

Global Local Marketing Software Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Local Marketing Software market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Local marketing is any marketing strategy that targets customers by a finely grained location such as a city or neighborhood. It is used by small local businesses to conserve resources and develop unique advantages by reaching the customers closest to them.

The Global Info Research report includes an overview of the development of the Local Marketing Software industry chain, the market status of SME (Small and Medium Enterprises) (On-Premise, Cloud-Based), Large Enterprise (On-Premise, Cloud-Based), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Local Marketing Software.

Regionally, the report analyzes the Local Marketing Software markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Local Marketing Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Local Marketing Software market. It provides a holistic view of the industry, as well as detailed insights into

individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Local Marketing Software industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., On-Premise, Cloud-Based).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Local Marketing Software market.

Regional Analysis: The report involves examining the Local Marketing Software market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Local Marketing Software market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Local Marketing Software:

Company Analysis: Report covers individual Local Marketing Software players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Local Marketing Software This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (SME (Small and Medium Enterprises), Large Enterprise).

Technology Analysis: Report covers specific technologies relevant to Local Marketing Software. It assesses the current state, advancements, and potential future developments in Local Marketing Software areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Local Marketing Software market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Local Marketing Software market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

On-Premise

Cloud-Based

Market segment by Application

SME (Small and Medium Enterprises)

Large Enterprise

Market segment by players, this report covers

Balihoo

BrandBuilder

Brandify

CBInsights

Centermark

Footprints for Retail

GoDaddy(Main Street Hub)

Marketing Essentials

MatchCraft

MomentFeed

OutboundEngine

Pica9(CampaignDrive)

ReachLocal

Scanova

Signpost

SproutLoud Media Networks LLC

ThriveHive

Vivial

Womply

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 Local Marketing Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Local Marketing Software, with revenue, gross margin and global market share of Local Marketing Software from 2019 to 2024.

Chapter 3, the Local 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and Local Marketing Software market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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

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

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

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Local Marketing Software
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Classification of Local Marketing Software by Type
 - 1.3.1 Overview: Global Local Marketing Software Market Size by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Global Local Marketing Software Consumption Value Market Share by Type in 2023
 - 1.3.3 On-Premise
 - 1.3.4 Cloud-Based
- 1.4 Global Local Marketing Software Market by Application
 - 1.4.1 Overview: Global Local Marketing Software Market Size by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 SME (Small and Medium Enterprises)
 - 1.4.3 Large Enterprise
- 1.5 Global Local Marketing Software Market Size & Forecast
- 1.6 Global Local Marketing Software Market Size and Forecast by Region
 - 1.6.1 Global Local Marketing Software Market Size by Region: 2019 VS 2023 VS 2030
 - 1.6.2 Global Local Marketing Software Market Size by Region, (2019-2030)
 - 1.6.3 North America Local Marketing Software Market Size and Prospect (2019-2030)
 - 1.6.4 Europe Local Marketing Software Market Size and Prospect (2019-2030)
 - 1.6.5 Asia-Pacific Local Marketing Software Market Size and Prospect (2019-2030)
 - 1.6.6 South America Local Marketing Software Market Size and Prospect (2019-2030)
 - 1.6.7 Middle East and Africa Local Marketing Software Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

- 2.1 Balihoo
 - 2.1.1 Balihoo Details
 - 2.1.2 Balihoo Major Business
 - 2.1.3 Balihoo Local Marketing Software Product and Solutions
 - 2.1.4 Balihoo Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.1.5 Balihoo Recent Developments and Future Plans
- 2.2 BrandBuilder

