics remain a very essential part in the automated marketing process, as it improves accountability and also, allow transition from applying random efforts to use more scientific data in order to have better results. These significant benefits of reporting and analytics are projected to augment the market growth in the years to come.

By Enterprise Size: The report identifies two segments on the basis of enterprise size: Large Enterprises and Small and Medium Enterprises (SMEs). Marketing automation had few uses in the early stages of technological spread, and it was mostly used by large enterprises. With the digitalization of sectors and the increasing rate of internet and mobile device penetration, as well as the necessity to successfully engage consumers, a considerable number of SMEs have begun incorporating automation solutions into their existing systems.

By Solution: The report provides the bifurcation of marketing automation market into six segments on the basis of solution: Cross Channel Campaign Management (CCCM), Real-time Interaction Management (RTIM), Lead-to-revenue Management (L2RM), Marketing Resource Management (MRM), Content Marketing Platform (CMP) and Through-channel Marketing Automation (TCMA). Content Marketing Platform is predicted to be the fastest growing segment during the forecasted period. Some of the key driving factors supporting the segment's growth include a growing focus on improving customer experience, rising acceptance of new and emerging technologies and rising demand for analytics-based content marketing software.

By Application: The report provides the bifurcation of marketing automation market into eight segments on the basis of application: Retail, BFSI, Advertising & Design, Manufacturing & Distribution, Academic & Education, Healthcare, Media & Entertainment and Others. Many professionals in the healthcare industry have already implemented marketing automated strategies in order to save a great deal of time and resources. Improved customer service, consistent messaging, personalised

connections, and analysis and improvement of in-depth customer and campaign data are just a few of the primary benefits of marketing automation in the healthcare sector. The aforementioned benefits are the key factors expected to make healthcare sector a fastest growing segment.

By Region: In the report, the global marketing automation market is divided into four regions: North America, Europe, APAC and ROW. North America accounted for the largest share in the global marketing automation market in 2022. Because of the early adoption of marketing solutions, North America and Europe are projected to be major markets over the forecast period. The adoption of marketing automation technologies is being impacted significantly by increased regulatory pressure in the European region and improvements in EU data protection standards for protecting enterprise data.

The Asia Pacific region is expected to be the fastest-growing market, because of rising knowledge of advertising methods, increased internet penetration, and increased mobile device usage. Furthermore, in the coming years, the significant growth of manufacturing businesses in countries such as China and India would boost the usability of marketing automation systems.

Market Dynamics:

Growth Drivers: The market has been growing over the past few years, due to factors such as increasing number of Gmail users, surging adoption of cloud computing technology, growing social media usage, escalating e-commerce adoption, and growing trend of mobile marketing. Consumers all across the world have changed how they perceive information, share ideas, and investigate products and services before buying them. They are now well-versed in the classic sales and marketing approaches and have devised strategies to evade them. They've grown smarter as a result of technological advancements, and they rely largely on information found on search engines, blogs, and other social media sites.

Challenges: However, some challenges are also impeding the growth of the market such as data quality issues, problem of cyber security and high initial implementation cost. The increasing use of digital technologies, such as the cloud, mobile, Internet of Things (IoT) and artificial intelligence in more areas of business and the growing connectivity of everything depict greater challenges on the level of security, compliance and data protection.

Trends: The market is projected to grow at a fast pace during the forecast period, due to

various latest trends such as integration of artificial intelligence (AI) with marketing automation software, increasing focus on personalized marketing, growing use of predictive analytics, growing shift towards multi-channel marketing and introduction of chatbots. AI combined with marketing automation software, can empower businesses to better understand customer needs, translate data into decisions, interact with potential customers, and positively impact business outcomes. In fact, use of AI enables better personalization of offers, analysis of customer behavior and offers data to build mailing campaigns.

Impact Analysis of COVID-19 and Way Forward:

During the pandemic, marketing automation platforms became essential tools for businesses to maintain customer engagement, manage remote teams, and adapt to rapidly changing consumer behaviors. These platforms offered capabilities such as personalized messaging, customer segmentation, and automated email campaigns, enabling companies to stay connected with their audiences and maintain a competitive edge in a challenging economic environment. Furthermore, as the pandemic increased the need for cost-efficiency and scalability, many organizations turned to marketing automation to automate repetitive tasks, improve marketing ROI, and enhance overall operational efficiency.

The pandemic has sparked a new e-commerce and internet marketing trend, which is expected to persist during the post-COVID period, propelling market growth. Furthermore, the growing demand for personalization and the incorporation of AI into marketing automation are expected to drive market growth in the post-COVID timeframe.

