

# Global Marketing Budget Management Platform Supply, Demand and Key Producers, 2023-2029

<https://marketpublishers.com/r/G3C293BCA358EN.html>

Date: March 2023

Pages: 100

Price: US\$ 4,480.00 (Single User License)

ID: G3C293BCA358EN

## Abstracts

The global Marketing Budget Management Platform market size is expected to reach \$ million by 2029, rising at a market growth of % CAGR during the forecast period (2023-2029).

This report studies the global Marketing Budget Management Platform demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Marketing Budget Management Platform, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Marketing Budget Management Platform that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Marketing Budget Management Platform total market, 2018-2029, (USD Million)

Global Marketing Budget Management Platform total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: Marketing Budget Management Platform total market, key domestic companies and share, (USD Million)

Global Marketing Budget Management Platform revenue by player and market share 2018-2023, (USD Million)

Global Marketing Budget Management Platform total market by Type, CAGR, 2018-2029, (USD Million)

Global Marketing Budget Management Platform total market by Application, CAGR, 2018-2029, (USD Million)

This reports profiles major players in the global Marketing Budget Management Platform 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 Plannuh, Planful, Proof Analytics, MARMIND GmbH, Hive9, Aprimo and Allocadia, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Marketing Budget Management Platform 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 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Marketing Budget Management Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

## Global Marketing Budget Management Platform Market, Segmentation by Type

Cloud-based

On-premises

## Global Marketing Budget Management Platform Market, Segmentation by Application

Small and Medium Enterprises (SMEs)

Large Enterprises

## Companies Profiled:

Plannuh

Planful

Proof Analytics

MARMIND GmbH

Hive9

Aprimo

Allocadia

## Key Questions Answered

1. How big is the global Marketing Budget Management Platform market?

2. What is the demand of the global Marketing Budget Management Platform market?
3. What is the year over year growth of the global Marketing Budget Management Platform market?
4. What is the total value of the global Marketing Budget Management Platform market?
5. Who are the major players in the global Marketing Budget Management Platform market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Marketing Budget Management Platform Introduction
- 1.2 World Marketing Budget Management Platform Market Size & Forecast (2018 & 2022 & 2029)
- 1.3 World Marketing Budget Management Platform Total Market by Region (by Headquarter Location)
  - 1.3.1 World Marketing Budget Management Platform Market Size by Region (2018-2029), (by Headquarter Location)
  - 1.3.2 United States Marketing Budget Management Platform Market Size (2018-2029)
  - 1.3.3 China Marketing Budget Management Platform Market Size (2018-2029)
  - 1.3.4 Europe Marketing Budget Management Platform Market Size (2018-2029)
  - 1.3.5 Japan Marketing Budget Management Platform Market Size (2018-2029)
  - 1.3.6 South Korea Marketing Budget Management Platform Market Size (2018-2029)
  - 1.3.7 ASEAN Marketing Budget Management Platform Market Size (2018-2029)
  - 1.3.8 India Marketing Budget Management Platform Market Size (2018-2029)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Marketing Budget Management Platform Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Marketing Budget Management Platform Major Market Trends
- 1.5 Influence of COVID-19 and Russia-Ukraine War
  - 1.5.1 Influence of COVID-19
  - 1.5.2 Influence of Russia-Ukraine War

### 2 DEMAND SUMMARY

- 2.1 World Marketing Budget Management Platform Consumption Value (2018-2029)
- 2.2 World Marketing Budget Management Platform Consumption Value by Region
  - 2.2.1 World Marketing Budget Management Platform Consumption Value by Region (2018-2023)
  - 2.2.2 World Marketing Budget Management Platform Consumption Value Forecast by Region (2024-2029)
- 2.3 United States Marketing Budget Management Platform Consumption Value (2018-2029)
- 2.4 China Marketing Budget Management Platform Consumption Value (2018-2029)
- 2.5 Europe Marketing Budget Management Platform Consumption Value (2018-2029)
- 2.6 Japan Marketing Budget Management Platform Consumption Value (2018-2029)

