

# Global Marketing Automation Software Market 2022 - Industry Briefing

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## Abstracts

The global marketing automation software market size is projected to grow by USD 7 billion from 2022 to 2028, registering a CAGR of 16 percent, according to a new report by Gen Consulting Company.

This industry report offers market estimates of the global market, followed by a detailed analysis of the deployment mode, application, organization size, end user, and region. The global market data on marketing automation software can be segmented by deployment mode: cloud-based, on-premise. Globally, the cloud-based segment made up the largest share of the marketing automation software market. Marketing automation software market is further segmented by application: analytics and reporting solutions, campaign management, lead management, sales enablement programs, others. The campaign management segment captured the largest share of the market in 2021. Based on organization size, the marketing automation software market is segmented into: large enterprises, small and medium enterprises (SME). According to the research, the SME segment had the largest share in the global marketing automation software market. On the basis of end user, the marketing automation software market also can be divided into: entertainment, financial, government, manufacturing, healthcare, retail, others. The financial segment held the largest revenue share in 2021. Marketing automation software market by region is categorized into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America.

The global marketing automation software market is highly competitive. The marketing automation software market is dominated by key players, which are Adobe Inc., Hubspot Inc., Microsoft Corporation, Oracle Corporation, Salesforce.com Inc., SAP SE, Teradata Corporation, Thryv Holdings Inc.

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 Automation Software Market

Identify segments/areas to invest in over the forecast period in the Global Marketing Automation Software 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.

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Oracle Corporation

Salesforce.com, Inc.

SAP SE

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