

# ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET FORECAST 2017-2025

<https://marketpublishers.com/r/A44EB4FF49AEN.html>

Date: April 2017

Pages: 74

Price: US\$ 1,950.00 (Single User License)

ID: A44EB4FF49AEN

## Abstracts

### KEY FINDINGS

Asia Pacific marketing automation software market was valued at \$938 million in the year 2016 and is expected to reach \$2269 million in the year 2025 growing at a CAGR of 10.24% during the forecast period of 2017-2025. The base year considered for the marketing automation software market report is 2016 and the forecast period is from 2017 to 2025. The rising demand for digital marketing, increasing approval of automation tools in the retail sector and surging demand to integrate marketing efforts are some of the motivating factors leveraging the automation software market in the Asia Pacific region.

### MARKET INSIGHTS

The marketing automation software market is segmented by application, by campaign management, by email marketing, by mobile application, by inbound marketing, by lead nurturing and lead scoring, by reporting and analytics, by social media marketing, by other applications, by verticals and by academic and education, by advertising, by healthcare, by banking and financial insurance, by manufacturing and distribution, by media & entertainment, by retail, deployment model and by many others.

### COMPETITIVE INSIGHTS

Major players in the marketing automation software market are International Business Machines (IBM) Corporation, Oracle, Sales Force, Sap SE, Adobe Systems, SAS Institute, Cognizant Technology Solution, Etrigue, Synchronous Technologies Inc, Hatchbuck, Hubspot Inc, Insidesales.com Inc, Infusionsoft and Vista Equity Partner.

## Contents

### **1. RESEARCH SCOPE**

- 1.1. STUDY GOALS
- 1.2. SCOPE OF THE MARKET STUDY
- 1.3. WHO WILL FIND THIS REPORT USEFUL?
- 1.4. STUDY AND FORECASTING YEARS

### **2. RESEARCH METHODOLOGY**

- 2.1. SOURCES OF DATA
  - 2.1.1. SECONDARY DATA
  - 2.1.2. PRIMARY DATA
- 2.2. TOP DOWN APPROACH
- 2.3. BOTTOM-UP APPROACH
- 2.4. DATA TRIANGULATION
- 2.5. ESTIMATION METHODOLOGY

### **3. EXECUTIVE SUMMARY**

- 3.1. MARKET SUMMARY
- 3.2. KEY FINDINGS

### **4. MARKET OVERVIEW**

- 4.1. MARKET DEFINITION
- 4.2. MARKET DRIVERS
  - 4.2.1. INCREASING DEMAND FOR DIGITAL MARKETING
  - 4.2.2. INCREASING ACCEPTANCE OF AUTOMATION TOOLS IN RETAIL SECTOR
  - 4.2.3. RISING DEMAND TO INTEGRATE MARKETING EFFORTS
- 4.3. MARKET RESTRAINTS
  - 4.3.1. THE DATA POLICY CONCERN
  - 4.3.2. B2B MARKETING AUTOMATION DEPLOYING ISSUES
- 4.4. MARKET OPPORTUNITIES
  - 4.4.1. GROWTH IN ADOPTION OF CLOUD-BASED TECHNOLOGY
- 4.5. MARKET CHALLENGES
  - 4.5.1. INCORPORATION WITH EXISTING MARKETING
  - 4.5.2. LACK OF KNOWLEDGE AND SKILLED EMPLOYEES

## **5. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY APPLICATION 2017-2025 (\$ MILLION)**

5.1.1. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY CAMPAIGN MANAGEMENT 2017-2025 (\$ MILLION)

5.2. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY E-MAIL MARKETING 2017-2025 (\$ MILLION)

5.3. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY MOBILE APPLICATION 2017-2025 (\$ MILLION)

5.4. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY INBOUND MARKETING 2017-2025 (\$ MILLION)

5.5. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY LEAD NURTURING AND LEAD SCORING 2017-2025 (\$ MILLION)

5.6. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY REPORTING AND ANALYTICS 2017-2025 (\$ MILLION)

5.7. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY SOCIAL MEDIA MARKETING 2017-2025 (\$ MILLION)

5.8. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY OTHER APPLICATIONS 2017-2025 (\$ MILLION)

## **6. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY VERTICALS 2017-2025 (\$ MILLION)**

6.1. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY ACADEMIC & EDUCATION 2017-2025(\$MILLION)

6.2. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY ADVERTISING 2017-2025 (\$MILLION)

6.3. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY BANKING FINANCIAL SERVICES AND INSURANCE (BFSI) 2017-2025 (\$MILLION)

6.4. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY HEALTHCARE 2017-2025 (\$ MILLION)

6.5. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY MANUFACTURING AND DISTRIBUTION 2017-2025 (\$ MILLION)