- 2.2.1 BrandBuilder Details
- 2.2.2 BrandBuilder Major Business
- 2.2.3 BrandBuilder Local Marketing Software Product and Solutions
- 2.2.4 BrandBuilder Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
- 2.2.5 BrandBuilder Recent Developments and Future Plans
- 2.3 Brandify
 - 2.3.1 Brandify Details
 - 2.3.2 Brandify Major Business
 - 2.3.3 Brandify Local Marketing Software Product and Solutions
 - 2.3.4 Brandify Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.3.5 Brandify Recent Developments and Future Plans
- 2.4 CBInsights
 - 2.4.1 CBInsights Details
 - 2.4.2 CBInsights Major Business
 - 2.4.3 CBInsights Local Marketing Software Product and Solutions
 - 2.4.4 CBInsights Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.4.5 CBInsights Recent Developments and Future Plans
- 2.5 Centermark
 - 2.5.1 Centermark Details
 - 2.5.2 Centermark Major Business
 - 2.5.3 Centermark Local Marketing Software Product and Solutions
 - 2.5.4 Centermark Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.5.5 Centermark Recent Developments and Future Plans
- 2.6 Footprints for Retail
 - 2.6.1 Footprints for Retail Details
 - 2.6.2 Footprints for Retail Major Business
 - 2.6.3 Footprints for Retail Local Marketing Software Product and Solutions
 - 2.6.4 Footprints for Retail Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Footprints for Retail Recent Developments and Future Plans
- 2.7 GoDaddy(Main Street Hub)
 - 2.7.1 GoDaddy(Main Street Hub) Details
 - 2.7.2 GoDaddy(Main Street Hub) Major Business
 - 2.7.3 GoDaddy(Main Street Hub) Local Marketing Software Product and Solutions
 - 2.7.4 GoDaddy(Main Street Hub) Local Marketing Software Revenue, Gross Margin

and Market Share (2019-2024)

2.7.5 GoDaddy(Main Street Hub) Recent Developments and Future Plans

2.8 Marketing Essentials

2.8.1 Marketing Essentials Details

2.8.2 Marketing Essentials Major Business

2.8.3 Marketing Essentials Local Marketing Software Product and Solutions

2.8.4 Marketing Essentials Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)

2.8.5 Marketing Essentials Recent Developments and Future Plans

2.9 MatchCraft

2.9.1 MatchCraft Details

2.9.2 MatchCraft Major Business

2.9.3 MatchCraft Local Marketing Software Product and Solutions

2.9.4 MatchCraft Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)

2.9.5 MatchCraft Recent Developments and Future Plans

2.10 MomentFeed

2.10.1 MomentFeed Details

2.10.2 MomentFeed Major Business

2.10.3 MomentFeed Local Marketing Software Product and Solutions

2.10.4 MomentFeed Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)

2.10.5 MomentFeed Recent Developments and Future Plans

2.11 OutboundEngine

2.11.1 OutboundEngine Details

2.11.2 OutboundEngine Major Business

2.11.3 OutboundEngine Local Marketing Software Product and Solutions

2.11.4 OutboundEngine Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)

2.11.5 OutboundEngine Recent Developments and Future Plans

2.12 Pica9(CampaignDrive)

2.12.1 Pica9(CampaignDrive) Details

2.12.2 Pica9(CampaignDrive) Major Business

2.12.3 Pica9(CampaignDrive) Local Marketing Software Product and Solutions

2.12.4 Pica9(CampaignDrive) Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)

2.12.5 Pica9(CampaignDrive) Recent Developments and Future Plans

2.13 ReachLocal

2.13.1 ReachLocal Details

- 2.13.2 ReachLocal Major Business
- 2.13.3 ReachLocal Local Marketing Software Product and Solutions
- 2.13.4 ReachLocal Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
- 2.13.5 ReachLocal Recent Developments and Future Plans
- 2.14 Scanova
 - 2.14.1 Scanova Details
 - 2.14.2 Scanova Major Business
 - 2.14.3 Scanova Local Marketing Software Product and Solutions
 - 2.14.4 Scanova Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.14.5 Scanova Recent Developments and Future Plans
- 2.15 Signpost
 - 2.15.1 Signpost Details
 - 2.15.2 Signpost Major Business
 - 2.15.3 Signpost Local Marketing Software Product and Solutions
 - 2.15.4 Signpost Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.15.5 Signpost Recent Developments and Future Plans
- 2.16 SproutLoud Media Networks LLC
 - 2.16.1 SproutLoud Media Networks LLC Details
 - 2.16.2 SproutLoud Media Networks LLC Major Business
 - 2.16.3 SproutLoud Media Networks LLC Local Marketing Software Product and Solutions
 - 2.16.4 SproutLoud Media Networks LLC Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.16.5 SproutLoud Media Networks LLC Recent Developments and Future Plans
- 2.17 ThriveHive
 - 2.17.1 ThriveHive Details
 - 2.17.2 ThriveHive Major Business
 - 2.17.3 ThriveHive Local Marketing Software Product and Solutions
 - 2.17.4 ThriveHive Local Marketing Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.17.5 ThriveHive Recent Developments and Future Plans
- 2.18 Vivial
 - 2.18.1 Vivial Details
 - 2.18.2 Vivial Major Business
 - 2.18.3 Vivial Local Marketing Software Product and Solutions
 - 2.18.4 Vivial Local Marketing Software Revenue, Gross Margin and Market Share

