

# Europe Marketing Automation Market (2019-2025)

<https://marketpublishers.com/r/E8989AFD89D2EN.html>

Date: September 2019

Pages: 133

Price: US\$ 1,500.00 (Single User License)

ID: E8989AFD89D2EN

## Abstracts

The Europe Marketing Automation Market would witness market growth of 12.4% CAGR during the forecast period (2019-2025). Marketers use marketing automation solutions to understand infinite volumes of client information that transform it into actionable, intelligent sales leads. It is anticipated that small and medium-sized companies will add to development more than large companies. The top verticals of MAS are high-tech, software and business services, which include the most business services.

Departments of marketing, advisors, and part-time marketers benefit from the concept of task and process requirements and outcomes. They are also viewed, stored, and executed by software to improve effectiveness and reduce human mistakes. Marketing automation has been primarily concentrated on email advertising automation and relates to a wide spectrum of automation and analysis tools for inbound marketing in particular. A hosting or Web-based solution is used with marketing automatic systems, and customers will not have to install software.

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

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

## 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.

## Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free

## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Europe Marketing Automation Market, by Component
  - 1.4.2 Europe Marketing Automation Market, by Application
  - 1.4.3 Europe Marketing Automation Market, by Deployment Type
  - 1.4.4 Europe Marketing Automation Market, by Organization Size
  - 1.4.5 Europe Marketing Automation Market, by End User
  - 1.4.6 Europe Marketing Automation Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Executive Summary
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. MARKET ANALYSIS**

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
  - 3.2.1 Partnerships, Collaborations and Agreements
  - 3.2.2 Product Launches and Expansions
  - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2019)
  - 3.3.2 Key Strategic Move: Leading Players