6.6. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY MEDIA AND ENTERTAINMENT 2017-2025 (\$ MILLION)

6.7. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY RETAIL 2017-2025 (\$ MILLION)

6.8. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY OTHER

VERTICALS 2017-2025 (\$ MILLION)

## **7. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY DEPLOYMENT MODEL 2017-2025 (\$ MILLION)**

7.1. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY CLOUD DEPLOYMENT 2017-2025 (\$MILLION)

7.2. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY ON-PREMISES 2017-2025 (\$MILLION)

## **8. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY END USERS 2017-2025 (\$ MILLION)**

8.1. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY SMALL AND MEDIUM BUSINESSES (SMBS) 2017-2025 (\$MILLION)

8.2. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY LARGE ENTERPRISES 2017-2025 (\$MILLION)

## **9. KEY ANALYTICS**

9.1. PORTERS FIVE FORCE MODEL

9.1.1. THREAT OF NEW ENTRANTS

9.1.2. THREAT OF SUBSTITUTE PRODUCTS OR SERVICES

9.1.3. BARGAINING POWER OF BUYER

9.1.4. BARGAINING POWER OF SUPPLIER

9.1.5. INTENSITY OF COMPETITIVE RIVALRY

9.2. KEY BUYING CRITERIA

9.2.1. RELIABILITY & USER-FRIENDLINESS

9.2.2. ACCURACY & EFFECTIVENESS

9.2.3. PRICE

9.2.4. ROI

9.3. OPPORTUNITY MATRIX

9.4. VALUE CHAIN ANALYSIS

9.5. PESTEL ANALYSIS

9.5.1. POLITICAL FACTORS

9.5.2. ENVIRONMENTAL FACTORS

9.5.3. TECHNOLOGICAL FACTORS

9.5.4. ECONOMICAL FACTORS

9.5.5. LEGAL FACTORS

## 9.6. VENDOR LANDSCAPE

## **10. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY GEOGRAPHY 2017-2025 (\$ MILLION)**

10.1. CHINA

10.2. INDIA

10.3. SOUTH KOREA

10.4. JAPAN

10.5. AUSTRALIA

10.6. REST OF ASIA-PACIFIC (ROAPAC)

## **11. COMPETITIVE LANDSCAPE**

11.1. MARKET SHARE

11.2. MERGERS & ACQUISITIONS

11.3. RECENT PRODUCT LAUNCHES

11.4. COMPANY PROFILE

11.4.1. INTERNATIONAL BUSINESS MACHINES (IBM) CORPORATION

11.4.2. ORACLE

11.4.3. SALES FORCE

11.4.4. SAP SE

11.4.5. ADOBE SYSTEMS

11.4.6. SAS INSTITUTE

11.4.7. ACT ON SOFTWARE

11.4.8. COGNIZANT TECHNOLOGY SOLUTION

11.4.9. ENTRIGUE

11.4.10. SYNCHRONOUS TECHNOLOGIES, INC

11.4.11. HATCHBACK

11.4.12. HUBSPOT INC.

11.4.13. INSIDESALES.COM INC (HOLDING COMPANY OF INBOUNDIO)

11.4.14. INFUSIONSOFT

11.4.15. VISTA EQUITY PARTNER

## List Of Tables

### LIST OF TABLES

TABLE 1 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY REGION 2017-2025 (\$ MILLION)

TABLE 2 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY APPLICATION 2017-2025 (\$ MILLION)

TABLE 3 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY CAMPAIGN MANAGEMENT BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 4 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY E-MAIL MARKETING BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 5 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY MOBILE APPLICATION BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 6 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY INBOUND MARKETING BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 7 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY LEAD NURTURING AND LEAD SCORING BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 8 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY REPORTING AND ANALYTICS BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 9 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY SOCIAL MEDIA MARKETING BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 10 ASIA PACIFIC MARKETING AUTOMATION MARKET BY VERTICALS 2017-2025 (\$ MILLION)

TABLE 11 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET (ACADEMIC AND EDUCATION) BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 12 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET (ADVERTISING) BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 13 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE (BANKING FINANCIAL SERVICES AND INSURANCE) BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 14 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE (HEALTHCARE) BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 15 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE (MANUFACTURING AND DISTRIBUTION) BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 16 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE (MEDIA AND ENTERTAINMENT) BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 17 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE (RETAIL) BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 18 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET

(OTHER) BY GEOGRAPHY 2017-2025 (\$ MILLION)

TABLE 19 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE BY  
DEPLOYMENT MODEL 2017-2025 (\$ MILLION)

Table 20 ASIA PACIFIC CLOUD BASED MARKET BY GEOGRAPHY, 2017-2025 (\$  
MILLION)

