

Europe Digital Marketing Software Market Analysis (2017-2023)

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Abstracts

The Europe Digital Marketing Software Market would witness market growth of 12.2% CAGR during the forecast period (2017 – 2023). The adoption of the DMS technology empowers enterprises to elevate customer experience through different channels such as e-mails, text messages, social, and push notifications. In addition, DMS contributes in analyzing customer behavior. Also, the adoption of various applications such as augmented reality and virtual reality would further add to the software segment within the digital marketing software market.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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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