(2019-2024)

2.18.5 Vivial Recent Developments and Future Plans

2.19 Womply

2.19.1 Womply Details

2.19.2 Womply Major Business

2.19.3 Womply Local Marketing Software Product and Solutions

2.19.4 Womply Local Marketing Software Revenue, Gross Margin and Market Share

(2019-2024)

2.19.5 Womply Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Local Marketing Software Revenue and Share by Players (2019-2024)

3.2 Market Share Analysis (2023)

3.2.1 Market Share of Local Marketing Software by Company Revenue

3.2.2 Top 3 Local Marketing Software Players Market Share in 2023

3.2.3 Top 6 Local Marketing Software Players Market Share in 2023

3.3 Local Marketing Software Market: Overall Company Footprint Analysis

3.3.1 Local Marketing Software Market: Region Footprint

3.3.2 Local Marketing Software Market: Company Product Type Footprint

3.3.3 Local Marketing Software Market: Company Product Application Footprint

3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Local Marketing Software Consumption Value and Market Share by Type (2019-2024)

4.2 Global Local Marketing Software Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Local Marketing Software Consumption Value Market Share by Application (2019-2024)

5.2 Global Local Marketing Software Market Forecast by Application (2025-2030)

6 NORTH AMERICA

6.1 North America Local Marketing Software Consumption Value by Type (2019-2030)

6.2 North America Local Marketing Software Consumption Value by Application (2019-2030)

6.3 North America Local Marketing Software Market Size by Country

6.3.1 North America Local Marketing Software Consumption Value by Country (2019-2030)

6.3.2 United States Local Marketing Software Market Size and Forecast (2019-2030)

6.3.3 Canada Local Marketing Software Market Size and Forecast (2019-2030)

6.3.4 Mexico Local Marketing Software Market Size and Forecast (2019-2030)

7 EUROPE

7.1 Europe Local Marketing Software Consumption Value by Type (2019-2030)

7.2 Europe Local Marketing Software Consumption Value by Application (2019-2030)

7.3 Europe Local Marketing Software Market Size by Country

7.3.1 Europe Local Marketing Software Consumption Value by Country (2019-2030)

7.3.2 Germany Local Marketing Software Market Size and Forecast (2019-2030)

7.3.3 France Local Marketing Software Market Size and Forecast (2019-2030)

7.3.4 United Kingdom Local Marketing Software Market Size and Forecast (2019-2030)

7.3.5 Russia Local Marketing Software Market Size and Forecast (2019-2030)

7.3.6 Italy Local Marketing Software Market Size and Forecast (2019-2030)

8 ASIA-PACIFIC

8.1 Asia-Pacific Local Marketing Software Consumption Value by Type (2019-2030)

8.2 Asia-Pacific Local Marketing Software Consumption Value by Application (2019-2030)

8.3 Asia-Pacific Local Marketing Software Market Size by Region

8.3.1 Asia-Pacific Local Marketing Software Consumption Value by Region (2019-2030)

8.3.2 China Local Marketing Software Market Size and Forecast (2019-2030)

8.3.3 Japan Local Marketing Software Market Size and Forecast (2019-2030)

8.3.4 South Korea Local Marketing Software Market Size and Forecast (2019-2030)

8.3.5 India Local Marketing Software Market Size and Forecast (2019-2030)

8.3.6 Southeast Asia Local Marketing Software Market Size and Forecast (2019-2030)

8.3.7 Australia Local Marketing Software Market Size and Forecast (2019-2030)

9 SOUTH AMERICA

9.1 South America Local Marketing Software Consumption Value by Type (2019-2030)

9.2 South America Local Marketing Software Consumption Value by Application (2019-2030)

9.3 South America Local Marketing Software Market Size by Country

9.3.1 South America Local Marketing Software Consumption Value by Country (2019-2030)

9.3.2 Brazil Local Marketing Software Market Size and Forecast (2019-2030)

9.3.3 Argentina Local Marketing Software Market Size and Forecast (2019-2030)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Local Marketing Software Consumption Value by Type (2019-2030)