### **CHAPTER 4. EUROPE MARKETING AUTOMATION MARKET BY COMPONENT**

- 4.1 Europe Marketing Automation Software Market by Country

4.2 Europe Marketing Automation Services Market by Country

## **CHAPTER 5. EUROPE MARKETING AUTOMATION MARKET BY APPLICATION**

5.1 Europe Marketing Automation Lead Nurturing and Lead Scoring Market by Country

5.2 Europe Marketing Automation Email Marketing and Social Marketing Market by Country

5.3 Europe Marketing Automation Campaign Management Market by Country

5.4 Europe Marketing Automation Analytics and Reporting Market by Country

5.5 Europe Marketing Automation Inbound Marketing Market by Country

5.6 Europe Other Application Marketing Automation Market by Country

## **CHAPTER 6. EUROPE MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE**

6.1 Europe On-premise Marketing Automation Market by Country

6.2 Europe Cloud Marketing Automation Market by Country

## **CHAPTER 7. EUROPE MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE**

7.1 Europe Large Enterprises Marketing Automation Market by Country

7.2 Europe Small & Medium Enterprises Marketing Automation Market by Country

## **CHAPTER 8. EUROPE MARKETING AUTOMATION MARKET BY END USER**

8.1 Europe BFSI Marketing Automation Market by Country

8.2 Europe Retail and Consumer Goods Marketing Automation Market by Country

8.3 Europe Travel and Hospitality Marketing Automation Market by Country

8.4 Europe Education and Media & Entertainment Marketing Automation Market by Country

8.5 Europe Healthcare Marketing Automation Market by Country

8.6 Europe Telecom & IT Marketing Automation Market by Country

8.7 Europe Others Marketing Automation Market by Country

## **CHAPTER 9. EUROPE MARKETING AUTOMATION MARKET BY COUNTRY**

9.1 Germany Marketing Automation Market

9.1.1 Germany Marketing Automation Market by Component

- 9.1.2 Germany Marketing Automation Market by Application
- 9.1.3 Germany Marketing Automation Market by Deployment Type
- 9.1.4 Germany Marketing Automation Market by Organization Size
- 9.1.5 Germany Marketing Automation Market by End User
- 9.2 UK Marketing Automation Market
  - 9.2.1 UK Marketing Automation Market by Component
  - 9.2.2 UK Marketing Automation Market by Application
  - 9.2.3 UK Marketing Automation Market by Deployment Type
  - 9.2.4 UK Marketing Automation Market by Organization Size
  - 9.2.5 UK Marketing Automation Market by End User
- 9.3 France Marketing Automation Market
  - 9.3.1 France Marketing Automation Market by Component
  - 9.3.2 France Marketing Automation Market by Application
  - 9.3.3 France Marketing Automation Market by Deployment Type
  - 9.3.4 France Marketing Automation Market by Organization Size
  - 9.3.5 France Marketing Automation Market by End User
- 9.4 Russia Marketing Automation Market
  - 9.4.1 Russia Marketing Automation Market by Component
  - 9.4.2 Russia Marketing Automation Market by Application
  - 9.4.3 Russia Marketing Automation Market by Deployment Type
  - 9.4.4 Russia Marketing Automation Market by Organization Size
  - 9.4.5 Russia Marketing Automation Market by End User
- 9.5 Spain Marketing Automation Market
  - 9.5.1 Spain Marketing Automation Market by Component
  - 9.5.2 Spain Marketing Automation Market by Application
  - 9.5.3 Spain Marketing Automation Market by Deployment Type
  - 9.5.4 Spain Marketing Automation Market by Organization Size
  - 9.5.5 Spain Marketing Automation Market by End User
- 9.6 Italy Marketing Automation Market
  - 9.6.1 Italy Marketing Automation Market by Component
  - 9.6.2 Italy Marketing Automation Market by Application
  - 9.6.3 Italy Marketing Automation Market by Deployment Type
  - 9.6.4 Italy Marketing Automation Market by Organization Size
  - 9.6.5 Italy Marketing Automation Market by End User
- 9.7 Rest of Europe Marketing Automation Market
  - 9.7.1 Rest of Europe Marketing Automation Market by Component
  - 9.7.2 Rest of Europe Marketing Automation Market by Application
  - 9.7.3 Rest of Europe Marketing Automation Market by Deployment Type
  - 9.7.4 Rest of Europe Marketing Automation Market by Organization Size

## 9.7.5 Rest of Europe Marketing Automation Market by End User

### **CHAPTER 10. COMPANY PROFILES**

#### 10.1 Adobe, Inc.

##### 10.1.1 Company Overview

##### 10.1.2 Financial Analysis

##### 10.1.3 Segmental and Regional Analysis

##### 10.1.4 Research & Development Expense

##### 10.1.5 Recent strategies and developments:

###### 10.1.5.1 Collaborations, partnerships and agreements:

###### 10.1.5.2 Acquisition and mergers:

###### 10.1.5.3 Product launches:

##### 10.1.6 SWOT Analysis

#### 10.2 Oracle Corporation

##### 10.2.1 Company Overview

##### 10.2.2 Financial Analysis

##### 10.2.3 Segmental and Regional Analysis

##### 10.2.4 Research & Development Expense

##### 10.2.1 Recent strategies and developments:

###### 10.2.1.1 Collaborations, partnerships and agreements:

###### 10.2.1.2 Acquisition and mergers:

###### 10.2.1.3 Expansions:

##### 10.2.2 SWOT Analysis

#### 10.3 Salesforce.com, Inc.

##### 10.3.1 Company Overview

##### 10.3.2 Financial Analysis

##### 10.3.3 Regional Analysis

##### 10.3.4 Research & Development Expense

##### 10.3.5 Recent strategies and developments:

###### 10.3.5.1 Collaborations, partnerships and agreements:

###### 10.3.5.2 Acquisition and mergers:

###### 10.3.5.3 Product launches:

##### 10.3.6 SWOT Analysis

#### 10.4 Microsoft Corporation

##### 10.4.1 Company Overview

##### 10.4.2 Financial Analysis

##### 10.4.3 Segmental and Regional Analysis

##### 10.4.4 Research & Development Expenses



- 10.4.5 Recent strategies and developments:
  - 10.4.5.1 Collaborations, partnerships and agreements:
  - 10.4.5.2 Acquisition and mergers:
- 10.4.6 SWOT Analysis
- 10.5 Cognizant Technology Solutions Corporation
  - 10.5.1 Company overview
  - 10.5.2 Financial Analysis
  - 10.5.3 Segmental and Regional Analysis
  - 10.5.4 Recent strategies and developments:
    - 10.5.4.1 Acquisition and mergers:
  - 10.5.5 SWOT Analysis
- 10.6 HubSpot, Inc.
  - 10.6.1 Company Overview
  - 10.6.2 Financial Analysis
  - 10.6.3 Regional Analysis
  - 10.6.4 Research & Development Expenses
  - 10.6.5 Recent strategies and developments:
    - 10.6.5.1 Collaborations, partnerships and agreements:
    - 10.6.5.2 Acquisition and mergers:
  - 10.6.6 SWOT Analysis
- 10.7 Act-On-Software, Inc.
  - 10.7.1 Company Overview
  - 10.7.2 Recent strategies and developments:
    - 10.7.2.1 Collaborations, partnerships and agreements:
    - 10.7.2.2 Expansions:
    - 10.7.2.3 Product Launch
- 10.8 ActiveCampaign, Inc.
  - 10.8.1 Company Overview
  - 10.8.2 Recent strategies and developments:
    - 10.8.2.1 Product launches:
    - 10.8.2.2 Expansions:
- 10.9 Keap, Inc.
  - 10.9.1 Company Overview
  - 10.9.2 Recent strategies and developments:
    - 10.9.2.1 Product launches:
- 10.1 SAS Institute, Inc.
  - 10.10.1 Company Overview

