

# **Digital Marketing Software Market Report by Solution (Customer Relationship Management (CRM), Email Marketing, Social Media, Search Marketing, Content Management, Marketing Automation, Campaign Management, and Others), Service (Professional Services, Managed Services), Deployment Type (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium Enterprises (SMEs)), End Use (Media and Entertainment, Manufacturing, Retail, BFSI, Information Technology, Healthcare, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/D6757A434B96EN.html>

Date: March 2024

Pages: 144

Price: US\$ 3,899.00 (Single User License)

ID: D6757A434B96EN

## **Abstracts**

The global digital marketing software market size reached US\$ 77.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 255.9 Billion by 2032, exhibiting a growth rate (CAGR) of 13.8% during 2024-2032. The increasing use of voice-activated devices and virtual assistants, rising reliance of individuals on online shopping channels, and various initiatives undertaken by governments of several countries to promote digitalization are some of the major factors propelling the market.

Digital marketing software is designed to facilitate and optimize various aspects of online marketing and advertising campaigns. It encompasses a wide range of applications that help businesses plan, execute, track, and analyze their digital marketing efforts across various online channels and platforms. It streamlines marketing operations, saving time and resources by automating tasks and workflows. It enables businesses to target specific demographics, interests, and behaviors, increasing the

relevance of marketing messages. It facilitates the creation and management of email campaigns, including personalized messaging, A/B testing, and performance tracking.

The increasing use of voice-activated devices and virtual assistants is catalyzing the demand for digital marketing software that can optimize content for voice search. Additionally, the escalating demand for software that facilitates video creation, editing, and distribution is strengthening the growth of the market. Apart from this, the integration of advanced technologies that offer immersive marketing experiences is favoring the market growth. Moreover, various leading digital marketing software providers are exploring blockchain-based solutions for ad verification and fraud prevention. Furthermore, the rising awareness among businesses about the benefits offered by advanced technologies in improving business operations is driving the demand for digital marketing software.

#### Digital Marketing Software Market Trends/Drivers:

##### Increasing reliance on online shopping

The evolving behavior and expectations of consumers in the digital age represent one of the key factors positively influencing the market. Additionally, the increasing reliance of individuals on online channels for their shopping, entertainment, and information needs is stimulating the market growth. Apart from this, the rising preferences for personalized and relevant content delivered are promoting marketing automation and AI-driven personalization tools within digital marketing software solutions. These tools enable businesses to analyze consumer data and create highly targeted marketing campaigns, enhancing customer engagement and satisfaction. Moreover, various companies are investing in digital marketing software to optimize their online presence, improve user experiences, and increase conversion rates.

##### Increasing emphasis on data-driven marketing strategies

The increasing emphasis on data-driven marketing strategies is the other major factor strengthening the growth of the market. Additionally, the rising trend toward data-driven marketing is catalyzing the demand for digital marketing software that provides robust analytics and reporting capabilities. Apart from this, the increasing reliance of businesses on modern digital marketing software solutions to track key performance indicators (KPIs), measure the success of marketing campaigns, and gain insights into consumer behavior is favoring the market growth. Furthermore, the importance of data privacy and compliance has grown, with regulations like GDPR and CCPA requiring

businesses to handle consumer data responsibly.

### Integration of advanced technologies

Rapid advancements in technology and the integration of artificial intelligence (AI), machine learning, and automation across various industries are creating new opportunities and efficiencies and supporting the market growth. Additionally, AI-powered tools and algorithms are being integrated into digital marketing software to automate various tasks, such as content recommendations, ad targeting, and chatbot interactions, which reduces manual effort and enhances the accuracy and relevance of marketing campaigns. Apart from this, numerous companies are leveraging digital marketing software to optimize content for voice search and create seamless experiences across various devices, including smartphones, smart speakers, and wearable tech. Furthermore, the adoption of cloud-based digital marketing software solutions is enabling businesses to access their marketing tools and data from remote locations.

### Digital Marketing Software Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global digital marketing software market report, along with forecasts at the global, regional, and country levels for 2024-2032. 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

The report has provided a detailed breakup and analysis of the market based on the solution. This includes customer relationship management (CRM), email marketing, social media, search marketing, content management, marketing automation, campaign

management, and others. According to the report, customer relationship management (CRM) holds the largest market share as it is widely used by businesses to manage and nurture their interactions and relationships with customers and potential customers. Additionally, it allows businesses to store and manage detailed information about their customers, including contact details, purchase history, preferences, and communication history. It also helps in tracking and nurturing leads through the sales pipeline and allows teams to track interactions, schedule follow-ups, and forecast sales performance. Apart from this, it helps sales teams work more efficiently, close deals faster, and achieve higher conversion rates. Furthermore, it centralizes customer data, automates workflows, and aids in reducing manual tasks and improving overall operational efficiency.

