

Global Marketing Automation Market: Size, Trends and Forecasts (2021-2025 Edition)

<https://marketpublishers.com/r/G98F0F899D3EN.html>

Date: April 2021

Pages: 133

Price: US\$ 1,200.00 (Single User License)

ID: G98F0F899D3EN

Abstracts

Scope of the Report

The report titled “Global Marketing Automation Market: Size, Trends and Forecasts (2021-2025 Edition)”, provides an in depth analysis of the global marketing automation market by value, by deployment type, by channel, by enterprise size, by solution, by application, by region, etc. The report also provides a regional analysis of the marketing automation market, including the following regions: North America (the US & Canada), Europe (UK, Germany, Spain & Rest of Europe), APAC (China, India, Japan, South Korea & Australia), and ROW. The report also provides a detailed analysis of the APAC market by value and by solution.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global marketing automation market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global marketing automation market is highly fragmented with many market players operating worldwide. However, the competition in the global marketing automation market is dominated by few marketing automation market players. Further, key players of the marketing automation market are IBM Corporation, HubSpot, Inc. Adobe Inc., Oracle Corporation are also profiled with their financial information and respective business strategies.

Country Coverage

North America (The US & Canada)

Europe (UK, Germany, Spain & Rest of Europe)

APAC (China, India, Japan, South Korea & Australia)

ROW

Company Coverage

IBM Corporation

HubSpot, Inc.

Adobe Inc.

Oracle Corporation

Executive Summary

Marketing Automation is a software that manages marketing process automatically. The marketing automation is considered beneficial to the overall business and, in particular, to the marketing team. The marketing automation market can be segmented on the basis of deployment type, channel, enterprise size, solution and application.

The global marketing automation market has increased significantly during the years 2016-2020 and projections are made that the market would rise in the next four years i.e. 2021-2025 tremendously. The marketing automation market is expected to increase due to the increasing number of Gmail users, rising usage of social messaging apps, surging adoption of cloud computing technology, growing social media usage, escalating e-commerce adoption, growing trend of mobile marketing, etc. Yet the market faces some challenges such as data quality issues, problem of cyber security, high initial implementation cost, etc.

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 by Deployment Type

2.2.2 Marketing Automation Segmentation by Channel

2.2.3 Marketing Automation Segmentation by Enterprise Size

2.2.4 Marketing Automation Segmentation by Solution

2.2.5 Marketing Automation Segmentation by Application

3. GLOBAL MARKET ANALYSIS

3.1 Global Marketing Automation Market: An Analysis

3.1.1 Global Marketing Automation Market by Value

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

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

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

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

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

3.1.7 Global Marketing Automation Market by Region (North America, Europe, APAC and ROW)

3.2 Global Marketing Automation Market: Deployment Type Analysis

3.2.1 Global Cloud Marketing Automation Market by Value

3.2.2 Global On-premise Marketing Automation Market by Value

3.3 Global Marketing Automation Market: Channel Analysis

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

4. REGIONAL MARKET ANALYSIS

- 4.1 North America Marketing Automation Market: An Analysis
 - 4.1.1 North America Marketing Automation Market by Value
 - 4.1.2 North America Marketing Automation Market by Region (The US and Canada)