2.7 South Korea Marketing Budget Management Platform Consumption Value (2018-2029)

2.8 ASEAN Marketing Budget Management Platform Consumption Value (2018-2029)

2.9 India Marketing Budget Management Platform Consumption Value (2018-2029)

### **3 WORLD MARKETING BUDGET MANAGEMENT PLATFORM COMPANIES COMPETITIVE ANALYSIS**

3.1 World Marketing Budget Management Platform Revenue by Player (2018-2023)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Marketing Budget Management Platform Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Marketing Budget Management Platform in 2022

3.2.3 Global Concentration Ratios (CR8) for Marketing Budget Management Platform in 2022

3.3 Marketing Budget Management Platform Company Evaluation Quadrant

3.4 Marketing Budget Management Platform Market: Overall Company Footprint Analysis

3.4.1 Marketing Budget Management Platform Market: Region Footprint

3.4.2 Marketing Budget Management Platform Market: Company Product Type Footprint

3.4.3 Marketing Budget Management Platform Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers, Acquisitions Activity

### **4 UNITED STATES VS CHINA VS REST OF THE WORLD (BY HEADQUARTER LOCATION)**

4.1 United States VS China: Marketing Budget Management Platform Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Marketing Budget Management Platform Market Size Comparison (2018 & 2022 & 2029) (by Headquarter Location)

4.1.2 United States VS China: Marketing Budget Management Platform Revenue Market Share Comparison (2018 & 2022 & 2029)

4.2 United States Based Companies VS China Based Companies: Marketing Budget

## Management Platform Consumption Value Comparison

4.2.1 United States VS China: Marketing Budget Management Platform Consumption Value Comparison (2018 & 2022 & 2029)

4.2.2 United States VS China: Marketing Budget Management Platform Consumption Value Market Share Comparison (2018 & 2022 & 2029)

4.3 United States Based Marketing Budget Management Platform Companies and Market Share, 2018-2023

4.3.1 United States Based Marketing Budget Management Platform Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Marketing Budget Management Platform Revenue, (2018-2023)

4.4 China Based Companies Marketing Budget Management Platform Revenue and Market Share, 2018-2023

4.4.1 China Based Marketing Budget Management Platform Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Marketing Budget Management Platform Revenue, (2018-2023)

4.5 Rest of World Based Marketing Budget Management Platform Companies and Market Share, 2018-2023

4.5.1 Rest of World Based Marketing Budget Management Platform Companies, Headquarters (States, Country)

4.5.2 Rest of World Based Companies Marketing Budget Management Platform Revenue, (2018-2023)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Marketing Budget Management Platform Market Size Overview by Type: 2018 VS 2022 VS 2029