#### Breakup by Service:

Professional Services

Managed Services

Managed services represent the largest market segment

A detailed breakup and analysis of the market based on the service has also been provided in the report. This includes professional services and managed services. According to the report, managed services hold the largest market share as they help businesses utilize digital marketing software tools and platforms effectively to achieve their marketing objectives. Managed services encompass the planning, execution, and optimization of digital marketing campaigns and include activities, such as search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, content creation, and social media management. Furthermore, service providers use analytics and reporting tools to provide businesses with data-driven insights, enabling more informed decision-making. Moreover, they can help mitigate risks associated with digital marketing, such as algorithm changes by search engines or shifts in consumer behavior, by adapting strategies in real time.

#### Breakup by Deployment Type:

On-premises

Cloud-based

Cloud-based holds the largest market share

The report has provided a detailed breakup and analysis of the market based on the product type. This includes on-premises and cloud-based. According to the report, cloud-based represented the largest market segment as it offers businesses the flexibility and scalability, they need to manage their marketing efforts efficiently. Additionally, it assists users in accessing software and data from anywhere with an internet connection, using web browsers or mobile apps. Apart from this, cloud-based solutions are highly scalable, allowing businesses to easily adjust their resource usage as their needs change and can add or remove features, users, or storage capacity on demand. Furthermore, it securely stores and manages customer data, campaign assets, and marketing content. Moreover, it offers robust analytics and reporting capabilities, providing insights into campaign performance, customer behavior, and return on investment (ROI).

#### Breakup by Organization Size:

Large Enterprises

Small and Medium Enterprises (SMEs)

Large enterprises dominate the market

A detailed breakup and analysis of the market based on the organization size has also been provided in the report. This includes large enterprises and small and medium enterprises (SMEs). According to the report, large enterprises account for the majority of the market share as they have substantial marketing budgets compared to small and mid-sized businesses (SMBs). This financial advantage allows them to invest significantly in digital marketing software and related technologies. They can afford high-end solutions and comprehensive suites of tools that cover various aspects of digital marketing, including customer relationship management (CRM), marketing automation, analytics, and advertising platforms. Apart from this, many large enterprises operate on a global scale, serving diverse markets with distinct languages, cultures, and preferences. This global presence requires digital marketing software with localization features, allowing them to create region-specific content, tailor marketing messages, and adapt campaigns to different markets.

#### Breakup by End Use:

Media and Entertainment

Manufacturing

Retail

BFSI

Information Technology

Healthcare

Others

Retail accounts for the majority of the market share

A detailed breakup and analysis of the market based on the end use has also been provided in the report. This includes media and entertainment, manufacturing, retail, BFSI, information technology, healthcare, and others. According to the report, retail accounted for the largest market share due to the expansion of offline and online retail outlets worldwide. Additionally, the rising reliance on online shopping channels is promoting the adoption of digital marketing software in the retail sector. E-commerce platforms require robust digital marketing tools to optimize online shopping experiences, drive traffic to websites, and convert visitors into customers. Furthermore, digital marketing software provides retailers with essential tools such as search engine optimization (SEO), pay-per-click (PPC) advertising, and email marketing to enhance their online presence and reach a global customer base. It also enables retailers to collect and analyze data related to customer behavior, purchase patterns, and campaign performance.

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

Asia Pacific exhibits a clear dominance, accounting for the largest digital marketing software market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific exhibits a clear dominance in the market as it houses one of the largest and fastest-growing e-commerce markets in the world. Additionally, businesses in the region, like small startups and large enterprises, are increasingly turning to digital marketing software to expand their online presence and compete effectively. Apart from this, digital marketing software in the APAC region places a strong emphasis on mobile optimization, responsive design, and mobile advertising. These features enable businesses to effectively reach and engage consumers on mobile devices, aligning with the preferences of the local population. Moreover, governments of various countries in the region are undertaking various initiatives, such as offering financial incentives and support for startups and tech companies to promote digitalization.