- 4.1.3 The US Marketing Automation Market by Value
- 4.1.4 Canada Marketing Automation Market by Value
- 4.2 Europe Marketing Automation Market: An Analysis
 - 4.2.1 Europe Marketing Automation Market by Value
 - 4.2.2 Europe Marketing Automation Market by Region (UK, Germany, Spain and Rest of Europe)
 - 4.2.3 UK Marketing Automation Market by Value
 - 4.2.4 Germany Marketing Automation Market by Value
 - 4.2.5 Spain Marketing Automation Market by Value
 - 4.2.6 Rest of Europe Marketing Automation Market by Value
- 4.3 APAC Marketing Automation Market: An Analysis
 - 4.3.1 APAC Marketing Automation Market by Value
 - 4.3.2 APAC Marketing Automation Market by Region (China, India, Japan, South Korea and Australia)
 - 4.3.3 APAC Marketing Automation Market by Solution [Cloud Management Platform (CMP), Cross Channel Campaign Management (CCCM), Lead-to-revenue Management (L2RM), Marketing Resource Management (MRM), Real-time Interaction Management (RTIM) and Through-channel Marketing Automation (TCMA)]
 - 4.3.4 China Marketing Automation Market by Value
 - 4.3.5 India Marketing Automation Market by Value
 - 4.3.6 Japan Marketing Automation Market by Value
 - 4.3.7 South Korea Marketing Automation Market by Value
 - 4.3.8 Australia Marketing Automation Market by Value
 - 4.3.9 APAC Cross Channel Campaign Management (CCCM) Marketing Automation Market by Value
 - 4.3.10 APAC Real-time Interaction Management (RTIM) Marketing Automation Market by Value
 - 4.3.11 APAC Content Marketing Platform (CMP) Marketing Automation Market by Value
 - 4.3.12 APAC Lead-to-revenue Management (L2RM) Marketing Automation Market by Value
 - 4.3.13 APAC Marketing Resource Management (MRM) Marketing Automation Market by Value
 - 4.3.14 APAC Through-channel Marketing Automation (TCMA) Market by Value
- 4.4 ROW Marketing Automation Market: An Analysis
 - 4.4.1 ROW Marketing Automation Market by Value

5. MARKET DYNAMICS

5.1 Growth Driver

- 5.1.1 Increasing Number of Gmail Users
- 5.1.2 Rising Usage of Social Messaging Apps
- 5.1.3 Surging Adoption of Cloud Computing Technology
- 5.1.4 Growing Social Media Usage
- 5.1.5 Escalating E-commerce Adoption
- 5.1.6 Growing Trend of Mobile Marketing

5.2 Challenges

- 5.2.1 Data Quality Issues
- 5.2.2 Problem of Cyber Security
- 5.2.3 High Initial Implementation Cost

5.3 Market Trends

- 5.3.1 Integration of Artificial Intelligence (AI) with Marketing Automation Software
- 5.3.2 Increasing Focus on Personalized Marketing
- 5.3.3 Growing Use of Predictive Analytics
- 5.3.4 Growing Shift towards Multi-channel Marketing

6. COMPETITIVE LANDSCAPE

6.1 Global Marketing Automation Market Players: A Financial Comparison

6.2 Global Marketing Automation Players by Market Share

6.3 Global Marketing Automation Market Players by Number of Websites

6.4 The US Marketing Automation Players by Market Share

7. COMPANY PROFILES

7.1 IBM Corporation

- 7.1.1 Business Overview
- 7.1.2 Financial Overview
- 7.1.3 Business Strategy

7.2 HubSpot, Inc.

- 7.2.1 Business Overview
- 7.2.2 Financial Overview
- 7.2.3 Business Strategy

7.3 Adobe Inc.

- 7.3.1 Business Overview
- 7.3.2 Financial Overview
- 7.3.3 Business Strategy

7.4 Oracle Corporation

7.4.1 Business Overview

7.4.2 Financial Overview

7.4.3 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: Benefits of Marketing Automation

Figure 2: Marketing Automation Segmentation by Deployment Type

Figure 3: Marketing Automation Segmentation by Channel

Figure 4: Marketing Automation Segmentation by Enterprise Size

Figure 5: Marketing Automation Segmentation by Solution

Figure 6: Marketing Automation Segmentation by Application

Figure 7: Global Marketing Automation Market by Value; 2016-2020 (US\$ Billion)

Figure 8: Global Marketing Automation Market by Value; 2021-2025 (US\$ Billion)

Figure 9: Global Marketing Automation Market by Deployment Type; 2020 (Percentage, %)

Figure 10: Global Marketing Automation Market by Channel; 2020 (Percentage, %)

