

Global Automated Marketing Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Automated Marketing Software market size was valued at US\$ 465 million in 2025 and is forecast to a readjusted size of US\$ 629 million by 2032 with a CAGR of 4.5% during review period.

Automated marketing software, typically referring to marketing automation platforms, is a system that uses software and technology to automate the execution, management, and optimization of repetitive marketing tasks and processes. Its core objective is to deliver highly personalized marketing messages to the right audience at the right time through pre-defined rules, workflows, and automated cross-channel execution, thereby nurturing potential customers on a large scale, increasing customer engagement, and ultimately driving revenue growth. Essentially, this software liberates marketers from tedious manual operations and, based on data-driven principles, transforms the approach from broad-based advertising to one-on-one, continuous, and relevant conversational marketing with each potential customer. It serves as the core infrastructure for refined operations and growth marketing.

The market outlook for automated marketing software remains positive, rapidly evolving from a channel automation tool into a core engine driving intelligent growth for enterprises. In the future, its development will deeply integrate artificial intelligence and big data, exhibiting three key trends: First, highly personalized and predictive marketing will become standard. AI will not only be used for content optimization and delivery timing prediction but will also deeply analyze customer journey data to predict customers' next needs and churn risks, thereby automatically triggering highly relevant interventions or retention strategies to achieve a closed loop of 'prediction-reach-conversion.' Second, there's the deep integration of omnichannel data and the

Customer Data Platform (CDP). Automated marketing software will no longer be limited to marketing department data, but will act as a front-end reach engine, seamlessly connecting with the CDP that integrates omnichannel customer data. This ensures that every automated interaction is based on a unified, real-time updated customer profile, achieving true full lifecycle automated management. Third, there's the innovation of conversational marketing and interaction methods. The interactive interface of automated marketing will expand from traditional emails and web pages to instant messaging scenarios such as chatbots, enabling more natural and two-way automated conversational marketing, improving the interactive experience and conversion efficiency.

This report is a detailed and comprehensive analysis for global Automated Marketing Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Automated Marketing Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Automated Marketing Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Automated Marketing Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Automated Marketing Software market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Automated Marketing Software

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Automated Marketing Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Hubb, Cvent, Mautic, Click, ActiveCampaign, Adobe, Zapier, Zoho, SAP Emarsys, Keap, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Automated Marketing Software market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

On-premise

Cloud-based

Market segment by Core Functions

Lead Acquisition and Nurturing

Customer Interaction and Marketing

Advertising and Performance

Market segment by Interaction Methods

Traditional Workflow-Driven

AI-Driven

Market segment by Application

Large Enterprise

Small and Medium Enterprises

Others

Market segment by players, this report covers

Hubb

Cvent

Mautic

Click

ActiveCampaign

Adobe

Zapier

Zoho

SAP Emarsys

Keap

Act-On

Omnisend

BenchmarkONE

Ortto

Mailchimp

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Automated Marketing Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Automated Marketing Software, with revenue, gross margin, and global market share of Automated Marketing Software from 2021 to 2026.

Chapter 3, the Automated Marketing Software competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026.and

Automated Marketing Software market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Automated Marketing Software.

Chapter 13, to describe Automated Marketing Software research findings and conclusion.

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