#### Competitive Landscape:

Digital marketing software companies are continuously innovating and developing new features and tools to stay at the forefront of technology. This includes incorporating artificial intelligence (AI), machine learning, automation, and data analytics to enhance the capabilities of their software. Additionally, they are expanding their global presence by entering new markets and establishing partnerships with businesses worldwide. Apart from this, various companies are investing in robust security measures and compliance with data protection regulations like GDPR and CCPA. Furthermore, they are providing advanced analytics and reporting capabilities and enabling businesses to gain actionable insights from vast amounts of data, enhancing decision-making and campaign optimization.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Act-On Software Inc.  
Adobe Inc.  
Hewlett Packard Enterprise Development LP  
HubSpot Inc.  
IBM Corporation  
Microsoft Corporation  
Oracle Corporation  
Salesforce.com Inc.  
SAP SE  
SAS Institute Inc.

#### Recent Developments:

In August 2021, HubSpot Inc., the customer relationship management (CRM) platform for scaling companies, announced the launch of CMS Hub Starter, a new tier of the company's existing web content management system that gives marketers and developers the tools they need to generate business through their website.

In June 2021, Amazon Web Services, Inc. announced the expansion of their global strategic partnership that will make it easy for customers to use the full set of Salesforce and AWS capabilities together to quickly build and deploy powerful new business applications that accelerate digital transformation.

#### Key Questions Answered in This Report

1. What was the size of the global digital marketing software market in 2023?
2. What is the expected growth rate of the global digital marketing software market during 2024-2032?
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?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL DIGITAL MARKETING SOFTWARE MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY SOLUTION**

- 6.1 Customer Relationship Management (CRM)
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Email Marketing
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Social Media

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Search Marketing
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Content Management
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast
- 6.6 Marketing Automation
  - 6.6.1 Market Trends
  - 6.6.2 Market Forecast
- 6.7 Campaign Management
  - 6.7.1 Market Trends
  - 6.7.2 Market Forecast
- 6.8 Others
  - 6.8.1 Market Trends
  - 6.8.2 Market Forecast

## **7 MARKET BREAKUP BY SERVICE**

- 7.1 Professional Services
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Managed Services
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY DEPLOYMENT TYPE**

- 8.1 On-Premise
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Cloud-Based
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast

## **9 MARKET BREAKUP BY ORGANIZATION SIZE**

- 9.1 Large Enterprises

- 9.1.1 Market Trends
- 9.1.2 Market Forecast
- 9.2 Small and Medium Enterprises (SMEs)
  - 9.2.1 Market Trends
  - 9.2.2 Market Forecast

## **10 MARKET BREAKUP BY END USE**

- 10.1 Media and Entertainment
  - 10.1.1 Market Trends
  - 10.1.2 Market Forecast
- 10.2 Manufacturing
  - 10.2.1 Market Trends
  - 10.2.2 Market Forecast
- 10.3 Retail
  - 10.3.1 Market Trends
  - 10.3.2 Market Forecast
- 10.4 BFSI
  - 10.4.1 Market Trends
  - 10.4.2 Market Forecast
- 10.5 Information Technology
  - 10.5.1 Market Trends
  - 10.5.2 Market Forecast
- 10.6 Healthcare
  - 10.6.1 Market Trends
  - 10.6.2 Market Forecast
- 10.7 Others
  - 10.7.1 Market Trends
  - 10.7.2 Market Forecast

## **11 MARKET BREAKUP BY REGION**

- 11.1 North America
  - 11.1.1 United States
    - 11.1.1.1 Market Trends
    - 11.1.1.2 Market Forecast
  - 11.1.2 Canada
    - 11.1.2.1 Market Trends
    - 11.1.2.2 Market Forecast