5.2 Segment Introduction by Type

5.2.1 Cloud-based

5.2.2 On-premises

5.3 Market Segment by Type

5.3.1 World Marketing Budget Management Platform Market Size by Type (2018-2023)

5.3.2 World Marketing Budget Management Platform Market Size by Type (2024-2029)

5.3.3 World Marketing Budget Management Platform Market Size Market Share by Type (2018-2029)

## **6 MARKET ANALYSIS BY APPLICATION**

6.1 World Marketing Budget Management Platform Market Size Overview by Application: 2018 VS 2022 VS 2029

6.2 Segment Introduction by Application

6.2.1 Small and Medium Enterprises (SMEs)

6.2.2 Large Enterprises

6.3 Market Segment by Application

6.3.1 World Marketing Budget Management Platform Market Size by Application (2018-2023)

6.3.2 World Marketing Budget Management Platform Market Size by Application (2024-2029)

6.3.3 World Marketing Budget Management Platform Market Size by Application (2018-2029)

## **7 COMPANY PROFILES**

7.1 Plannuh

7.1.1 Plannuh Details

7.1.2 Plannuh Major Business

7.1.3 Plannuh Marketing Budget Management Platform Product and Services

7.1.4 Plannuh Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023)

7.1.5 Plannuh Recent Developments/Updates

7.1.6 Plannuh Competitive Strengths & Weaknesses

7.2 Planful

7.2.1 Planful Details

7.2.2 Planful Major Business

7.2.3 Planful Marketing Budget Management Platform Product and Services

7.2.4 Planful Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023)

7.2.5 Planful Recent Developments/Updates

7.2.6 Planful Competitive Strengths & Weaknesses

7.3 Proof Analytics

7.3.1 Proof Analytics Details

7.3.2 Proof Analytics Major Business

7.3.3 Proof Analytics Marketing Budget Management Platform Product and Services

7.3.4 Proof Analytics Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023)



7.3.5 Proof Analytics Recent Developments/Updates

7.3.6 Proof Analytics Competitive Strengths & Weaknesses

7.4 MARMIND GmbH

7.4.1 MARMIND GmbH Details

7.4.2 MARMIND GmbH Major Business

7.4.3 MARMIND GmbH Marketing Budget Management Platform Product and Services

7.4.4 MARMIND GmbH Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023)

7.4.5 MARMIND GmbH Recent Developments/Updates

7.4.6 MARMIND GmbH Competitive Strengths & Weaknesses

7.5 Hive9

7.5.1 Hive9 Details

7.5.2 Hive9 Major Business

7.5.3 Hive9 Marketing Budget Management Platform Product and Services

7.5.4 Hive9 Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023)

7.5.5 Hive9 Recent Developments/Updates

7.5.6 Hive9 Competitive Strengths & Weaknesses

7.6 Aprimo

7.6.1 Aprimo Details

7.6.2 Aprimo Major Business

7.6.3 Aprimo Marketing Budget Management Platform Product and Services

7.6.4 Aprimo Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023)

7.6.5 Aprimo Recent Developments/Updates

7.6.6 Aprimo Competitive Strengths & Weaknesses

7.7 Allocadia

7.7.1 Allocadia Details

7.7.2 Allocadia Major Business

7.7.3 Allocadia Marketing Budget Management Platform Product and Services

7.7.4 Allocadia Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023)

7.7.5 Allocadia Recent Developments/Updates

7.7.6 Allocadia Competitive Strengths & Weaknesses

## **8 INDUSTRY CHAIN ANALYSIS**

8.1 Marketing Budget Management Platform Industry Chain

- 8.2 Marketing Budget Management Platform Upstream Analysis
- 8.3 Marketing Budget Management Platform Midstream Analysis
- 8.4 Marketing Budget Management Platform Downstream Analysis

## **9 RESEARCH FINDINGS AND CONCLUSION**

## **10 APPENDIX**

- 10.1 Methodology
- 10.2 Research Process and Data Source
- 10.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Marketing Budget Management Platform Revenue by Region (2018, 2022 and 2029) & (USD Million), (by Headquarter Location)

Table 2. World Marketing Budget Management Platform Revenue by Region (2018-2023) & (USD Million), (by Headquarter Location)

Table 3. World Marketing Budget Management Platform Revenue by Region (2024-2029) & (USD Million), (by Headquarter Location)

Table 4. World Marketing Budget Management Platform Revenue Market Share by Region (2018-2023), (by Headquarter Location)

Table 5. World Marketing Budget Management Platform Revenue Market Share by Region (2024-2029), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Marketing Budget Management Platform Consumption Value Growth Rate Forecast by Region (2018 & 2022 & 2029) & (USD Million)

Table 8. World Marketing Budget Management Platform Consumption Value by Region (2018-2023) & (USD Million)

Table 9. World Marketing Budget Management Platform Consumption Value Forecast by Region (2024-2029) & (USD Million)

Table 10. World Marketing Budget Management Platform Revenue by Player (2018-2023) & (USD Million)

Table 11. Revenue Market Share of Key Marketing Budget Management Platform Players in 2022

Table 12. World Marketing Budget Management Platform Industry Rank of Major Player, Based on Revenue in 2022

Table 13. Global Marketing Budget Management Platform Company Evaluation Quadrant

Table 14. Head Office of Key Marketing Budget Management Platform Player

Table 15. Marketing Budget Management Platform Market: Company Product Type Footprint

Table 16. Marketing Budget Management Platform Market: Company Product Application Footprint

