

# Digital Marketing Software Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global digital marketing software market size reached US\$ 66.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 161.7 Billion by 2028, exhibiting a growth rate (CAGR) of 15.8% during 2023-2028.

Digital marketing software helps in social media and email marketing, search engine optimization (SEO), content marketing, and website optimization. It assists businesses in enhancing their revenue by connecting with the targeted audience and providing trackable results of advertisements through web analytics. It also aids in analyzing the online activities of customers to suggest appropriate offers, products, and services. Besides this, it incorporates creativity, along with effective strategies, to design customized and engaging campaigns for strengthening the customer base. Additionally, it helps businesses boost brand credibility by resolving the doubts of their clients and enhancing their rank in online search results. As a result, it is widely utilized in the e-commerce, legal, finance, hospitality, healthcare, and entertainment industries.

### Digital Marketing Software Market Trends:

The increasing utilization of social media platforms by brands for enhanced exposure and engagement with targeted audiences represents one of the key factors positively influencing the market. In addition, the rising adoption of wireless communication devices is strengthening the growth of the market. Besides this, the increasing digitalization of business operations to improve efficiency and customer experience is contributing to the growth of the market. Additionally, the rising integration of augmented reality (AR) and virtual reality (VR) in digital marketing strategies is propelling the growth of the market. Apart from this, the growing number of e-commerce businesses due to increasing online shopping activities is offering a favorable market outlook. Furthermore,

key market players are extensively investing in research and development (R&D) activities to introduce artificial intelligence (AI)-enabled digital marketing software, which is expected to bolster the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global digital marketing software market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on solution, service, deployment type, organization size, and end use.

#### Breakup by Solution:

- Customer Relationship Management (CRM)
- Email Marketing
- Social Media
- Search Marketing
- Content Management
- Marketing Automation
- Campaign Management
- Others

Customer relationship management (CRM) dominates the market as it facilitates better business growth and improves customer satisfaction levels.

#### Breakup by Service:

- Professional Services
- Managed Services

Managed services account for the largest market share as they enable businesses to stay flexible and accommodate technical changes spontaneously in the system.

#### Breakup by Deployment Type:

- On-Premise
- Cloud-Based

Cloud-based deployment exhibits a clear dominance in the market as it improves the

performance of applications and enhances data security.

Breakup by Organization Size:

Large Enterprises

Small and Medium Enterprises (SMEs)

At present, large enterprises hold the biggest market share as they rely on complex and huge databases to work efficiently.

Breakup by End Use:

Media and Entertainment

Manufacturing

Retail

BFSI

Information Technology

Healthcare

Others

The retail sector dominates the market as it engages with numerous customers daily and serves them a wide variety of products.

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The Asia Pacific holds the majority of the market share due to the rising demand for work efficiency and data-driven decision-making in business operations across the region.

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Act-On Software Inc., Adobe Inc., Hewlett Packard Enterprise Development LP, HubSpot Inc., IBM Corporation, Microsoft Corporation, Oracle Corporation, Salesforce.com Inc., SAP SE and SAS Institute Inc.

#### Key Questions Answered in This Report

1. What was the size of the global digital marketing software market in 2022?
2. What is the expected growth rate of the global digital marketing software market during 2023-2028?
3. What are the key factors driving the global digital marketing software market?
4. What has been the impact of COVID-19 on the global digital marketing software market?
5. What is the breakup of the global digital marketing software market based on the solution?
6. What is the breakup of the global digital marketing software market based on the service?
7. What is the breakup of the global digital marketing software market based on the deployment type?
8. What is the breakup of the global digital marketing software market based on the organization size?
9. What is the breakup of the global digital marketing software market based on the end use?

10. What are the key regions in the global digital marketing software market?
11. Who are the key players/companies in the global digital marketing software market?

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