10.2 Middle East & Africa Local Marketing Software Consumption Value by Application (2019-2030)

10.3 Middle East & Africa Local Marketing Software Market Size by Country

10.3.1 Middle East & Africa Local Marketing Software Consumption Value by Country (2019-2030)

10.3.2 Turkey Local Marketing Software Market Size and Forecast (2019-2030)

10.3.3 Saudi Arabia Local Marketing Software Market Size and Forecast (2019-2030)

10.3.4 UAE Local Marketing Software Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

11.1 Local Marketing Software Market Drivers

11.2 Local Marketing Software Market Restraints

11.3 Local Marketing Software Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Local Marketing Software Industry Chain

12.2 Local Marketing Software Upstream Analysis

12.3 Local Marketing Software Midstream Analysis

12.4 Local Marketing Software Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Local Marketing Software Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Local Marketing Software Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Global Local Marketing Software Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global Local Marketing Software Consumption Value by Region (2025-2030) & (USD Million)

Table 5. Balihoo Company Information, Head Office, and Major Competitors

Table 6. Balihoo Major Business

Table 7. Balihoo Local Marketing Software Product and Solutions

Table 8. Balihoo Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. Balihoo Recent Developments and Future Plans

Table 10. BrandBuilder Company Information, Head Office, and Major Competitors

Table 11. BrandBuilder Major Business

Table 12. BrandBuilder Local Marketing Software Product and Solutions

Table 13. BrandBuilder Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. BrandBuilder Recent Developments and Future Plans

Table 15. Brandify Company Information, Head Office, and Major Competitors

Table 16. Brandify Major Business

Table 17. Brandify Local Marketing Software Product and Solutions

Table 18. Brandify Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. Brandify Recent Developments and Future Plans

Table 20. CBInsights Company Information, Head Office, and Major Competitors

Table 21. CBInsights Major Business

Table 22. CBInsights Local Marketing Software Product and Solutions

Table 23. CBInsights Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. CBInsights Recent Developments and Future Plans

Table 25. Centermark Company Information, Head Office, and Major Competitors

Table 26. Centermark Major Business

Table 27. Centermark Local Marketing Software Product and Solutions

Table 28. Centermark Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 29. Centermark Recent Developments and Future Plans

Table 30. Footprints for Retail Company Information, Head Office, and Major Competitors

Table 31. Footprints for Retail Major Business

Table 32. Footprints for Retail Local Marketing Software Product and Solutions

Table 33. Footprints for Retail Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 34. Footprints for Retail Recent Developments and Future Plans

Table 35. GoDaddy(Main Street Hub) Company Information, Head Office, and Major Competitors

Table 36. GoDaddy(Main Street Hub) Major Business

Table 37. GoDaddy(Main Street Hub) Local Marketing Software Product and Solutions

Table 38. GoDaddy(Main Street Hub) Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 39. GoDaddy(Main Street Hub) Recent Developments and Future Plans

Table 40. Marketing Essentials Company Information, Head Office, and Major Competitors

Table 41. Marketing Essentials Major Business

Table 42. Marketing Essentials Local Marketing Software Product and Solutions

Table 43. Marketing Essentials Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 44. Marketing Essentials Recent Developments and Future Plans