Figure 11: Global Marketing Automation Market by Enterprise Size; 2020 (Percentage, %)

Figure 12: Global Marketing Automation Market by Solution; 2020 (Percentage, %)

Figure 13: Global Marketing Automation Market by Application; 2020 (Percentage, %)

Figure 14: Global Marketing Automation Market by Region; 2020 (Percentage, %)

Figure 15: Global Cloud Marketing Automation Market by Value; 2017-2020 (US\$ Billion)

Figure 16: Global Cloud Marketing Automation Market by Value; 2021-2025 (US\$ Billion)

Figure 17: Global On-premise Marketing Automation Market by Value; 2017-2020 (US\$ Billion)

Figure 18: Global On-premise Marketing Automation Market by Value; 2021-2025 (US\$ Billion)

Figure 19: Global E-mail Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 20: Global E-mail Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 21: Global Inbound Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 22: Global Inbound Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 23: Global Social Media Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 24: Global Social Media Marketing Automation Market by Value; 2021-2025

(US\$ Million)

Figure 25: Global Mobile Application Marketing Automation Market by Value; 2016-2020

(US\$ Million)

Figure 26: Global Mobile Application Marketing Automation Market by Value; 2021-2025

(US\$ Million)

Figure 27: Global Lead Nurturing & Lead Scoring Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 28: Global Lead Nurturing & Lead Scoring Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 29: Global Campaign Management Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 30: Global Campaign Management Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 31: Global Reporting & Analytics Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 32: Global Reporting & Analytics Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 33: Global Others Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 34: Global Others Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 35: Global Large Enterprises Marketing Automation Market by Value; 2016-2020 (US\$ Billion)

Figure 36: Global Large Enterprises Marketing Automation Market by Value; 2021-2025 (US\$ Billion)

Figure 37: Global Small and Medium Enterprises (SMEs) Marketing Automation Market by Value; 2016-2020 (US\$ Billion)

Figure 38: Global Small and Medium Enterprises (SMEs) Marketing Automation Market by Value; 2021-2025 (US\$ Billion)

Figure 39: Global CCCM Marketing Automation Market by Value; 2017-2020 (US\$ Billion)

Figure 40: Global CCCM Marketing Automation Market by Value; 2021-2025 (US\$ Billion)

Figure 41: Global RTIM Marketing Automation Market by Value; 2017-2020 (US\$ Billion)

Figure 42: Global RTIM Marketing Automation Market by Value; 2021-2025 (US\$ Billion)

Figure 43: Global L2RM Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 44: Global L2RM Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 45: Global MRM Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 46: Global MRM Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 47: Global TCMA Market by Value; 2017-2020 (US\$ Million)

Figure 48: Global TCMA Market by Value; 2021-2025 (US\$ Million)

Figure 49: Global CMP Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 50: Global CMP Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 51: Global Retail Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 52: Global Retail Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 53: Global Advertising & Design Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 54: Global Advertising & Design Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 55: Global BFSI Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 56: Global BFSI Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 57: Global Academic & Education Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 58: Global Academic & Education Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 59: Global Manufacturing & Distribution Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 60: Global Manufacturing & Distribution Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 61: Global Healthcare Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 62: Global Healthcare Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 63: Global Media & Entertainment Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 64: Global Media & Entertainment Marketing Automation Market by Value;

2021-2025 (US\$ Million)

Figure 65: Global Others Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 66: Global Others Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 67: North America Marketing Automation Market by Value; 2016-2020 (US\$ Billion)

Figure 68: North America Marketing Automation Market by Value; 2021-2025 (US\$ Billion)

Figure 69: North America Marketing Automation Market by Region; 2020 (Percentage, %)

Figure 70: The US Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 71: The US Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 72: Canada Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 73: Canada Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 74: Europe Marketing Automation Market by Value; 2016-2020 (US\$ Billion)

Figure 75: Europe Marketing Automation Market by Value; 2021-2025 (US\$ Billion)

Figure 76: Europe Marketing Automation Market by Region; 2020 (Percentage, %)

