

Global Marketing Analytics Software Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Marketing Analytics Software market size will reach 4,390.80 Million USD in 2025 and is projected to reach 8,550.98 Million USD by 2032, with a CAGR of 9.99% (2025-2032). Notably, the China Marketing Analytics Software market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Marketing analytics software refers to specialized computer programs and tools that enable businesses to collect, analyze, and interpret data related to their marketing efforts. This software helps organizations gain valuable insights into their marketing performance by analyzing various data points, such as customer behavior, campaign effectiveness, website traffic, social media engagement, sales data, and more. It allows businesses to track and measure key marketing metrics, identify trends, evaluate the success of marketing campaigns, and make data-driven decisions to optimize their marketing strategies. Marketing analytics software often includes features like data visualization, predictive analytics, customer segmentation, marketing attribution modeling, and reporting dashboards to assist businesses in understanding their target audience, optimizing marketing spend, identifying opportunities for growth, and improving overall marketing performance. By leveraging marketing analytics software, organizations can enhance their marketing efforts, increase return on investment, and drive informed decision-making in their marketing initiatives.

The major global suppliers of Marketing Analytics Software include HubSpot, Semrush, Looker Data Sciences (Google), Insider., LeadsRx, SharpSpring, OWOX BI, Whatagraph BV, Pathmatics (Sensor Tower), MoEngage, Emarsys (SAP), SALESmanago, Act-On Software, CleverTap, TapClicks, Ometria, Adverity, Optimove, Funnel, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Marketing Analytics Software. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Marketing Analytics Software market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Marketing Analytics Software market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Marketing Analytics Software industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Marketing Analytics Software Include:

HubSpot

Semrush

Looker Data Sciences (Google)

Insider.

LeadsRx

SharpSpring

OWOX BI

Whatagraph BV

Pathmatics (Sensor Tower)

MoEngage

Emarsys (SAP)

SALESmanago

Act-On Software

CleverTap

TapClicks

Ometria

Adverity

Optimove

Funnel

Marketing Analytics Software Product Segment Include:

SMEs

Large Enterprises

Marketing Analytics Software Product Application Include:

Retail & eCommerce

Banking & Insurance

Media & Entertainment

Travel & Hospitality

Education

Others

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