TABLE 21 ASIA PACIFIC ON-PREMISES MARKET BY GEOGRAPHY 2017-2025  
(\$MILLION)

TABLE 22 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY END  
USER 2017-2025 (\$ MILLION)

TABLE 23 ASIA PACIFIC SMALL AND MEDIUM BUSINESSES (SMBS) MARKET BY  
GEOGRAPHY 2017-2025 (\$MILLION)

TABLE 24 ASIA PACIFIC LARGE ENTERPRISES MARKET BY GEOGRAPHY  
2017-2024 (\$MILLION)

TABLE 25 THE THREE PRICING TIERS IN THE SMALL BUSINESS MARKETING  
AUTOMATION MARKET

TABLE 26 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY  
COUNTRIES 2017-2025 (\$ MILLION)



## List Of Figures

### LIST OF FIGURES

FIGURE 1 ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY VERTICALS 2017-2025 (\$ MILLION)

FIGURE 2 ADOPTION SCENARIO & RESPONSE OF MARKETING AUTOMATION PLATFORM (%)

FIGURE 3 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY CAMPAIGN MANAGEMENT 2017-2025 (\$ MILLION)

FIGURE 4 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY E-MAIL MARKETING 2017-2025 (\$ MILLION)

FIGURE 5 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY MOBILE APPLICATION 2017-2025 (\$ MILLION)

FIGURE 6 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY INBOUND MARKETING 2017-2025 (\$ MILLION)

FIGURE 7 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY LEAD NURTURING AND LEAD SCORING 2017-2025 (\$ MILLION)

FIGURE 8 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY REPORTING AND ANALYTICS 2017-2025 (\$ MILLION)

FIGURE 9 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY SOCIAL MEDIA MARKETING 2017-2025 (\$ MILLION)

FIGURE 10 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY OTHER APPLICATIONS 2017-2025 (\$ MILLION)

FIGURE 11 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE BY ACADEMIC AND EDUCATION MARKET 2017-2024 (\$ MILLION)

FIGURE 12 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE BY ADVERTISING MARKET 2017-2024 (\$ MILLION)

FIGURE 13 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE BY BANKING FINANCIAL SERVICES AND INSURANCE 2017-2025 (\$ MILLION)

FIGURE 14 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE BY HEALTHCARE MARKET 2017-2025 (\$ MILLION)

FIGURE 15 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE BY MANUFACTURING AND DISTRIBUTION 2017-2025 (\$ MILLION)

FIGURE 16 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE BY MEDIA AND ENTERTAINMENT MARKET 2017-2025 (\$ MILLION)

FIGURE 17 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY RETAIL 2017-2025 (\$ MILLION)

FIGURE 18 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE BY OTHER



MARKET 2017-2025 (\$ MILLION)

FIGURE 19 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY CLOUD DEPLOYMENT 2017-2025 (\$MILLION)

FIGURE 20 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY ON-PREMISES 2017-2025 (\$MILLION)

FIGURE 21 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY SMALL AND MEDIUM BUSINESSES (SMBS) 2017-2025 (\$MILLION)

FIGURE 22 ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET BY LARGE ENTERPRISES 2017-2025 (\$MILLION)

FIGURE 23 CHINA SAAS MARKET FORECAST 2014-2019 (\$ MILLION)

FIGURE 24 CHINA MARKETING AUTOMATION SOFTWARE MARKET 2017-2025 (\$ MILLION)

FIGURE 25 INDIA IT SOFTWARE MARKET FORECAST 2016-2020 (\$ BILLION)

FIGURE 26 INDIA MARKETING AUTOMATION SOFTWARE MARKET 2017-2025 (\$ MILLION)

FIGURE 27 KOREA MARKETING AUTOMATION SOFTWARE MARKET 2017-2025 (\$ MILLION)

FIGURE 28 SAAS SALES IN JAPAN 2015

FIGURE 29 JAPAN MARKETING AUTOMATION SOFTWARE MARKET 2017-2025 (\$ MILLION)

FIGURE 30 AUSTRALIA PUBLIC CLOUD MARKET FORECAST 2014-2019 (\$ MILLION)

FIGURE 31 AUSTRALIA MARKETING AUTOMATION SOFTWARE MARKET 2017-2025 (\$ MILLION)

FIGURE 32 ROAPAC MARKETING AUTOMATION SOFTWARE MARKET 2017-2025 (\$ MILLION)

## I would like to order

Product name: ASIA-PACIFIC MARKETING AUTOMATION SOFTWARE MARKET FORECAST  
2017-2025

Product link: <https://marketpublishers.com/r/A44EB4FF49AEN.html>

Price: US\$ 1,950.00 (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/A44EB4FF49AEN.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