Table 17. Marketing Budget Management Platform Mergers & Acquisitions Activity

Table 18. United States VS China Marketing Budget Management Platform Market Size Comparison, (2018 & 2022 & 2029) & (USD Million)

Table 19. United States VS China Marketing Budget Management Platform Consumption Value Comparison, (2018 & 2022 & 2029) & (USD Million)

Table 20. United States Based Marketing Budget Management Platform Companies, Headquarters (States, Country)

Table 21. United States Based Companies Marketing Budget Management Platform Revenue, (2018-2023) & (USD Million)

Table 22. United States Based Companies Marketing Budget Management Platform Revenue Market Share (2018-2023)

Table 23. China Based Marketing Budget Management Platform Companies, Headquarters (Province, Country)

Table 24. China Based Companies Marketing Budget Management Platform Revenue, (2018-2023) & (USD Million)

Table 25. China Based Companies Marketing Budget Management Platform Revenue Market Share (2018-2023)

Table 26. Rest of World Based Marketing Budget Management Platform Companies, Headquarters (States, Country)

Table 27. Rest of World Based Companies Marketing Budget Management Platform Revenue, (2018-2023) & (USD Million)

Table 28. Rest of World Based Companies Marketing Budget Management Platform Revenue Market Share (2018-2023)

Table 29. World Marketing Budget Management Platform Market Size by Type, (USD Million), 2018 & 2022 & 2029

Table 30. World Marketing Budget Management Platform Market Size by Type (2018-2023) & (USD Million)

Table 31. World Marketing Budget Management Platform Market Size by Type (2024-2029) & (USD Million)

Table 32. World Marketing Budget Management Platform Market Size by Application, (USD Million), 2018 & 2022 & 2029

Table 33. World Marketing Budget Management Platform Market Size by Application (2018-2023) & (USD Million)

Table 34. World Marketing Budget Management Platform Market Size by Application (2024-2029) & (USD Million)

Table 35. Plannuh Basic Information, Area Served and Competitors

Table 36. Plannuh Major Business

Table 37. Plannuh Marketing Budget Management Platform Product and Services

Table 38. Plannuh Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 39. Plannuh Recent Developments/Updates

Table 40. Plannuh Competitive Strengths & Weaknesses

Table 41. Planful Basic Information, Area Served and Competitors

Table 42. Planful Major Business

- Table 43. Planful Marketing Budget Management Platform Product and Services
- Table 44. Planful Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 45. Planful Recent Developments/Updates
- Table 46. Planful Competitive Strengths & Weaknesses
- Table 47. Proof Analytics Basic Information, Area Served and Competitors
- Table 48. Proof Analytics Major Business
- Table 49. Proof Analytics Marketing Budget Management Platform Product and Services
- Table 50. Proof Analytics Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 51. Proof Analytics Recent Developments/Updates
- Table 52. Proof Analytics Competitive Strengths & Weaknesses
- Table 53. MARMIND GmbH Basic Information, Area Served and Competitors
- Table 54. MARMIND GmbH Major Business
- Table 55. MARMIND GmbH Marketing Budget Management Platform Product and Services
- Table 56. MARMIND GmbH Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 57. MARMIND GmbH Recent Developments/Updates
- Table 58. MARMIND GmbH Competitive Strengths & Weaknesses
- Table 59. Hive9 Basic Information, Area Served and Competitors
- Table 60. Hive9 Major Business
- Table 61. Hive9 Marketing Budget Management Platform Product and Services
- Table 62. Hive9 Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 63. Hive9 Recent Developments/Updates
- Table 64. Hive9 Competitive Strengths & Weaknesses
- Table 65. Aprimo Basic Information, Area Served and Competitors
- Table 66. Aprimo Major Business
- Table 67. Aprimo Marketing Budget Management Platform Product and Services
- Table 68. Aprimo Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)
- Table 69. Aprimo Recent Developments/Updates
- Table 70. Allocadia Basic Information, Area Served and Competitors
- Table 71. Allocadia Major Business
- Table 72. Allocadia Marketing Budget Management Platform Product and Services
- Table 73. Allocadia Marketing Budget Management Platform Revenue, Gross Margin and Market Share (2018-2023) & (USD Million)