## List Of Tables

### LIST OF TABLES

TABLE 1 EUROPE MARKETING AUTOMATION MARKET, 2015 - 2018, USD MILLION

TABLE 2 EUROPE MARKETING AUTOMATION MARKET, 2019 - 2025, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– MARKETING AUTOMATION MARKET

TABLE 4 PRODUCT LAUNCHES AND EXPANSIONS– MARKETING AUTOMATION MARKET

TABLE 5 MERGERS & ACQUISITIONS – MARKETING AUTOMATION MARKET

TABLE 6 EUROPE MARKETING AUTOMATION MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 7 EUROPE MARKETING AUTOMATION MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 8 EUROPE MARKETING AUTOMATION SOFTWARE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 9 EUROPE MARKETING AUTOMATION SOFTWARE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 10 EUROPE MARKETING AUTOMATION SERVICES MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 11 EUROPE MARKETING AUTOMATION SERVICES MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 12 EUROPE MARKETING AUTOMATION MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 13 EUROPE MARKETING AUTOMATION MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 14 EUROPE MARKETING AUTOMATION LEAD NURTURING AND LEAD SCORING MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 15 EUROPE MARKETING AUTOMATION LEAD NURTURING AND LEAD SCORING MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 16 EUROPE MARKETING AUTOMATION EMAIL MARKETING AND SOCIAL MARKETING MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 17 EUROPE MARKETING AUTOMATION EMAIL MARKETING AND SOCIAL MARKETING MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 18 EUROPE MARKETING AUTOMATION CAMPAIGN MANAGEMENT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 19 EUROPE MARKETING AUTOMATION CAMPAIGN MANAGEMENT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 20 EUROPE MARKETING AUTOMATION ANALYTICS AND REPORTING MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 21 EUROPE MARKETING AUTOMATION ANALYTICS AND REPORTING MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 22 EUROPE MARKETING AUTOMATION INBOUND MARKETING MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 23 EUROPE MARKETING AUTOMATION INBOUND MARKETING MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 24 EUROPE OTHER APPLICATION MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 25 EUROPE OTHER APPLICATION MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 26 EUROPE MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 27 EUROPE MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 28 EUROPE ON-PREMISE MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 29 EUROPE ON-PREMISE MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 30 EUROPE CLOUD MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 31 EUROPE CLOUD MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 32 EUROPE MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 33 EUROPE MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 34 EUROPE LARGE ENTERPRISES MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 35 EUROPE LARGE ENTERPRISES MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 36 EUROPE SMALL & MEDIUM ENTERPRISES MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 37 EUROPE SMALL & MEDIUM ENTERPRISES MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 38 EUROPE MARKETING AUTOMATION MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 39 EUROPE MARKETING AUTOMATION MARKET BY END USER, 2019 -

2025, USD MILLION

TABLE 40 EUROPE BFSI MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 41 EUROPE BFSI MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 42 EUROPE RETAIL AND CONSUMER GOODS MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 43 EUROPE RETAIL AND CONSUMER GOODS MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 44 EUROPE TRAVEL AND HOSPITALITY MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 45 EUROPE TRAVEL AND HOSPITALITY MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 46 EUROPE EDUCATION AND MEDIA & ENTERTAINMENT MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 47 EUROPE EDUCATION AND MEDIA & ENTERTAINMENT MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 48 EUROPE HEALTHCARE MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 49 EUROPE HEALTHCARE MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 50 EUROPE TELECOM & IT MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 51 EUROPE TELECOM & IT MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 52 EUROPE OTHERS MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 53 EUROPE OTHERS MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 54 EUROPE MARKETING AUTOMATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 55 EUROPE MARKETING AUTOMATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 56 GERMANY MARKETING AUTOMATION MARKET, 2015 - 2018, USD MILLION

