

U.S. Digital Marketing Software Market Size, Share & Trends Analysis Report By Solution, By Service, By Deployment, By Enterprise Size, By End Use, And Segment Forecasts, 2022 - 2030

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Abstracts

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U.S. Digital Marketing Software Market Growth & Trends

The U.S. digital marketing software market size is expected to reach USD 82.61 billion by 2030, registering a CAGR of 17.5% from 2022 to 2030, according to a new study conducted by Grand View Research, Inc. Technological advancements and the changing needs of end-user industries and industry verticals, particularly SMEs are expected to drive the growth. The rapid growth of cloud computing platforms in the region is also expected to boost the usage of content management, marketing automation, and CRM solutions. Major companies and brands are looking for a larger target audience to promote their content and offer their products and services online. Advertisers should expect more opportunities to market their items online as consumers' preferences for online purchasing evolve. As a result, the digital marketing software market in the country is growing. Furthermore, the country is home to major industrial companies such as Oracle Corporation, IBM Corporation, and Microsoft Corporation, well-positioned in the dig

ital marketing software market.

Several vendors are forging strategic alliances with end customers, assisting them in bolstering their digital marketing efforts. For instance, in June 2021, Morgan Stanley and Microsoft Corporation collaborated to accelerate their digital transformations and

shape the future of financial services innovation. Through this collaboration, the companies aim to co-design and develop new applications in Microsoft Cloud for Financial Services. The partnership will enable industry innovation by combining Morgan Stanley's financial services engineering expertise with Microsoft's cloud and sector-specific experience. With the country's vast population of active internet users, the U.S. is one of the most significant marketplaces for online marketing. According to studies, the average American spends more time online than watching television. As a result, the market in the U.S. is primed for digital marketing and branding, and marketing specialists are in high demand. As a result, the digital marketing software penetra

tion rate has increased in the U.S.

During the COVID-19 pandemic, B2B marketing flourished among businesses, thus, demanding digital marketing software. During the pandemic, higher hurdles in conducting conferences, live events, and face-to-face business interactions were restricted, which increased the adoption of digital marketing solutions. Also, remote working and collaborative approaches increased, which shifted the focus of marketing campaigners toward social media, search engines, and media websites. Digital marketing software enables marketers to obtain a clear picture of their spending, Return on Investment (ROI), and activities that generate the highest number of quality leads and at the expense incurred.

U.S. Digital Marketing Software Market Report Highlights

The adoption of marketing automation software is anticipated to gain traction over the forecast period as it automatically manages the marketing processes within multifaceted digital marketing campaigns, including email marketing, live chats, website monitoring, and social media marketing

The managed services segment will register the highest CAGR from 2022 to 2030. The growth is attributed to the demand from the technology businesses to manage their infrastructure and databases online. During the Covid-19 pandemic, managed services filled in the gaps produced by short timelines and resource constraints, allowing their clients to retain business continuity

The cloud segment is expected to register significant growth over the forecast period since it aids firms in lowering costs and establishing a command center to track, organize, and coordinate many aspects of their digital marketing

campaign

The SMEs segment is anticipated to register the highest CAGR from 2022 to 2030 as SMEs interact with customers using digital marketing software, allowing better communication with customers, and enhancing sales

The media and entertainment segment will register the highest CAGR from 2022 to 2030. The media and entertainment sector is adopting digital marketing software to distribute marketing content, engage with fans, and have consumers interact with the content to expand customer reach and increase sales

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