Table 45. MatchCraft Company Information, Head Office, and Major Competitors

Table 46. MatchCraft Major Business

Table 47. MatchCraft Local Marketing Software Product and Solutions

Table 48. MatchCraft Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 49. MatchCraft Recent Developments and Future Plans

Table 50. MomentFeed Company Information, Head Office, and Major Competitors

Table 51. MomentFeed Major Business

Table 52. MomentFeed Local Marketing Software Product and Solutions

Table 53. MomentFeed Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 54. MomentFeed Recent Developments and Future Plans

Table 55. OutboundEngine Company Information, Head Office, and Major Competitors

Table 56. OutboundEngine Major Business

Table 57. OutboundEngine Local Marketing Software Product and Solutions

Table 58. OutboundEngine Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 59. OutboundEngine Recent Developments and Future Plans

Table 60. Pica9(CampaignDrive) Company Information, Head Office, and Major Competitors

Table 61. Pica9(CampaignDrive) Major Business

Table 62. Pica9(CampaignDrive) Local Marketing Software Product and Solutions

Table 63. Pica9(CampaignDrive) Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 64. Pica9(CampaignDrive) Recent Developments and Future Plans

Table 65. ReachLocal Company Information, Head Office, and Major Competitors

Table 66. ReachLocal Major Business

Table 67. ReachLocal Local Marketing Software Product and Solutions

Table 68. ReachLocal Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 69. ReachLocal Recent Developments and Future Plans

Table 70. Scanova Company Information, Head Office, and Major Competitors

Table 71. Scanova Major Business

Table 72. Scanova Local Marketing Software Product and Solutions

Table 73. Scanova Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 74. Scanova Recent Developments and Future Plans

Table 75. Signpost Company Information, Head Office, and Major Competitors

Table 76. Signpost Major Business

Table 77. Signpost Local Marketing Software Product and Solutions

Table 78. Signpost Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 79. Signpost Recent Developments and Future Plans

Table 80. SproutLoud Media Networks LLC Company Information, Head Office, and Major Competitors

Table 81. SproutLoud Media Networks LLC Major Business

Table 82. SproutLoud Media Networks LLC Local Marketing Software Product and Solutions

Table 83. SproutLoud Media Networks LLC Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 84. SproutLoud Media Networks LLC Recent Developments and Future Plans

Table 85. ThriveHive Company Information, Head Office, and Major Competitors

Table 86. ThriveHive Major Business

Table 87. ThriveHive Local Marketing Software Product and Solutions

Table 88. ThriveHive Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 89. ThriveHive Recent Developments and Future Plans

Table 90. Vivial Company Information, Head Office, and Major Competitors

Table 91. Vivial Major Business

Table 92. Vivial Local Marketing Software Product and Solutions

Table 93. Vivial Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 94. Vivial Recent Developments and Future Plans

Table 95. Womply Company Information, Head Office, and Major Competitors

Table 96. Womply Major Business

Table 97. Womply Local Marketing Software Product and Solutions

Table 98. Womply Local Marketing Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 99. Womply Recent Developments and Future Plans

Table 100. Global Local Marketing Software Revenue (USD Million) by Players (2019-2024)

Table 101. Global Local Marketing Software Revenue Share by Players (2019-2024)

Table 102. Breakdown of Local Marketing Software by Company Type (Tier 1, Tier 2, and Tier 3)

Table 103. Market Position of Players in Local Marketing Software, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023

Table 104. Head Office of Key Local Marketing Software Players

Table 105. Local Marketing Software Market: Company Product Type Footprint

Table 106. Local Marketing Software Market: Company Product Application Footprint

Table 107. Local Marketing Software New Market Entrants and Barriers to Market Entry

Table 108. Local Marketing Software Mergers, Acquisition, Agreements, and Collaborations

Table 109. Global Local Marketing Software Consumption Value (USD Million) by Type (2019-2024)

Table 110. Global Local Marketing Software Consumption Value Share by Type (2019-2024)

Table 111. Global Local Marketing Software Consumption Value Forecast by Type (2025-2030)

Table 112. Global Local Marketing Software Consumption Value by Application (2019-2024)