## 11.2 Asia Pacific

### 11.2.1 China

- 11.2.1.1 Market Trends
- 11.2.1.2 Market Forecast

### 11.2.2 Japan

- 11.2.2.1 Market Trends
- 11.2.2.2 Market Forecast

### 11.2.3 India

- 11.2.3.1 Market Trends
- 11.2.3.2 Market Forecast

### 11.2.4 South Korea

- 11.2.4.1 Market Trends
- 11.2.4.2 Market Forecast

### 11.2.5 Australia

- 11.2.5.1 Market Trends
- 11.2.5.2 Market Forecast

### 11.2.6 Indonesia

- 11.2.6.1 Market Trends
- 11.2.6.2 Market Forecast

### 11.2.7 Others

- 11.2.7.1 Market Trends
- 11.2.7.2 Market Forecast

## 11.3 Europe

### 11.3.1 Germany

- 11.3.1.1 Market Trends
- 11.3.1.2 Market Forecast

### 11.3.2 France

- 11.3.2.1 Market Trends
- 11.3.2.2 Market Forecast

### 11.3.3 United Kingdom

- 11.3.3.1 Market Trends
- 11.3.3.2 Market Forecast

### 11.3.4 Italy

- 11.3.4.1 Market Trends
- 11.3.4.2 Market Forecast

### 11.3.5 Spain

- 11.3.5.1 Market Trends
- 11.3.5.2 Market Forecast

### 11.3.6 Russia

- 11.3.6.1 Market Trends
- 11.3.6.2 Market Forecast
- 11.3.7 Others
  - 11.3.7.1 Market Trends
  - 11.3.7.2 Market Forecast
- 11.4 Latin America
  - 11.4.1 Brazil
    - 11.4.1.1 Market Trends
    - 11.4.1.2 Market Forecast
  - 11.4.2 Mexico
    - 11.4.2.1 Market Trends
    - 11.4.2.2 Market Forecast
  - 11.4.3 Others
    - 11.4.3.1 Market Trends
    - 11.4.3.2 Market Forecast
- 11.5 Middle East and Africa
  - 11.5.1 Market Trends
  - 11.5.2 Market Breakup by Country
  - 11.5.3 Market Forecast

## **12 SWOT ANALYSIS**

- 12.1 Overview
- 12.2 Strengths
- 12.3 Weaknesses
- 12.4 Opportunities
- 12.5 Threats

## **13 VALUE CHAIN ANALYSIS**

## **14 PORTERS FIVE FORCES ANALYSIS**

- 14.1 Overview
- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

## **15 PRICE ANALYSIS**

## **16 COMPETITIVE LANDSCAPE**

### 16.1 Market Structure

### 16.2 Key Players

### 16.3 Profiles of Key Players

#### 16.3.1 Act-On Software Inc.

##### 16.3.1.1 Company Overview

##### 16.3.1.2 Product Portfolio

#### 16.3.2 Adobe Inc.

##### 16.3.2.1 Company Overview

##### 16.3.2.2 Product Portfolio

##### 16.3.2.3 Financials

##### 16.3.2.4 SWOT Analysis

#### 16.3.3 Hewlett Packard Enterprise Development LP

##### 16.3.3.1 Company Overview

##### 16.3.3.2 Product Portfolio

##### 16.3.3.3 Financials

##### 16.3.3.4 SWOT Analysis

#### 16.3.4 HubSpot Inc.

##### 16.3.4.1 Company Overview

##### 16.3.4.2 Product Portfolio

##### 16.3.4.3 Financials

#### 16.3.5 IBM Corporation

##### 16.3.5.1 Company Overview

##### 16.3.5.2 Product Portfolio

##### 16.3.5.3 Financials

##### 16.3.5.4 SWOT Analysis

#### 16.3.6 Microsoft Corporation

##### 16.3.6.1 Company Overview

##### 16.3.6.2 Product Portfolio

##### 16.3.6.3 Financials

##### 16.3.6.4 SWOT Analysis

#### 16.3.7 Oracle Corporation

##### 16.3.7.1 Company Overview

##### 16.3.7.2 Product Portfolio

##### 16.3.7.3 Financials

##### 16.3.7.4 SWOT Analysis

### 16.3.8 Salesforce.com Inc.

16.3.8.1 Company Overview

16.3.8.2 Product Portfolio

16.3.8.3 Financials

16.3.8.4 SWOT Analysis

### 16.3.9 SAP SE

16.3.9.1 Company Overview

16.3.9.2 Product Portfolio

16.3.9.3 Financials

16.3.9.4 SWOT Analysis

### 16.3.10 SAS Institute Inc.

16.3.10.1 Company Overview

16.3.10.2 Product Portfolio

16.3.10.3 SWOT Analysis



## List Of Tables

### LIST OF TABLES

Table 1: Global: Digital Marketing Software Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Digital Marketing Software Market Forecast: Breakup by Solution (in Million US\$), 2024-2032

Table 3: Global: Digital Marketing Software Market Forecast: Breakup by Service (in Million US\$), 2024-2032

Table 4: Global: Digital Marketing Software Market Forecast: Breakup by Deployment Type (in Million US\$), 2024-2032

Table 5: Global: Digital Marketing Software Market Forecast: Breakup by Organization Size (in Million US\$), 2024-2032

Table 6: Global: Digital Marketing Software Market Forecast: Breakup by End Use (in Million US\$), 2024-2032

Table 7: Global: Digital Marketing Software Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 8: Global: Digital Marketing Software Market Structure

Table 9: Global: Digital Marketing Software Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Digital Marketing Software Market: Major Drivers and Challenges

Figure 2: Global: Digital Marketing Software Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Digital Marketing Software Market: Breakup by Solution (in %), 2023