Table 74. Global Key Players of Marketing Budget Management Platform Upstream  
(Raw Materials)

Table 75. Marketing Budget Management Platform Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Marketing Budget Management Platform Picture

Figure 2. World Marketing Budget Management Platform Total Market Size: 2018 & 2022 & 2029, (USD Million)

Figure 3. World Marketing Budget Management Platform Total Market Size (2018-2029) & (USD Million)

Figure 4. World Marketing Budget Management Platform Revenue Market Share by Region (2018, 2022 and 2029) & (USD Million) , (by Headquarter Location)

Figure 5. World Marketing Budget Management Platform Revenue Market Share by Region (2018-2029), (by Headquarter Location)

Figure 6. United States Based Company Marketing Budget Management Platform Revenue (2018-2029) & (USD Million)

Figure 7. China Based Company Marketing Budget Management Platform Revenue (2018-2029) & (USD Million)

Figure 8. Europe Based Company Marketing Budget Management Platform Revenue (2018-2029) & (USD Million)

Figure 9. Japan Based Company Marketing Budget Management Platform Revenue (2018-2029) & (USD Million)

Figure 10. South Korea Based Company Marketing Budget Management Platform Revenue (2018-2029) & (USD Million)

Figure 11. ASEAN Based Company Marketing Budget Management Platform Revenue (2018-2029) & (USD Million)

Figure 12. India Based Company Marketing Budget Management Platform Revenue (2018-2029) & (USD Million)

Figure 13. Marketing Budget Management Platform Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Marketing Budget Management Platform Consumption Value (2018-2029) & (USD Million)

Figure 16. World Marketing Budget Management Platform Consumption Value Market Share by Region (2018-2029)

Figure 17. United States Marketing Budget Management Platform Consumption Value (2018-2029) & (USD Million)

Figure 18. China Marketing Budget Management Platform Consumption Value (2018-2029) & (USD Million)

Figure 19. Europe Marketing Budget Management Platform Consumption Value (2018-2029) & (USD Million)



Figure 20. Japan Marketing Budget Management Platform Consumption Value (2018-2029) & (USD Million)

Figure 21. South Korea Marketing Budget Management Platform Consumption Value (2018-2029) & (USD Million)

Figure 22. ASEAN Marketing Budget Management Platform Consumption Value (2018-2029) & (USD Million)

Figure 23. India Marketing Budget Management Platform Consumption Value (2018-2029) & (USD Million)

Figure 24. Producer Shipments of Marketing Budget Management Platform by Player Revenue (\$MM) and Market Share (%): 2022

Figure 25. Global Four-firm Concentration Ratios (CR4) for Marketing Budget Management Platform Markets in 2022

Figure 26. Global Four-firm Concentration Ratios (CR8) for Marketing Budget Management Platform Markets in 2022

Figure 27. United States VS China: Marketing Budget Management Platform Revenue Market Share Comparison (2018 & 2022 & 2029)

Figure 28. United States VS China: Marketing Budget Management Platform Consumption Value Market Share Comparison (2018 & 2022 & 2029)

Figure 29. World Marketing Budget Management Platform Market Size by Type, (USD Million), 2018 & 2022 & 2029

Figure 30. World Marketing Budget Management Platform Market Size Market Share by Type in 2022

Figure 31. Cloud-based

Figure 32. On-premises

Figure 33. World Marketing Budget Management Platform Market Size Market Share by Type (2018-2029)

Figure 34. World Marketing Budget Management Platform Market Size by Application, (USD Million), 2018 & 2022 & 2029

Figure 35. World Marketing Budget Management Platform Market Size Market Share by Application in 2022

Figure 36. Small and Medium Enterprises (SMEs)

Figure 37. Large Enterprises

Figure 38. Marketing Budget Management Platform Industrial Chain

Figure 39. Methodology

Figure 40. Research Process and Data Source



## I would like to order

Product name: Global Marketing Budget Management Platform Supply, Demand and Key Producers, 2023-2029

Product link: <https://marketpublishers.com/r/G3C293BCA358EN.html>

Price: US\$ 4,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G3C293BCA358EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

