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EUROPE MARKETING AUTOMATION SOFTWARE MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

Europe marketing automation software market was valued at $1062 million in the year 2016 and is anticipated to reach $2401 million in the year 2025 growing at a CAGR of 9.51% 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 theretail 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, HubspotInc, Insidesales.com Inc, Infusionsoft and Vista Equity Partner.

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