Competitive Landscape:

The global marketing automation market is highly competitive. Because of the increased need for promotional services and automation solutions, the marketing automation industry is seeing massive investments. As consumers prefer products with the most advanced features, market innovation is critical. The capital expenditure is likewise high, allowing enterprises with strong competitive strategies to advance quickly. The key players of the global marketing automation market are:

IBM Corporation HubSpot, Inc. Microsoft Corporation Adobe Inc. Oracle Corporation Salesforce Inc. SAP Teradata Act On SAS Institute Collaborations, new product development, investments connected to growing capabilities, mergers and acquisitions,

partnerships and agreements, and investments in research and development are just a few of the major strategies used by the players.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Marketing Automation: An Overview

2.1.1 Benefits of Marketing Automation

2.2 Marketing Automation Segmentation: An Overview

2.2.1 Marketing Automation Segmentation

2.2.2 Marketing Automation Segmentation by Channel & Application

3. GLOBAL MARKET ANALYSIS

3.1 Global Marketing Automation Market: An Analysis

3.1.1 Global Marketing Automation Market: An Overview

3.1.2 Global Marketing Automation Market by Value

3.1.3 Global Marketing Automation Market by Deployment Type (Cloud and On-premise)

3.1.4 Global Marketing Automation Market by Channel (E-mail Marketing, Social Media Marketing, Inbound Marketing, Mobile Channel, Lead Nurturing & Lead Scoring, Campaign Management, Reporting & Analytics and Others)

3.1.5 Global Marketing Automation Market by Enterprise Size (Large Enterprises and Small and Medium Enterprises (SMEs))

3.1.6 Global Marketing Automation Market by Solution (Cross Channel Campaign Management (CCCM), Real-time Interaction Management (RTIM), Lead-to-revenue Management (L2RM), Marketing Resource Management (MRM), Content Marketing Platform (CMP) and Through-channel Marketing Automation (TCMA))

3.1.7 Global Marketing Automation Market by Application (Retail, BFSI, Advertising & Design, Manufacturing & Distribution, Academic & Education, Healthcare, Media & Entertainment and Others)

3.1.8 Global Marketing Automation Market by Region (North America, Europe, Asia Pacific and ROW)

3.2 Global Marketing Automation Market: Deployment Type Analysis

3.2.1 Global Marketing Automation Market by Deployment Type: An Overview

3.2.2 Global Cloud Marketing Automation Market by Value

3.2.3 Global On Premise Marketing Automation Market by Value

3.3 Global Marketing Automation Market: Channel Analysis

3.3.1 Global Marketing Automation Market by Channel: An Overview

- 3.3.2 Global E-mail Marketing Automation Market by Value
- 3.3.3 Global Social Media Marketing Automation Market by Value
- 3.3.4 Global Inbound Marketing Automation Market by Value
- 3.3.5 Global Mobile Application Marketing Automation Market by Value
- 3.3.6 Global Lead Nurturing & Lead Scoring Marketing Automation Market by Value
- 3.3.7 Global Campaign Management Marketing Automation Market by Value
- 3.3.8 Global Reporting & Analytics Marketing Automation Market by Value
- 3.3.9 Global Other Marketing Automation Channels Market by Value
- 3.4 Global Marketing Automation Market: Enterprise Size Analysis
 - 3.4.1 Global Marketing Automation Market by Enterprise Size: An Overview
 - 3.4.2 Global Large Enterprises Marketing Automation Market by Value
 - 3.4.3 Global Small and Medium Enterprises (SMEs) Marketing Automation Market by Value
- 3.5 Global Marketing Automation Market: Solution Analysis
 - 3.5.1 Global Marketing Automation Market by Solution: An Overview
 - 3.5.2 Global Cross Channel Campaign Management (CCCM) Marketing Automation Market by Value
 - 3.5.3 Global Real-time Interaction Management (RTIM) Marketing Automation Market by Value
 - 3.5.4 Global Lead-to-revenue Management (L2RM) Marketing Automation Market by Value
 - 3.5.5 Global Marketing Resource Management (MRM) Marketing Automation Market by Value
 - 3.5.6 Global Content Marketing Platform (CMP) Marketing Automation Market by Value
 - 3.5.7 Global Through-channel Marketing Automation (TCMA) Marketing Automation Market by Value
- 3.6 Global Marketing Automation Market: Application Analysis
 - 3.6.1 Global Marketing Automation Market by Application: An Overview
 - 3.6.2 Global Retail Marketing Automation Market by Value
 - 3.6.3 Global BFSI Marketing Automation Market by Value
 - 3.6.4 Global Advertising & Design Marketing Automation Market by Value
 - 3.6.5 Global Manufacturing & Distribution Marketing Automation Market by Value
 - 3.6.6 Global Healthcare Marketing Automation Market by Value
 - 3.6.7 Global Academic & Education Marketing Automation Market by Value
 - 3.6.8 Global Media & Entertainment Marketing Automation Market by Value
 - 3.6.9 Global Other Marketing Automation Applications Market by Value