Table 113. Global Local Marketing Software Consumption Value Forecast by Application (2025-2030)

Table 114. North America Local Marketing Software Consumption Value by Type

(2019-2024) & (USD Million)

Table 115. North America Local Marketing Software Consumption Value by Type

(2025-2030) & (USD Million)

Table 116. North America Local Marketing Software Consumption Value by Application

(2019-2024) & (USD Million)

Table 117. North America Local Marketing Software Consumption Value by Application

(2025-2030) & (USD Million)

Table 118. North America Local Marketing Software Consumption Value by Country

(2019-2024) & (USD Million)

Table 119. North America Local Marketing Software Consumption Value by Country

(2025-2030) & (USD Million)

Table 120. Europe Local Marketing Software Consumption Value by Type (2019-2024)
& (USD Million)

Table 121. Europe Local Marketing Software Consumption Value by Type (2025-2030)
& (USD Million)

Table 122. Europe Local Marketing Software Consumption Value by Application
(2019-2024) & (USD Million)

Table 123. Europe Local Marketing Software Consumption Value by Application
(2025-2030) & (USD Million)

Table 124. Europe Local Marketing Software Consumption Value by Country
(2019-2024) & (USD Million)

Table 125. Europe Local Marketing Software Consumption Value by Country
(2025-2030) & (USD Million)

Table 126. Asia-Pacific Local Marketing Software Consumption Value by Type
(2019-2024) & (USD Million)

Table 127. Asia-Pacific Local Marketing Software Consumption Value by Type
(2025-2030) & (USD Million)

Table 128. Asia-Pacific Local Marketing Software Consumption Value by Application
(2019-2024) & (USD Million)

Table 129. Asia-Pacific Local Marketing Software Consumption Value by Application
(2025-2030) & (USD Million)

Table 130. Asia-Pacific Local Marketing Software Consumption Value by Region
(2019-2024) & (USD Million)

Table 131. Asia-Pacific Local Marketing Software Consumption Value by Region
(2025-2030) & (USD Million)

Table 132. South America Local Marketing Software Consumption Value by Type
(2019-2024) & (USD Million)

Table 133. South America Local Marketing Software Consumption Value by Type
(2025-2030) & (USD Million)

Table 134. South America Local Marketing Software Consumption Value by Application (2019-2024) & (USD Million)

Table 135. South America Local Marketing Software Consumption Value by Application (2025-2030) & (USD Million)

Table 136. South America Local Marketing Software Consumption Value by Country (2019-2024) & (USD Million)

Table 137. South America Local Marketing Software Consumption Value by Country (2025-2030) & (USD Million)

Table 138. Middle East & Africa Local Marketing Software Consumption Value by Type (2019-2024) & (USD Million)

Table 139. Middle East & Africa Local Marketing Software Consumption Value by Type (2025-2030) & (USD Million)

Table 140. Middle East & Africa Local Marketing Software Consumption Value by Application (2019-2024) & (USD Million)

Table 141. Middle East & Africa Local Marketing Software Consumption Value by Application (2025-2030) & (USD Million)

Table 142. Middle East & Africa Local Marketing Software Consumption Value by Country (2019-2024) & (USD Million)

Table 143. Middle East & Africa Local Marketing Software Consumption Value by Country (2025-2030) & (USD Million)

Table 144. Local Marketing Software Raw Material

Table 145. Key Suppliers of Local Marketing Software Raw Materials

List Of Figures

LIST OF FIGURES

Figure 1. Local Marketing Software Picture

Figure 2. Global Local Marketing Software Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Local Marketing Software Consumption Value Market Share by Type in 2023

Figure 4. On-Premise

Figure 5. Cloud-Based

Figure 6. Global Local Marketing Software Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 7. Local Marketing Software Consumption Value Market Share by Application in 2023

Figure 8. SME (Small and Medium Enterprises) Picture

Figure 9. Large Enterprise Picture

Figure 10. Global Local Marketing Software Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 11. Global Local Marketing Software Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 12. Global Market Local Marketing Software Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)

Figure 13. Global Local Marketing Software Consumption Value Market Share by Region (2019-2030)