Figure 77: UK Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 78: UK Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 79: Germany Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 80: Germany Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 81: Spain Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 82: Spain Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 83: Rest of Europe Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 84: Rest of Europe Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 85: APAC Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 86: APAC Marketing Automation Market by Value; 2021-2025 (US\$ Billion)

Figure 87: APAC Marketing Automation Market by Region; 2020 (Percentage, %)

Figure 88: APAC Marketing Automation Market by Solution; 2020 (Percentage, %)

Figure 89: China Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 90: China Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 91: India Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 92: India Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 93: Japan Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 94: Japan Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 95: South Korea Marketing Automation Market by Value; 2017-2020 (US\$

Million)

Figure 96: South Korea Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 97: Australia Marketing Automation Market by Value; 2017-2020 (US\$ Million)

Figure 98: Australia Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 99: APAC CCCM Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 100: APAC CCCM Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 101: APAC RTIM Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 102: APAC RTIM Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 103: APAC CMP Marketing Automation Market by Value; 2018-2020 (US\$ Million)

Figure 104: APAC CMP Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 105: APAC L2RM Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 106: APAC L2RM Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 107: APAC MRM Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 108: APAC MRM Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 109: APAC TCMA Market by Value; 2016-2020 (US\$ Million)

Figure 110: APAC TCMA Market by Value; 2021-2025 (US\$ Million)

Figure 111: ROW Marketing Automation Market by Value; 2016-2020 (US\$ Million)

Figure 112: ROW Marketing Automation Market by Value; 2021-2025 (US\$ Million)

Figure 113: Global Number of Active Gmail Users; 2012-2020 (Million)

Figure 114: Global Number of Monthly Active Whatsapp Users; 2015-2020 (Million)

Figure 115: Global Number of Monthly Active Facebook Messengers Users; 2015-2020 (Million)

Figure 116: Global Cloud Computing Market by Value; 2013-2020 (US\$ Billion)

Figure 117: Global Number of Social Media Users; 2015-2021 (Billion)

Figure 118: Global Retail E-commerce Sales; 2015-2021 (US\$ Billion)

Figure 119: Global Mobile Marketing Market by Value; 2018-2023 (US\$ Billion)

Figure 120: Global Artificial Intelligence Market Revenue; 2016-2025 (US\$ Billion)

Figure 121: Global Marketing Automation Players by Market Share; 2020 (Percentage,

%)

Figure 122: Global Marketing Automation Market Players by Number of Websites; 2018-2019 (Thousand)

Figure 123: The US Marketing Automation Players by Market Share; 2020 (Percentage, %)

Figure 124: IBM Corporation Revenue; 2016-2020 (US\$ Billion)

Figure 125: IBM Corporation Revenue by Segments; 2020 (Percentage, %)

Figure 126: IBM Corporation Revenue by Region; 2020 (Percentage, %)

Figure 127: HubSpot, Inc. Total Revenue; 2016-2020 (US\$ Million)

Figure 128: HubSpot, Inc. Total Revenue by Segments; 2020 (Percentage, %)

Figure 129: HubSpot, Inc. Total Revenue by Region; 2020 (Percentage, %)

Figure 130: Adobe Inc. Revenue; 2016-2020 (US\$ Billion)

Figure 131: Adobe Inc. Revenue by Segments; 2020 (Percentage, %)

Figure 132: Adobe Inc. Revenue by Region; 2020 (Percentage, %)

Figure 133: Oracle Corporation Total Revenues; 2016-2020 (US\$ Billion)

Figure 134: Oracle Corporation Total Revenues by Segments; 2020 (Percentage, %)

Figure 135: Oracle Corporation Total Revenues by Region; 2020 (Percentage, %)

Table 1: Global Marketing Automation Market Players: A Financial Comparison; 2020

I would like to order

Product name: Global Marketing Automation Market: Size, Trends and Forecasts (2021-2025 Edition)

Product link: <https://marketpublishers.com/r/G98F0F899D3EN.html>

Price: US\$ 1,200.00 (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/G98F0F899D3EN.html>