4. REGIONAL MARKET ANALYSIS

4.1 North America Marketing Automation Market: An Analysis

4.1.1 North America Marketing Automation Market: An Overview

4.1.2 North America Marketing Automation Market by Value

4.1.3 North America Marketing Automation Market by Region (The US, Canada and Mexico)

4.1.4 The US Marketing Automation Market by Value

4.1.5 Canada Marketing Automation Market by Value

4.1.6 Mexico Marketing Automation Market by Value

4.2 Europe Marketing Automation Market: An Analysis

4.2.1 Europe Marketing Automation Market: An Overview

4.2.2 Europe Marketing Automation Market by Value

4.2.3 Europe Marketing Automation Market by Region (UK, Germany, Spain and Rest of Europe)

4.2.4 United Kingdom Marketing Automation Market by Value

4.2.5 Germany Marketing Automation Market by Value

4.2.6 Spain Marketing Automation Market by Value

4.2.7 Rest of Europe Marketing Automation Market by Value

4.3 Asia Pacific Marketing Automation Market: An Analysis

4.3.1 Asia Pacific Marketing Automation Market: An Overview

4.3.2 Asia Pacific Marketing Automation Market by Value

4.3.3 Asia Pacific Marketing Automation Market by Solution ((Cross Channel Campaign Management (CCCM), Real-time Interaction Management (RTIM), Lead-to-revenue Management (L2RM), Marketing Resource Management (MRM), Content Marketing Platform (CMP) and Through-channel Marketing Automation (TCMA))

4.3.4 Asia Pacific Cross Channel Campaign Management (CCCM) Marketing Automation Market by Value

4.3.5 Asia Pacific Real-time Interaction Management (RTIM) Marketing Automation Market by Value

4.3.6 Asia Pacific Lead-to-revenue Management (L2RM) Marketing Automation Market by Value

4.3.7 Asia Pacific Marketing Resource Management (MRM) Marketing Automation Market by Value

4.3.8 Asia Pacific Content Marketing Platform (CMP) Marketing Automation Market by Value

4.3.9 Asia Pacific Through-channel Marketing Automation (TCMA) Marketing Automation Market by Value

4.3.10 Asia Pacific Marketing Automation Market by Region (China, India, Japan and Rest of Asia Pacific)

- 4.3.11 China Marketing Automation Market by Value
- 4.3.12 India Marketing Automation Market by Value
- 4.3.13 Japan Marketing Automation Market by Value
- 4.3.14 Rest of Asia Pacific Marketing Automation Market by Value
- 4.4 Rest of the World Marketing Automation Market: An Analysis
 - 4.4.1 Rest of the World Marketing Automation Market: An Overview
 - 4.4.2 Rest of the World Marketing Automation Market by Value

5. IMPACT OF COVID-19

- 5.1 Impact of COVID-19
 - 5.1.1 Impact of COVID-19 on Global Marketing Automation Market
 - 5.1.2 Post COVID-19 Scenario

6. MARKET DYNAMICS

- 6.1 Growth Driver
 - 6.1.1 Increasing Number of Gmail Users
 - 6.1.2 Growing Social Media Usage
 - 6.1.3 Escalating E-commerce Adoption
 - 6.1.4 Growing Trend of Mobile Marketing
 - 6.1.5 Surging Adoption of Cloud Computing Technology
- 6.2 Challenges
 - 6.2.1 Data Quality Issues
 - 6.2.2 Problem of Cyber Security
 - 6.2.3 High Initial Implementation Cost
- 6.3 Market Trends
 - 6.3.1 Integration of Artificial Intelligence (AI) with Marketing Automation Software
 - 6.3.2 Increasing Focus on Personalized Marketing
 - 6.3.3 Growing Use of Predictive Analytics
 - 6.3.4 Growing Shift towards Multi-channel Marketing
 - 6.3.5 Introduction of Chatbots