Figure 4: Global: Digital Marketing Software Market: Breakup by Service (in %), 2023

Figure 5: Global: Digital Marketing Software Market: Breakup by Deployment Type (in %), 2023

Figure 6: Global: Digital Marketing Software Market: Breakup by Organization Size (in %), 2023

Figure 7: Global: Digital Marketing Software Market: Breakup by End Use (in %), 2023

Figure 8: Global: Digital Marketing Software Market: Breakup by Region (in %), 2023

Figure 9: Global: Digital Marketing Software Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 10: Global: Digital Marketing Software (Customer Relationship Management-CRM) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Digital Marketing Software (Customer Relationship Management-CRM) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Digital Marketing Software (Email Marketing) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Digital Marketing Software (Email Marketing) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Digital Marketing Software (Social Media) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Digital Marketing Software (Social Media) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Digital Marketing Software (Search Marketing) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Digital Marketing Software (Search Marketing) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Digital Marketing Software (Content Management) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Digital Marketing Software (Content Management) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Digital Marketing Software (Marketing Automation) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Digital Marketing Software (Marketing Automation) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Digital Marketing Software (Campaign Management) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Digital Marketing Software (Campaign Management) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Digital Marketing Software (Other Solutions) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Digital Marketing Software (Other Solutions) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Digital Marketing Software (Professional Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Digital Marketing Software (Professional Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Digital Marketing Software (Managed Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Digital Marketing Software (Managed Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Digital Marketing Software (On-Premise) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Digital Marketing Software (On-Premise) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Digital Marketing Software (Cloud-Based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: Digital Marketing Software (Cloud-Based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Global: Digital Marketing Software (Large Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Global: Digital Marketing Software (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Global: Digital Marketing Software (Small and Medium Enterprises- SMEs) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Global: Digital Marketing Software (Small and Medium Enterprises- SMEs) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Global: Digital Marketing Software (Media and Entertainment) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Global: Digital Marketing Software (Media and Entertainment) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Global: Digital Marketing Software (Manufacturing) Market: Sales Value (in

Million US\$), 2018 & 2023

Figure 41: Global: Digital Marketing Software (Manufacturing) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Global: Digital Marketing Software (Retail) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Global: Digital Marketing Software (Retail) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Global: Digital Marketing Software (BFSI) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Global: Digital Marketing Software (BFSI) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Global: Digital Marketing Software (Information Technology) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Global: Digital Marketing Software (Information Technology) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Global: Digital Marketing Software (Healthcare) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Global: Digital Marketing Software (Healthcare) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Global: Digital Marketing Software (Other End Uses) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Global: Digital Marketing Software (Other End Uses) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: North America: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: North America: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: United States: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: United States: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Canada: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Canada: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Asia Pacific: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Asia Pacific: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: China: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: China: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Japan: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Japan: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: India: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: India: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: South Korea: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: South Korea: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Australia: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Australia: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Indonesia: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Indonesia: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Others: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Others: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 74: Europe: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 75: Europe: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 76: Germany: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 77: Germany: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 78: France: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 79: France: Digital Marketing Software Market Forecast: Sales Value (in Million

US\$), 2024-2032

Figure 80: United Kingdom: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 81: United Kingdom: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 82: Italy: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 83: Italy: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: Spain: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 85: Spain: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 86: Russia: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 87: Russia: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 88: Others: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 89: Others: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 90: Latin America: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 91: Latin America: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 92: Brazil: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 93: Brazil: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 94: Mexico: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 95: Mexico: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 96: Others: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 97: Others: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 98: Middle East and Africa: Digital Marketing Software Market: Sales Value (in Million US\$), 2018 & 2023

Figure 99: Middle East and Africa: Digital Marketing Software Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 100: Global: Digital Marketing Software Industry: SWOT Analysis

Figure 101: Global: Digital Marketing Software Industry: Value Chain Analysis

Figure 102: Global: Digital Marketing Software Industry: Porter's Five Forces Analysis

## I would like to order

Product name: Digital Marketing Software Market Report by Solution (Customer Relationship Management (CRM), Email Marketing, Social Media, Search Marketing, Content Management, Marketing Automation, Campaign Management, and Others), Service (Professional Services, Managed Services), Deployment Type (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium Enterprises (SMEs)), End Use (Media and Entertainment, Manufacturing, Retail, BFSI, Information Technology, Healthcare, and Others), and Region 2024-2032

Product link: <https://marketpublishers.com/r/D6757A434B96EN.html>

Price: US\$ 3,899.00 (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/D6757A434B96EN.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