

# Global Automated Marketing Software Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Automated Marketing Software market size is expected to reach \$ 629 million by 2032, rising at a market growth of 4.5% CAGR during the forecast period (2026-2032).

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 studies the global Automated Marketing Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automated Marketing Software, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Automated Marketing Software that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Automated Marketing Software total market, 2021-2032, (USD Million)

Global Automated Marketing Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Automated Marketing Software total market, key domestic companies, and share, (USD Million)

Global Automated Marketing Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Automated Marketing Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Automated Marketing Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Automated Marketing Software market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and

2027-2032 as the forecast year.

Global Automated Marketing Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automated Marketing Software Market, Segmentation by Type:

On-premise

Cloud-based

Global Automated Marketing Software Market, Segmentation by Core Functions:

Lead Acquisition and Nurturing

Customer Interaction and Marketing

Advertising and Performance

Global Automated Marketing Software Market, Segmentation by Interaction Methods:

Traditional Workflow-Driven

AI-Driven

Global Automated Marketing Software Market, Segmentation by Application:

Large Enterprise

Small and Medium Enterprises

Others

**Companies Profiled:**

Hubb

Cvent

Mautic

Click

ActiveCampaign

Adobe

Zapier

Zoho

SAP Emarsys

Keap

Act-On

Omnisend

BenchmarkONE

Ortto

Mailchimp

#### Key Questions Answered

1. How big is the global Automated Marketing Software market?
2. What is the demand of the global Automated Marketing Software market?
3. What is the year over year growth of the global Automated Marketing Software market?
4. What is the total value of the global Automated Marketing Software market?
5. Who are the Major Players in the global Automated Marketing Software market?
6. What are the growth factors driving the market demand?

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