

# Global Omni-channel Campaign Management Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Omni-channel Campaign Management market size will reach 3,975.01 Million USD in 2025 and is projected to reach 15,744.24 Million USD by 2032, with a CAGR of 21.73% (2025-2032). Notably, the China Omni-channel Campaign Management 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

Omni-channel campaign management refers to a strategic approach that businesses use to plan, execute, and track marketing campaigns across multiple channels in a seamless and integrated manner. The term “omni-channel” implies that the campaign is designed to provide a consistent and personalized experience to customers across various touchpoints, such as websites, social media, mobile apps, email, and physical stores. This approach recognizes the interconnectedness of different channels and aims to create a unified customer experience, regardless of the channel used. Omni-channel campaign management involves careful coordination of messaging, branding, promotions, and customer data to ensure a cohesive and engaging marketing campaign. It often involves leveraging customer data and insights to tailor campaigns to individual preferences, enabling businesses to deliver targeted and relevant messages. By adopting an omni-channel approach, organizations can enhance customer engagement, increase brand loyalty, and drive conversions by reaching customers at every stage of their journey and providing a seamless and consistent experience across

various channels.

The major global suppliers of Omni-channel Campaign Management include Adobe, Infor, HCL Campaign, SAP, SAS, Salesforce.com, Experian, Teradata, MediaMath, Capillary, Allant Group, 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 Omni-channel Campaign Management. 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 Omni-channel Campaign Management 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 Omni-channel Campaign Management 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 Omni-channel Campaign Management 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 Omni-channel Campaign Management Include:

Adobe

Infor

HCL Campaign

SAP

SAS

Salesforce.com

Experian

Teradata

MediaMath

Capillary

Allant Group

## Omni-channel Campaign Management Product Segment Include:

On-premise Omni-channel Campaign Management

Cloud-based Omni-channel Campaign Management

## Omni-channel Campaign Management Product Application Include:

Retail

Healthcare and Pharmaceuticals

IT and Telecommunication

Transportation and Logistics

BFSI

## **Chapter Scope**

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