Figure 14. Global Local Marketing Software Consumption Value Market Share by Region in 2023

Figure 15. North America Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 16. Europe Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 17. Asia-Pacific Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 18. South America Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 19. Middle East and Africa Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 20. Global Local Marketing Software Revenue Share by Players in 2023

Figure 21. Local Marketing Software Market Share by Company Type (Tier 1, Tier 2 and

Tier 3) in 2023

Figure 22. Global Top 3 Players Local Marketing Software Market Share in 2023

Figure 23. Global Top 6 Players Local Marketing Software Market Share in 2023

Figure 24. Global Local Marketing Software Consumption Value Share by Type
(2019-2024)

Figure 25. Global Local Marketing Software Market Share Forecast by Type
(2025-2030)

Figure 26. Global Local Marketing Software Consumption Value Share by Application
(2019-2024)

Figure 27. Global Local Marketing Software Market Share Forecast by Application
(2025-2030)

Figure 28. North America Local Marketing Software Consumption Value Market Share
by Type (2019-2030)

Figure 29. North America Local Marketing Software Consumption Value Market Share
by Application (2019-2030)

Figure 30. North America Local Marketing Software Consumption Value Market Share
by Country (2019-2030)

Figure 31. United States Local Marketing Software Consumption Value (2019-2030) &
(USD Million)

Figure 32. Canada Local Marketing Software Consumption Value (2019-2030) & (USD
Million)

Figure 33. Mexico Local Marketing Software Consumption Value (2019-2030) & (USD
Million)

Figure 34. Europe Local Marketing Software Consumption Value Market Share by Type
(2019-2030)

Figure 35. Europe Local Marketing Software Consumption Value Market Share by
Application (2019-2030)

Figure 36. Europe Local Marketing Software Consumption Value Market Share by
Country (2019-2030)

Figure 37. Germany Local Marketing Software Consumption Value (2019-2030) & (USD
Million)

Figure 38. France Local Marketing Software Consumption Value (2019-2030) & (USD
Million)

Figure 39. United Kingdom Local Marketing Software Consumption Value (2019-2030)
& (USD Million)

Figure 40. Russia Local Marketing Software Consumption Value (2019-2030) & (USD
Million)

Figure 41. Italy Local Marketing Software Consumption Value (2019-2030) & (USD
Million)

Figure 42. Asia-Pacific Local Marketing Software Consumption Value Market Share by Type (2019-2030)

Figure 43. Asia-Pacific Local Marketing Software Consumption Value Market Share by Application (2019-2030)

Figure 44. Asia-Pacific Local Marketing Software Consumption Value Market Share by Region (2019-2030)

Figure 45. China Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 46. Japan Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 47. South Korea Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 48. India Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 49. Southeast Asia Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 50. Australia Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 51. South America Local Marketing Software Consumption Value Market Share by Type (2019-2030)

Figure 52. South America Local Marketing Software Consumption Value Market Share by Application (2019-2030)

Figure 53. South America Local Marketing Software Consumption Value Market Share by Country (2019-2030)

Figure 54. Brazil Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 55. Argentina Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 56. Middle East and Africa Local Marketing Software Consumption Value Market Share by Type (2019-2030)

Figure 57. Middle East and Africa Local Marketing Software Consumption Value Market Share by Application (2019-2030)

Figure 58. Middle East and Africa Local Marketing Software Consumption Value Market Share by Country (2019-2030)

Figure 59. Turkey Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 60. Saudi Arabia Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Figure 61. UAE Local Marketing Software Consumption Value (2019-2030) & (USD Million)

Million)

Figure 62. Local Marketing Software Market Drivers

Figure 63. Local Marketing Software Market Restraints

Figure 64. Local Marketing Software Market Trends

Figure 65. Porters Five Forces Analysis

Figure 66. Manufacturing Cost Structure Analysis of Local Marketing Software in 2023

Figure 67. Manufacturing Process Analysis of Local Marketing Software

Figure 68. Local Marketing Software Industrial Chain

Figure 69. Methodology

Figure 70. Research Process and Data Source

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