

Asia Pacific Digital Marketing Software Market Analysis (2017-2023)

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Abstracts

The Asia Pacific Digital Marketing Software Market would witness market growth of 14.2% CAGR during the forecast period (2017 – 2023). The cloud solutions have witnessed tremendous market growth due to various benefits offered by the technology such as cost effectiveness, minimum IT investment, automatic integrations, and easy accessibility. The mobile marketing and social media marketing have contributed to the growth of the cloud-based DMS solutions. Security has been a vital issue that would restrict the market growth during the forecast period. Nevertheless, the security issue is being addressed due to technological advancements. DMS and its associated services are widely adopted by different industry verticals such as transportation and logistics, healthcare, consumer goods and retail, manufacturing, and energy and utilities to automate marketing functions and enhancing customer engagement.

Based on Type, the market report segments the market into Software and Services. Software includes CRM Software, Email Marketing Software, Social Media Advertising, Web Content Management Software, Campaign Management, and Others. Services include Professional and Managed Services. Based on Organization Size, the market report segments the market into Small & Medium Enterprises and Large Enterprises. Based on Deployment Mode, the market report segments the market into Cloud based and On-Premise. Based on Vertical, the market report segments the market into Media & Entertainment, Consumer Goods & Retail, Transportation & Logistics, Healthcare, Manufacturing, BFSI, Travel & Hospitality, Education, and Others.

Based on Countries, the Digital Marketing Software market segments the market into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the competition analysis of key stake holders of the

Digital Marketing Software Market. Key companies profiled in the report include Adobe Systems, Inc., Oracle Corporation, SAP SE, Salesforce, Inc., IBM Corporation, Microsoft Corporation, SAS Institute, Inc., Marketo, Inc., Act-On Software, Inc., and HubSpot, Inc.

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