

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

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## Abstracts

### Market Overview:

The global marketing resource management market size reached US\$ 3.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 6.9 Billion by 2028, exhibiting a growth rate (CAGR) of 10.8% during 2023-2028.

Marketing resource management (MRM) refers to a cloud-based software application that is used by organizations for effectively managing and centralizing their marketing operations. It enables the organization to unify brand compliance, marketing workflows and tracking their return on investment (ROI). It primarily performs budgeting, planning and management of the marketing assets, content and project, and analyzing the effectiveness of marketing communications and initiatives. Owing to these benefits, it finds extensive applications across various industries, including banking, financial services and insurance (BFSI), information technology (IT), healthcare, retail and automotive.

The emerging trend of digitization, along with the increasing utilization of cloud-based MRM solutions across the globe, represent as the key factors driving the growth of the market. Organizations are rapidly shifting toward cloud and software-as-a-service (SaaS)-based solutions to create a marketing ecosystem that is highly cost-effective and customizable. Furthermore, the integration of MRM with artificial intelligence (AI) and big data tools for data-driven marketing, is also providing a boost to the market growth. These technologically advanced solutions assist organizations in gauging the effectiveness of their digital marketing assets and take corrective measures for maximum profits. The growing organizational demand for personalized brand imaging is

acting as another growth-inducing factor. MRM is programmed to deliver customer-centric content for enhanced brand experience with unique customer profiles and improved market presence of the organization, which is facilitating its adoption by various organizations. Other factors, including rapid urbanization, increasing expenditure capacities of the consumers and extensive research and development (R&D) in the field of information technology (IT), are projected to drive the market further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global marketing resource management market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on solution type, deployment type, end-user and vertical.

#### Breakup by Solution Type:

- Marketing Reporting and Analytics
- Capacity Planning Management
- Financial Management
- Creative Production Management
- Brand and Advertising Management
- Marketing Asset Management
- Others

#### Breakup by Deployment Type:

- Cloud-based
- On-premises

#### Breakup by End-User:

- Large Enterprises
- Small and Medium Enterprises

#### Breakup by Vertical:

- Media and Entertainment
- Retail
- BFSI

Healthcare  
Consumer Goods  
Automotive  
Manufacturing  
Apparel  
Others

#### 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

#### Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Adobe, Brandmaker, IBM Corporation, Infor, Microsoft Corporation, North Plain Systems, SAP SE, SAS, Teradata Corporation, Workfront Inc., etc.

### Key Questions Answered in This Report:

How has the global marketing resource management market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global marketing resource management market?

What is the breakup of the market based on the solution type?

What is the breakup of the market based on the deployment type?

What is the breakup of the market based on the end-user?

What is the breakup of the market based on the vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global marketing resource management market and who are the key players?

What is the degree of competition in the industry?

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