

Global Marketing Automation Software Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/MB49E8FD551AEN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: MB49E8FD551AEN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Marketing Automation Software market size will reach 5,521.39 Million USD in 2025 and is projected to reach 14,812.62 Million USD by 2032, with a CAGR of 15.14% (2025-2032). Notably, the China Marketing Automation 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 automation software refers to a set of tools and platforms designed to streamline and automate marketing tasks and workflows. It allows businesses to automate repetitive marketing processes, such as email marketing, lead nurturing, social media management, campaign tracking, and customer segmentation. Marketing automation software often incorporates features like customer relationship management (CRM), email marketing automation, lead scoring, analytics, and personalized content delivery. By leveraging this software, businesses can save time, improve efficiency, and deliver more targeted and personalized marketing campaigns to their audience. It enables marketers to nurture leads, track customer interactions, automate personalized messaging based on user behavior and preferences, and measure the effectiveness of marketing campaigns. This software empowers businesses to optimize their marketing efforts, increase productivity, and ultimately drive better results by delivering relevant and timely messages to their target audience at different stages of the customer journey.

The major global suppliers of Marketing Automation Software include HubSpot, Marketo, Act-On Software, Salesforce, Adobe Systems, Oracle, Infusionsoft, IBM, Cognizant, ETrigue, GreenRope, Hatchbuck, IContact, LeadSquared, MarcomCentral, SALESmanago, Salesfusion, SAP, SAS Institute, SharpSpring, Aprimo, 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 Automation 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 Automation 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 Automation 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 Automation 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 Automation Software Include:

HubSpot

Marketo

Act-On Software

Salesforce

Adobe Systems

Oracle

Infusionsoft

IBM

Cognizant

ETrigue

GreenRope

Hatchbuck

IContact

LeadSquared

MarcomCentral

SALESmanago

Salesfusion

SAP

SAS Institute

SharpSpring

Aprimo

Marketing Automation Software Product Segment Include:

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Lead Nurturing and Lead Scoring

Reporting and Analytics

Social Media Marketing

Others

Marketing Automation Software Product Application Include:

Large Enterprises

Small and Mid-sized Enterprises (SMEs)

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Marketing Automation Software Industry PESTEL Analysis

Chapter 3: Global Marketing Automation Software Industry Porter's Five Forces Analysis

Chapter 4: Global Marketing Automation Software Major Regional Market Size and Forecast Analysis

Chapter 5: Global Marketing Automation Software Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Passenger Marketing Automation Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Marketing Automation Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Marketing Automation Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Marketing Automation Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Marketing Automation Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Marketing Automation Software Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Marketing Automation Software Competitive Analysis of Key Suppliers (Revenue, Market Share, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Revenue and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 MARKETING AUTOMATION SOFTWARE MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Marketing Automation Software Product by Type
 - 1.2.1 Campaign Management
 - 1.2.2 Email Marketing
 - 1.2.3 Mobile Application
 - 1.2.4 Inbound Marketing
 - 1.2.5 Lead Nurturing and Lead Scoring
 - 1.2.6 Reporting and Analytics
 - 1.2.7 Social Media Marketing
 - 1.2.8 Others
- 1.3 Marketing Automation Software Product by Application
 - 1.3.1 Large Enterprises
 - 1.3.2 Small and Mid-sized Enterprises (SMEs)
- 1.4 Global Marketing Automation Software Market Size Analysis (2020-2032)
- 1.5 Marketing Automation Software Market Development Status and Trends
 - 1.5.1 Marketing Automation Software Industry Development Status Analysis
 - 1.5.2 Marketing Automation Software Industry Development Trends Analysis

2 MARKETING AUTOMATION SOFTWARE MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 MARKETING AUTOMATION SOFTWARE MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL MARKETING AUTOMATION SOFTWARE MARKET ANALYSIS BY REGIONS

- 4.1 Global Marketing Automation Software Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Marketing Automation Software Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Marketing Automation Software Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Marketing Automation Software Revenue Forecast by Region (2026-2032)

