

Global Marketing Automation 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 Automation Software market size was valued at USD 3388.3 million in 2023 and is forecast to a readjusted size of USD 9132.4 million by 2030 with a CAGR of 15.2% during review period.

Marketing automation is software and tactics that allow companies to buy and sell like Amazon -- that is, to nurture prospects with highly personalized, useful content that helps convert prospects to customers and turn customers into delighted customers. This type of marketing automation typically generates significant new revenue for companies, and provides an excellent return on the investment required.

Global Marketing Automation Software key players include Oracle, IBM, Adobe Systems, etc. Global top three manufacturers hold a share about 30%.

United States is the largest market, with a share over 50%, followed by UK and Norway, both have a share about 15 percent.

In terms of product, Email Marketing is the largest segment, with a share over 30%. And in terms of application, the largest application is Large Enterprises, followed by Small and Mid-sized Enterprises (SMEs).

The Global Info Research report includes an overview of the development of the Marketing Automation Software industry chain, the market status of Large Enterprises (Campaign Management, Email Marketing), Small and Mid-sized Enterprises (SMEs) (Campaign Management, Email Marketing), and key enterprises in developed and

developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Marketing Automation Software.

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

Key Features:

The report presents comprehensive understanding of the Marketing Automation 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 Automation 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., Campaign Management, Email Marketing).

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 Automation Software market.

Regional Analysis: The report involves examining the Marketing Automation 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 Automation 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 Automation Software:

Company Analysis: Report covers individual Marketing Automation 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 Automation Software. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprises, Small and Mid-sized Enterprises (SMEs)).

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

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

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Lead Nurturing and Lead Scoring

Reporting and Analytics

Social Media Marketing

Others

Market segment by Application

Large Enterprises

Small and Mid-sized Enterprises (SMEs)

Market segment by players, this report covers

HubSpot

Marketo

Act-On Software

Salesforce

Adobe Systems

Oracle

Infusionsoft

IBM

Cognizant

ETrigue

GreenRope

Hatchback

IContact

LeadSquared

MarcomCentral

Salesfusion

SALESmanago

SAP

SAS Institute

SharpSpring

Aprimo

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 Automation Software product scope, market overview,

market estimation caveats and base year.

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

Chapter 3, the Marketing Automation 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 Marketing Automation 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 Marketing Automation Software.

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

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