

Global Real-Time Marketing Software Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Real-time marketing is marketing performed "on-the-fly" to determine an appropriate or optimal approach to a particular customer at a particular time and place. It is a form of market research inbound marketing that seeks the most appropriate offer for a given customer sales opportunity, reversing the traditional outbound marketing (or interruption marketing) which aims to acquire appropriate customers for a given 'pre-defined' offer. The dynamic 'just-in-time' decision making behind a real-time offer aims to exploit a given customer interaction defined by web-site clicks or verbal contact centre conversation.

Scope of the Report:

The global Real-Time Marketing Software market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Real-Time Marketing Software.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Real-Time Marketing Software market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Real-Time Marketing Software market by product type and applications/end industries.

Market Segment by Companies, this report covers

IBM

Oracle

Pegasystems

SAP SE

Salesforce.com

Darwin Pricing

Pega

Pinpoint Systems

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Cloud-Based

On-premises

Market Segment by Applications, can be divided into

BFSI

IT and Telecom

Healthcare

Retail

Media and Entertainment

Manufacturing

Others

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