

# Asia Pacific Marketing Automation Market (2019-2025)

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## Abstracts

The Asia Pacific Marketing Automation Market would witness market growth of 15.2% CAGR during the forecast period (2019-2025). The automation of internal marketing procedures includes advanced workflow Automation. These include budgeting and scheduling and approvals, the marketing schedule, internal collaboration, the development and governance of digital assets and, in essence, everything that promotes the role of internal marketing operational efficiency.

These systems typically involve a CRM or COM administrator to set up a complex set of guidelines for manually processing action items for inner sales and marketing professionals (file design, letter sending, email campaign sending). This sort of arrangement enhances the capacity of marketers to deliver appropriate content at appropriate moments to appropriate people. Limitations may apply, depending on an organization's human resource ability and level of engagement with the duties as allocated.

Based on Component, the market is segmented into Software and Services. Based on Application, the market is segmented into Lead Nurturing and Lead Scoring, Email Marketing & Social Marketing, Campaign Management, Analytics & Reporting, Inbound Marketing and Others. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on End User, the market is segmented into BFSI, Retail & Consumer Goods, Travel & Hospitality, Education & Media & Entertainment, Healthcare, Telecom & IT and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Adobe, Inc., Oracle Corporation,

Salesforce.com, Inc., Microsoft Corporation, Cognizant Technology Solutions Corporation, HubSpot, Inc., Act-On-Software, Inc., ActiveCampaign, Inc., Keap, Inc. and SAS Institute, Inc.

Scope of the Study

Market Segmentation:

By Component

Software

Services

By Application

Lead Nurturing and Lead Scoring

Email Marketing and Social Marketing

Campaign Management

Analytics and Reporting

Inbound Marketing

Others

By Deployment Type

On-premise

Cloud

By Organization Size

Large Enterprises

Small & Medium Enterprises

#### By End User

BFSI

Retail and Consumer Goods

Travel and Hospitality

Education and Media & Entertainment

Healthcare

Telecom & IT

Others

#### By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

## Companies Profiled

Adobe, Inc.

Oracle Corporation

Salesforce.com, Inc.

Microsoft Corporation

Cognizant Technology Solutions Corporation

HubSpot, Inc.

Act-On-Software, Inc.

ActiveCampaign, Inc.

Keap, Inc.

SAS Institute, Inc.

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