5 GLOBAL MARKETING AUTOMATION SOFTWARE MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Marketing Automation Software Market Size by Type (2020-2032)
- 5.2 Global Marketing Automation Software Market Size by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Marketing Automation Software Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Suppliers Analysis
- 6.3 North America Marketing Automation Software Market Size by Type
- 6.4 North America Marketing Automation Software Market Size by Application
- 6.5 North America Marketing Automation Software Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Marketing Automation Software Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Suppliers Analysis
- 7.3 Europe Marketing Automation Software Market Size by Type
- 7.4 Europe Marketing Automation Software Market Size by Application
- 7.5 Europe Marketing Automation Software Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom

- 7.5.4 Italy
- 7.5.5 Spain
- 7.5.6 Benelux

8 CHINA

- 8.1 China Marketing Automation Software Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Suppliers Analysis
- 8.3 China Marketing Automation Software Market Size by Type
- 8.4 China Marketing Automation Software Market Size by Application

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Marketing Automation Software Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Suppliers Analysis
- 9.3 APAC (excl. China) Marketing Automation Software Market Size by Type
- 9.4 APAC (excl. China) Marketing Automation Software Market Size by Application
- 9.5 APAC (excl. China) Marketing Automation Software Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India
 - 9.5.4 Australia
 - 9.5.5 Southeast Asia

10 LATIN AMERICA

- 10.1 Latin America Marketing Automation Software Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Suppliers Analysis
- 10.3 Latin America Marketing Automation Software Market Size by Type
- 10.4 Latin America Marketing Automation Software Market Size by Application
- 10.5 Latin America Marketing Automation Software Market Size by Country
 - 10.5.1 Mexico
 - 10.5.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Marketing Automation Software Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Suppliers Analysis

11.3 Middle East & Africa Marketing Automation Software Market Size by Type

11.4 Middle East & Africa Marketing Automation Software Market Size by Application

11.5 Middle East & Africa Marketing Automation Software Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY SUPPLIERS

12.1 Global Marketing Automation Software Market Revenue by Key Suppliers (2021-2025)

12.2 Marketing Automation Software Competitive Landscape Analysis and Market Dynamic

12.2.1 Marketing Automation Software Competitive Landscape Analysis

12.2.2 Global Key Suppliers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 HubSpot

13.1.1 HubSpot Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 HubSpot Marketing Automation Software Product Portfolio

13.1.3 HubSpot Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.2 Marketo

13.2.1 Marketo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Marketo Marketing Automation Software Product Portfolio

13.2.3 Marketo Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.3 Act-On Software

13.3.1 Act-On Software Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Act-On Software Marketing Automation Software Product Portfolio

13.3.3 Act-On Software Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.4 Salesforce

13.4.1 Salesforce Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Salesforce Marketing Automation Software Product Portfolio

13.4.3 Salesforce Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.5 Adobe Systems

13.5.1 Adobe Systems Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Adobe Systems Marketing Automation Software Product Portfolio

13.5.3 Adobe Systems Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.6 Oracle

13.6.1 Oracle Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Oracle Marketing Automation Software Product Portfolio

13.6.3 Oracle Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.7 Infusionsoft

13.7.1 Infusionsoft Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Infusionsoft Marketing Automation Software Product Portfolio

13.7.3 Infusionsoft Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.8 IBM

13.8.1 IBM Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 IBM Marketing Automation Software Product Portfolio

13.8.3 IBM Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.9 Cognizant

13.9.1 Cognizant Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Cognizant Marketing Automation Software Product Portfolio

