Global Marketing Analytics Market 2022 - Industry Briefing

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Abstracts

According to Gen Consulting Company, the global marketing analytics market is set to achieve an incremental growth of USD 5 billion, acelerating at a CAGR of almost 14.9% during the forecast period 2022-2028.

This industry report offers market estimates of the global market, followed by a detailed analysis of the deployment mode, organization size, application, end user, and region. The global market data on marketing analytics can be segmented by deployment mode: on-premise, cloud. The cloud segment held the largest revenue share in 2021. Marketing analytics market is further segmented by organization size: large enterprises, small and medium enterprises (SMEs). Among these, the large enterprises segment was accounted for the highest revenue generator in 2021. Based on application, the marketing analytics market is segmented into: content marketing, email marketing, search engine marketing, social media marketing, others. The social media marketing segment captured the largest share of the market in 2021. On the basis of end user, the marketing analytics market also can be divided into: consumer-packaged goods, financial, healthcare, hospitality and tourism, media and entertainment, retail. According to the research, the consumer-packaged goods segment had the largest share in the global marketing analytics market. Marketing analytics market by region is categorized into: Asia Pacific, Europe, North America, Rest of the World (RoW).

The global marketing analytics market is highly competitive. Top players covered in Global Marketing Analytics Market Study are Accenture plc, Adobe Inc., Experian plc, IBM Corporation, Microsoft Corporation, Oracle Corporation, Pegasystems Inc., SAP SE, SAS Institue Inc., Teradata Corporation, Wipro Ltd.

The data-centric report focuses on market trends, status and outlook for segments. With

comprehensive market assessment across the major geographies, the report is a valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the Global Marketing Analytics Market

Identify segments/areas to invest in over the forecast period in the Global Marketing Analytics Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

Contents

PART 1. SUMMARY

PART 2. INTRODUCTION

Study period
Geographical scope
Market segmentation

PART 3. MARKETING ANALYTICS MARKET OVERVIEW

PART 4. MARKET BREAKDOWN BY DEPLOYMENT MODE

On-premise
Cloud

PART 5. MARKET BREAKDOWN BY ORGANIZATION SIZE

Large enterprises
Small and medium enterprises (SMEs)

PART 6. MARKET BREAKDOWN BY APPLICATION

Content marketing
Email marketing
Search engine marketing
Social media marketing
Others

PART 7. MARKET BREAKDOWN BY END USER

Consumer-packaged goods
Financial
Healthcare
Hospitality and tourism
Media and entertainment
Retail

PART 8. MARKET BREAKDOWN BY REGION

Asia Pacific
Europe
North America
Rest of the World (RoW)

PART 9. KEY COMPANIES

Accenture plc
Adobe Inc.
Experian plc
IBM Corporation
Microsoft Corporation
Oracle Corporation
Pegasystems Inc.
SAP SE
SAS Institue Inc.
Teradata Corporation
Wipro Ltd.

PART 10. METHODOLOGY

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