7. COMPETITIVE LANDSCAPE

- 7.1 Global Marketing Automation Players by Market Share
- 7.2 The US Marketing Automation Players by Market Share

8. COMPANY PROFILES

8.1 IBM Corporation

- 8.1.1 Business Overview
- 8.1.2 Operating Segments
- 8.1.3 Business Strategy

8.2 HubSpot, Inc.

- 8.2.1 Business Overview
- 8.2.2 Operating Segments
- 8.2.3 Business Strategy

8.3 Microsoft Corporation

- 8.3.1 Business Overview
- 8.3.2 Operating Segments
- 8.3.3 Business Strategy

8.4 Adobe Inc.

- 8.4.1 Business Overview
- 8.4.2 Operating Segments
- 8.4.3 Business Strategy

8.5 Oracle Corporation

- 8.5.1 Business Overview
- 8.5.2 Operating Segments
- 8.5.3 Business Strategy

8.6 Salesforce Inc.

- 8.6.1 Business Overview
- 8.6.2 Operating Segments
- 8.6.3 Business Strategy

8.7 SAP

- 8.7.1 Business Overview
- 8.7.2 Operating Segments
- 8.7.3 Business Strategy

8.8 Teradata

- 8.8.1 Business Overview
- 8.8.2 Operating Segments
- 8.8.3 Business Strategy

8.9 Act On

- 8.9.1 Business Overview
- 8.9.2 Business Strategy

8.10 SAS Institute

- 8.10.1 Business Overview
- 8.10.2 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: Benefits of Marketing Automation

Figure 2: Marketing Automation Segmentation

Figure 3: Marketing Automation Segmentation by Channel & Application

Figure 4: Global Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 5: Global Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 6: Global Marketing Automation Market by Deployment Type; 2022 (Percentage, %)

Figure 7: Global Marketing Automation Market by Channel; 2022 (Percentage, %)

Figure 8: Global Marketing Automation Market by Enterprise Size; 2022 (Percentage, %)

Figure 9: Global Marketing Automation Market by Solution; 2022 (Percentage, %)

Figure 10: Global Marketing Automation Market by Application; 2022 (Percentage, %)

Figure 11: Global Marketing Automation Market by Region; 2022 (Percentage, %)

Figure 12: Global Cloud Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 13: Global Cloud Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 14: Global On-premise Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 15: Global On-premise Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 16: Global E-mail Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 17: Global E-mail Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 18: Global Social Media Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 19: Global Social Media Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 20: Global Inbound Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 21: Global Inbound Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 22: Global Mobile Application Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 23: Global Mobile Application Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 24: Global Lead Nurturing & Lead Scoring Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 25: Global Lead Nurturing & Lead Scoring Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 26: Global Campaign Management Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 27: Global Campaign Management Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 28: Global Reporting & Analytics Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 29: Global Reporting & Analytics Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 30: Global Other Marketing Automation Channels Market by Value; 2018-2022 (US\$ Million)

Figure 31: Global Other Marketing Automation Channels Market by Value; 2023-2028 (US\$ Million)

Figure 32: Global Large Enterprises Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 33: Global Large Enterprises Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 34: Global Small and Medium Enterprises (SMEs) Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 35: Global Small and Medium Enterprises (SMEs) Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 36: Global Cross Channel Campaign Management (CCCM) Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 37: Global Cross Channel Campaign Management (CCCM) Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 38: Global Real-time Interaction Management (RTIM) Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 39: Global Real-time Interaction Management (RTIM) Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 40: Global Lead-to-revenue Management (L2RM) Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 41: Global Lead-to-revenue Management (L2RM) Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 42: Global Marketing Resource Management (MRM) Marketing Automation

Market by Value; 2018-2022 (US\$ Million)

Figure 43: Global Marketing Resource Management (MRM) Marketing Automation

Market by Value; 2023-2028 (US\$ Billion)

Figure 44: Global Content Marketing Platform (CMP) Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 45: Global Content Marketing Platform (CMP) Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 46: Global Through-channel Marketing Automation (TCMA) Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 47: Global Through-channel Marketing Automation (TCMA) Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 48: Global Retail Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 49: Global Retail Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 50: Global BFSI Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 51: Global BFSI Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 52: Global Advertising & Design Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 53: Global Advertising & Design Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 54: Global Manufacturing & Distribution Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 55: Global Manufacturing & Distribution Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 56: Global Healthcare Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 57: Global Healthcare Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 58: Global Academic & Education Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 59: Global Academic & Education Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 60: Global Media & Entertainment Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 61: Global Media & Entertainment Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 62: Global Other Marketing Automation Applications Automation Market by