13.9.3 Cognizant Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.10 ETrigue

13.10.1 ETrigue Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.10.2 ETrigue Marketing Automation Software Product Portfolio
- 13.10.3 ETrigue Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.11 GreenRope
 - 13.11.1 GreenRope Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.11.2 GreenRope Marketing Automation Software Product Portfolio
 - 13.11.3 GreenRope Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.12 Hatchbuck
 - 13.12.1 Hatchbuck Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.12.2 Hatchbuck Marketing Automation Software Product Portfolio
 - 13.12.3 Hatchbuck Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.13 IContact
 - 13.13.1 IContact Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.13.2 IContact Marketing Automation Software Product Portfolio
 - 13.13.3 IContact Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.14 LeadSquared
 - 13.14.1 LeadSquared Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.14.2 LeadSquared Marketing Automation Software Product Portfolio
 - 13.14.3 LeadSquared Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.15 MarcomCentral
 - 13.15.1 MarcomCentral Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.15.2 MarcomCentral Marketing Automation Software Product Portfolio
 - 13.15.3 MarcomCentral Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)
- 13.16 SALESmanago
 - 13.16.1 SALESmanago Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
 - 13.16.2 SALESmanago Marketing Automation Software Product Portfolio
 - 13.16.3 SALESmanago Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.17 Salesfusion

13.17.1 Salesfusion Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.17.2 Salesfusion Marketing Automation Software Product Portfolio

13.17.3 Salesfusion Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.18 SAP

13.18.1 SAP Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.18.2 SAP Marketing Automation Software Product Portfolio

13.18.3 SAP Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.19 SAS Institute

13.19.1 SAS Institute Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.19.2 SAS Institute Marketing Automation Software Product Portfolio

13.19.3 SAS Institute Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.20 SharpSpring

13.20.1 SharpSpring Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.20.2 SharpSpring Marketing Automation Software Product Portfolio

13.20.3 SharpSpring Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.21 Aprimo

13.21.1 Aprimo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.21.2 Aprimo Marketing Automation Software Product Portfolio

13.21.3 Aprimo Marketing Automation Software Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Marketing Automation Software Industry Chain Analysis

14.2 Marketing Automation Software Typical Downstream Customers

14.3 Marketing Automation Software Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Marketing Automation Software Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Marketing Automation Software Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Marketing Automation Software Industry Development Status

Table 4: Marketing Automation Software Industry Development Trends

Table 5: Global Marketing Automation Software Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Marketing Automation Software Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Marketing Automation Software Revenue Market Share by Region (2020-2025)

Table 8: Global Marketing Automation Software Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Marketing Automation Software Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Marketing Automation Software Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 11: Global Marketing Automation Software Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 12: Global Marketing Automation Software Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 13: Global Marketing Automation Software Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 14: Key Marketing Automation Software Players in North America

Table 15: North America Marketing Automation Software Revenue by Type (2020-2025) & (US\$ Million)

Table 16: North America Marketing Automation Software Revenue by Type (2026-2032) & (US\$ Million)

Table 17: North America Marketing Automation Software Revenue by Application (2020-2025) & (US\$ Million)

Table 18: North America Marketing Automation Software Revenue by Application (2026-2032) & (US\$ Million)

Table 19: North America Marketing Automation Software Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 20: North America Marketing Automation Software Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 21: Key Marketing Automation Software Players in Europe

Table 22: Europe Marketing Automation Software Revenue by Type (2020-2025) & (US\$ Million)

Table 23: Europe Marketing Automation Software Revenue by Type (2026-2032) & (US\$ Million)

Table 24: Europe Marketing Automation Software Revenue by Application (2020-2025) & (US\$ Million)

Table 25: Europe Marketing Automation Software Revenue by Application (2026-2032) & (US\$ Million)

Table 26: Europe Marketing Automation Software Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 27: Europe Marketing Automation Software Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 28: Key Marketing Automation Software Players in China

Table 29: China Marketing Automation Software Revenue by Type (2020-2025) & (US\$ Million)

Table 30: China Marketing Automation Software Revenue by Type (2026-2032) & (US\$ Million)

Table 31: China Marketing Automation Software Revenue by Application (2020-2025) & (US\$ Million)

Table 32: China Marketing Automation Software Revenue by Application (2026-2032) & (US\$ Million)

Table 33: Key Marketing Automation Software Players in APAC (excl. China)

Table 34: APAC (excl. China) Marketing Automation Software Revenue by Type (2020-2025) & (US\$ Million)

Table 35: APAC (excl. China) Marketing Automation Software Revenue by Type (2026-2032) & (US\$ Million)

Table 36: APAC (excl. China) Marketing Automation Software Revenue by Application (2020-2025) & (US\$ Million)

