

# Global Marketing Analytics 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 Marketing Analytics Software market size was valued at USD 3044.8 million in 2023 and is forecast to a readjusted size of USD 6162.6 million by 2030 with a CAGR of 10.6% during review period.

Marketing analytics software encompasses tools and processes which enable an organization to manage, evaluate, and control its marketing efforts by measuring marketing performance. In short, these solutions simplify and optimize a business' marketing strategies and activities. With the use of marketing analytics software, businesses are able to improve their return on investment (ROI) by identifying effective marketing methods and adjusting campaigns to maximize conversions and sales.

Marketing analytics software helps businesses gather data from multiple sources and channels to identify which marketing initiatives are performing well and which have room for improvement. Leveraging marketing analytics software is imperative when calculating ROI on marketing campaigns, which help optimize digital marketing spend. Finally, with the help of marketing analytics tools, marketers can operate more efficiently by learning how to better allocate their time.

In Europe, Marketing Analytics Software key players include HubSpot, Semrush, Looker Data Sciences (Google), Insider., LeadsRx, SharpSpring, OWOX BI, Whatagraph BV, Pathmatics (Sensor Tower), MoEngage, Emarsys (SAP), SALESmanago, CleverTap, Act-On Software, TapClicks, Ometria, Adverity, Optimove, Funnel, etc.

France is the largest market, with a share about 22%, followed by U.K., and Germany,

both have a share about 39 percent.

In terms of product, Large Enterprises is the largest segment, with a share over 56%. And in terms of application, the largest application is Retail & eCommerce.

The Global Info Research report includes an overview of the development of the Marketing Analytics Software industry chain, the market status of Retail & eCommerce (SMEs, Large Enterprises), Banking & Insurance (SMEs, Large Enterprises), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Marketing Analytics Software.

Regionally, the report analyzes the Marketing Analytics 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 Marketing Analytics Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Marketing Analytics 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 Marketing Analytics 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 End User (e.g., SMEs, Large Enterprises).

**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 Marketing Analytics Software market.

**Regional Analysis:** The report involves examining the Marketing Analytics 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 Marketing Analytics 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 Marketing Analytics Software:

**Company Analysis:** Report covers individual Marketing Analytics 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 Marketing Analytics Software. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Vertical Industry (Retail & eCommerce, Banking & Insurance).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Marketing Analytics 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

Marketing Analytics Software market is split by End User and by Vertical Industry. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by End User, and by Vertical Industry in terms of value.

### Market segment by End User

#### SMEs

Large Enterprises

Market segment by Vertical Industry

Retail & eCommerce

Banking & Insurance

Media & Entertainment

Travel & Hospitality

Education

Others

Market segment by players, this report covers

HubSpot

Semrush

Looker Data Sciences (Google)

Insider.

LeadsRx

SharpSpring

OWOX BI

Whatagraph BV

Pathmatics (Sensor Tower)

MoEngage

Emarsys (SAP)

SALESmanago

CleverTap

Act-On Software

TapClicks

Ometria

Adverity

Optimove

Funnel

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 Marketing Analytics Software product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Marketing Analytics 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 End User and application, with consumption value and growth rate by End User, 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 Marketing Analytics Software market forecast, by regions, end user and vertical industry, 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 Marketing Analytics Software.

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

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