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

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Abstracts

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.

According to our (Global Info Research) latest study, the global Marketing Automation Software market size was valued at US$ 3973 million in 2023 and is forecast to a readjusted size of USD 10800 million by 2030 with a CAGR of 15.5% during review period.

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).

This report is a detailed and comprehensive analysis for global Marketing Automation 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 2024, are provided.

Key Features:

Global Marketing Automation Software market size and forecasts, in consumption value ($ Million), 2019-2030

Global Marketing Automation Software market size and forecasts by region and country, in consumption value ($ Million), 2019-2030

Global Marketing Automation Software market size and forecasts, by Type and by Application, in consumption value ($ Million), 2019-2030

Global Marketing Automation Software market shares of main players, in revenue ($ Million), 2019-2024

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 Marketing Automation 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 Marketing Automation 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 HubSpot, Marketo, Act-On Software, Salesforce, Adobe Systems, Oracle, Infusionsoft, IBM, Cognizant, ETrigue, etc.

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

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. This analysis can help you expand your business by targeting qualified niche markets.

Market segmentation

Marketing Automation Software market is split by Type and by Application. For the period 2018-2029, 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

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

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HubSpot

Marketo

Act-On Software

Salesforce

Adobe Systems

Oracle

Infusionsoft

IBM

Cognizant

ETrigue

GreenRope

Hatchbuck

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 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 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 by Application, with consumption value and growth rate by Type, by 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, by Type and by Application, with consumption value, from 2024 to 2030.

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

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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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