Table 37: APAC (excl. China) Marketing Automation Software Revenue by Application (2026-2032) & (US\$ Million)

Table 38: APAC (excl. China) Marketing Automation Software Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 39: APAC (excl. China) Marketing Automation Software Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 40: Key Marketing Automation Software Players in Latin America

Table 41: Latin America Marketing Automation Software Revenue by Type (2020-2025)

& (US\$ Million)

Table 42: Latin America Marketing Automation Software Revenue by Type (2026-2032)

& (US\$ Million)

Table 43: Latin America Marketing Automation Software Revenue by Application (2020-2025) & (US\$ Million)

Table 44: Latin America Marketing Automation Software Revenue by Application (2026-2032) & (US\$ Million)

Table 45: Latin America Marketing Automation Software Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 46: Latin America Marketing Automation Software Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 47: Key Marketing Automation Software Players in Middle East & Africa

Table 48: Middle East & Africa Marketing Automation Software Revenue by Type (2020-2025) & (US\$ Million)

Table 49: Middle East & Africa Marketing Automation Software Revenue by Type (2026-2032) & (US\$ Million)

Table 50: Middle East & Africa Marketing Automation Software Revenue by Application (2020-2025) & (US\$ Million)

Table 51: Middle East & Africa Marketing Automation Software Revenue by Application (2026-2032) & (US\$ Million)

Table 52: Middle East & Africa Marketing Automation Software Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 53: Middle East & Africa Marketing Automation Software Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 54: Global Marketing Automation Software Market Revenue by Key Suppliers (2021-2025) & (US\$ Million)

Table 55: Global Marketing Automation Software Revenue Market Share by Key Suppliers (2021-2025)

Table 56: Global Key Suppliers Headquarter Location and Key Area Sales

Table 57: Market Mergers & Acquisitions, Expansion

Table 58: HubSpot Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 59: HubSpot Marketing Automation Software Product Portfolio

Table 60: HubSpot Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 61: Marketo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 62: Marketo Marketing Automation Software Product Portfolio

Table 63: Marketo Marketing Automation Software Revenue (US\$ Million), Gross

Margin and Market Share (2021-2025)

Table 64: Act-On Software Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 65: Act-On Software Marketing Automation Software Product Portfolio

Table 66: Act-On Software Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 67: Salesforce Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 68: Salesforce Marketing Automation Software Product Portfolio

Table 69: Salesforce Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 70: Adobe Systems Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 71: Adobe Systems Marketing Automation Software Product Portfolio

Table 72: Adobe Systems Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 73: Oracle Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 74: Oracle Marketing Automation Software Product Portfolio

Table 75: Oracle Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 76: Infusionsoft Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 77: Infusionsoft Marketing Automation Software Product Portfolio

Table 78: Infusionsoft Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 79: IBM Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 80: IBM Marketing Automation Software Product Portfolio

Table 81: IBM Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 82: Cognizant Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 83: Cognizant Marketing Automation Software Product Portfolio

Table 84: Cognizant Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 85: ETrigue Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 86: ETrigue Marketing Automation Software Product Portfolio

Table 87: ETrigue Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 88: GreenRope Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 89: GreenRope Marketing Automation Software Product Portfolio

Table 90: GreenRope Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 91: Hatchbuck Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 92: Hatchbuck Marketing Automation Software Product Portfolio

Table 93: Hatchbuck Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 94: IContact Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 95: IContact Marketing Automation Software Product Portfolio

Table 96: IContact Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 97: LeadSquared Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 98: LeadSquared Marketing Automation Software Product Portfolio

Table 99: LeadSquared Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 100: MarcomCentral Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 101: MarcomCentral Marketing Automation Software Product Portfolio

Table 102: MarcomCentral Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 103: SALESmanago Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: SALESmanago Marketing Automation Software Product Portfolio

Table 105: SALESmanago Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 106: Salesfusion Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Salesfusion Marketing Automation Software Product Portfolio

Table 108: Salesfusion Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 109: SAP Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: SAP Marketing Automation Software Product Portfolio

Table 111: SAP Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 112: SAS Institute Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: SAS Institute Marketing Automation Software Product Portfolio