Value; 2018-2022 (US\$ Million)

Figure 63: Global Other Marketing Automation Applications Market by Value; 2023-2028 (US\$ Billion)

Figure 64: North America Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 65: North America Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 66: North America Marketing Automation Market by Region; 2022 (Percentage, %)

Figure 67: The US Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 68: The US Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 69: Canada Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 70: Canada Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 71: Mexico Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 72: Mexico Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 73: Europe Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 74: Europe Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 75: Europe Marketing Automation Market by Region; 2022 (Percentage, %)

Figure 76: United Kingdom Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 77: United Kingdom Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 78: Germany Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 79: Germany Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 80: Spain Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 81: Spain Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 82: Rest of Europe Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 83: Rest of Europe Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 84: Asia Pacific Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 85: Asia Pacific Marketing Automation Market by Value; 2018-2022 (US\$ Billion)

Figure 86: Asia Pacific Marketing Automation Market by Solution; 2022 (Percentage, %)

Figure 87: Asia Pacific Cross Channel Campaign Management (CCCM) Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 88: Asia Pacific Cross Channel Campaign Management (CCCM) Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 89: Asia Pacific Real-time Interaction Management (RTIM) Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 90: Asia Pacific Real-time Interaction Management (RTIM) Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 91: Asia Pacific Lead-to-revenue Management (L2RM) Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 92: Asia Pacific Lead-to-revenue Management (L2RM) Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 93: Asia Pacific Marketing Resource Management (MRM) Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 94: Asia Pacific Marketing Resource Management (MRM) Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 95: Asia Pacific Content Marketing Platform (CMP) Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 96: Asia Pacific Content Marketing Platform (CMP) Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 97: Asia Pacific Through-channel Marketing Automation (TCMA) Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 98: Asia Pacific Through-channel Marketing Automation (TCMA) Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 99: Asia Pacific Marketing Automation Market by Region; 2022 (Percentage, %)

Figure 100: China Marketing Automation Market by Value, 2018-2022 (US\$ Million)

Figure 101: China Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 102: India Marketing Automation Market by Value, 2018-2022 (US\$ Million)

Figure 103: India Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 104: Japan Marketing Automation Market by Value, 2018-2022 (US\$ Million)

Figure 105: Japan Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 106: Rest of Asia Pacific Marketing Automation Market by Value, 2018-2022 (US\$ Million)

Figure 107: Rest of Asia Pacific Marketing Automation Market by Value; 2023-2028 (US\$ Million)

Figure 108: Rest of the World Marketing Automation Market by Value; 2018-2022 (US\$ Million)

Figure 109: Rest of the World Marketing Automation Market by Value; 2023-2028 (US\$ Billion)

Figure 110: Global Number of Active Email Users; 2020-2025 (Billion)

Figure 111: Global Number of Social Media Users; January 2018 – January 2023 (Billion)

Figure 112: Global Retail E-commerce Sales; 2020-2025 (US\$ Trillion & Percentage, %)

Figure 113: Global Mobile Marketing Market by Value; 2020-2025 (US\$ Billion)

Figure 114: Global Artificial Intelligence in Marketing Market Value; 2020-2028 (US\$ Billion)

Figure 115: Global Marketing Automation Players by Market Share; 2022 (Percentage, %)

Figure 116: The US Marketing Automation Players by Market Share; 2022 (Percentage, %)

Figure 117: International Business Machines Corporation (IBM) Revenue by Segment; 2022 (Percentage, %)

Figure 118: HubSpot, Inc. Revenue by Region; 2022 (Percentage, %)

Figure 119: Microsoft Corp. Revenue by Segment; 2022 (Percentage, %)

Figure 120: Adobe Inc. Revenue by Segments; 2022 (Percentage, %)

Figure 121: Oracle Corporation Revenue by Segment; 2022 (Percentage, %)

Figure 122: Salesforce Inc. Revenues From Sources; 2023 (Percentage, %)

Figure 123: SAP SE Revenue by Operating Segments; 2022 (Percentage, %)

Figure 124: Teradata Corporation Revenue by Operating Segment; 2022 (Percentage, %)

I would like to order

Product name: Global Marketing Automation Market: Analysis By Deployment Type, By Channel, By Enterprise Size, By Solution, By Application, By Region, Size and Trends with Impact of COVID-19 and Forecast up to 2028

Product link: <https://marketpublishers.com/r/G08FB0EF6851EN.html>

Price: US\$ 2,450.00 (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/G08FB0EF6851EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970