Table 114: SAS Institute Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 115: SharpSpring Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: SharpSpring Marketing Automation Software Product Portfolio

Table 117: SharpSpring Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 118: Aprimo Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Aprimo Marketing Automation Software Product Portfolio

Table 120: Aprimo Marketing Automation Software Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 121: Marketing Automation Software Typical Customer List

Table 122: Marketing Automation Software Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Marketing Automation Software Product Pictures

Figure 2: Campaign Management Picture Scope

Figure 3: Email Marketing Picture Scope

Figure 4: Mobile Application Picture Scope

Figure 5: Inbound Marketing Picture Scope

Figure 6: Lead Nurturing and Lead Scoring Picture Scope

Figure 7: Reporting and Analytics Picture Scope

Figure 8: Social Media Marketing Picture Scope

Figure 9: Others Picture Scope

Figure 10: Large Enterprises Picture Scope

Figure 11: Small and Mid-sized Enterprises (SMEs) Picture Scope

Figure 12: Global Marketing Automation Software Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 13: Global Marketing Automation Software Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 14: Global Marketing Automation Software Market Size by Region (2020-2032) & (US\$ Million)

Figure 15: Global Marketing Automation Software Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 16: North America Marketing Automation Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 17: North America Marketing Automation Software Market Share by Players in 2024

Figure 18: North America Marketing Automation Software Revenue Market Share by Type (2020-2032)

Figure 19: North America Marketing Automation Software Revenue Market Share by Application (2020-2032)

Figure 20: US Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 21: Canada Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 22: Europe Marketing Automation Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 23: Europe Marketing Automation Software Market Share by Players in 2024

Figure 24: Europe Marketing Automation Software Revenue Market Share by Type (2020-2032)

Figure 25: Europe Marketing Automation Software Revenue Market Share by Application (2020-2032)

Figure 26: Germany Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 27: France Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 28: United Kingdom Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 29: Italy Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 30: Spain Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 31: Benelux Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 32: China Marketing Automation Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 33: China Marketing Automation Software Market Share by Players in 2024

Figure 34: China Marketing Automation Software Revenue Market Share by Type (2020-2032)

Figure 35: China Marketing Automation Software Revenue Market Share by Application (2020-2032)

Figure 36: APAC (excl. China) Marketing Automation Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 37: APAC (excl. China) Marketing Automation Software Market Share by Players in 2024

Figure 38: APAC (excl. China) Marketing Automation Software Revenue Market Share by Type (2020-2032)

Figure 39: APAC (excl. China) Marketing Automation Software Revenue Market Share by Application (2020-2032)

Figure 40: Japan Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 41: South Korea Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 42: India Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 43: Australia Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 44: Southeast Asia Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 45: Latin America Marketing Automation Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 46: Latin America Marketing Automation Software Market Share by Players in 2024

Figure 47: Latin America Marketing Automation Software Revenue Market Share by Type (2020-2032)

Figure 48: Latin America Marketing Automation Software Revenue Market Share by Application (2020-2032)

Figure 49: Mexico Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 50: Brazil Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 51: Middle East & Africa Marketing Automation Software Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 52: Middle East & Africa Marketing Automation Software Market Share by Players in 2024

Figure 53: Middle East & Africa Marketing Automation Software Revenue Market Share by Type (2020-2032)

Figure 54: Middle East & Africa Marketing Automation Software Revenue Market Share by Application (2020-2032)

Figure 55: Saudi Arabia Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 56: South Africa Marketing Automation Software Revenue (2020-2032) & (US\$ Million)

Figure 57: Global Marketing Automation Software Revenue Market Share by Key Suppliers in 2024

Figure 58: Global Marketing Automation Software Industry Competition Landscape

Figure 59: Marketing Automation Software Industry Chain Analysis

Figure 60: Bottom-Up and Top-Down Research Methods

Figure 61: Key Interview Objectives

Figure 62: Data Cross Validation

I would like to order

Product name: Global Marketing Automation Software Competitive Landscape Professional Research Report 2025

Product link: <https://marketpublishers.com/r/MB49E8FD551AEN.html>

Price: US\$ 3,500.00 (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/MB49E8FD551AEN.html>