TABLE 57 GERMANY MARKETING AUTOMATION MARKET, 2019 - 2025, USD MILLION

TABLE 58 GERMANY MARKETING AUTOMATION MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 59 GERMANY MARKETING AUTOMATION MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 60 GERMANY MARKETING AUTOMATION MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 61 GERMANY MARKETING AUTOMATION MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 62 GERMANY MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 63 GERMANY MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 64 GERMANY MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 65 GERMANY MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 66 GERMANY MARKETING AUTOMATION MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 67 GERMANY MARKETING AUTOMATION MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 68 UK MARKETING AUTOMATION MARKET, 2015 - 2018, USD MILLION

TABLE 69 UK MARKETING AUTOMATION MARKET, 2019 - 2025, USD MILLION

TABLE 70 UK MARKETING AUTOMATION MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 71 UK MARKETING AUTOMATION MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 72 UK MARKETING AUTOMATION MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 73 UK MARKETING AUTOMATION MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 74 UK MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 75 UK MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 76 UK MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 77 UK MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 78 UK MARKETING AUTOMATION MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 79 UK MARKETING AUTOMATION MARKET BY END USER, 2019 - 2025,

USD MILLION

TABLE 80 FRANCE MARKETING AUTOMATION MARKET, 2015 - 2018, USD MILLION

TABLE 81 FRANCE MARKETING AUTOMATION MARKET, 2019 - 2025, USD MILLION

TABLE 82 FRANCE MARKETING AUTOMATION MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 83 FRANCE MARKETING AUTOMATION MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 84 FRANCE MARKETING AUTOMATION MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 85 FRANCE MARKETING AUTOMATION MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 86 FRANCE MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 87 FRANCE MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 88 FRANCE MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 89 FRANCE MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 90 FRANCE MARKETING AUTOMATION MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 91 FRANCE MARKETING AUTOMATION MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 92 RUSSIA MARKETING AUTOMATION MARKET, 2015 - 2018, USD MILLION

TABLE 93 RUSSIA MARKETING AUTOMATION MARKET, 2019 - 2025, USD MILLION

TABLE 94 RUSSIA MARKETING AUTOMATION MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 95 RUSSIA MARKETING AUTOMATION MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 96 RUSSIA MARKETING AUTOMATION MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 97 RUSSIA MARKETING AUTOMATION MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 98 RUSSIA MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION



TABLE 99 RUSSIA MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 100 RUSSIA MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 101 RUSSIA MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 102 RUSSIA MARKETING AUTOMATION MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 103 RUSSIA MARKETING AUTOMATION MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 104 SPAIN MARKETING AUTOMATION MARKET, 2015 - 2018, USD MILLION

TABLE 105 SPAIN MARKETING AUTOMATION MARKET, 2019 - 2025, USD MILLION

TABLE 106 SPAIN MARKETING AUTOMATION MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 107 SPAIN MARKETING AUTOMATION MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 108 SPAIN MARKETING AUTOMATION MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 109 SPAIN MARKETING AUTOMATION MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 110 SPAIN MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 111 SPAIN MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 112 SPAIN MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 113 SPAIN MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 114 SPAIN MARKETING AUTOMATION MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 115 SPAIN MARKETING AUTOMATION MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 116 ITALY MARKETING AUTOMATION MARKET, 2015 - 2018, USD MILLION

TABLE 117 ITALY MARKETING AUTOMATION MARKET, 2019 - 2025, USD MILLION

TABLE 118 ITALY MARKETING AUTOMATION MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 119 ITALY MARKETING AUTOMATION MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 120 ITALY MARKETING AUTOMATION MARKET BY APPLICATION, 2015 -

2018, USD MILLION

TABLE 121 ITALY MARKETING AUTOMATION MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 122 ITALY MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 123 ITALY MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 124 ITALY MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 125 ITALY MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 126 ITALY MARKETING AUTOMATION MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 127 ITALY MARKETING AUTOMATION MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 128 REST OF EUROPE MARKETING AUTOMATION MARKET, 2015 - 2018, USD MILLION

TABLE 129 REST OF EUROPE MARKETING AUTOMATION MARKET, 2019 - 2025, USD MILLION

TABLE 130 REST OF EUROPE MARKETING AUTOMATION MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 131 REST OF EUROPE MARKETING AUTOMATION MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 132 REST OF EUROPE MARKETING AUTOMATION MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 133 REST OF EUROPE MARKETING AUTOMATION MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 134 REST OF EUROPE MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 135 REST OF EUROPE MARKETING AUTOMATION MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 136 REST OF EUROPE MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 137 REST OF EUROPE MARKETING AUTOMATION MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 138 REST OF EUROPE MARKETING AUTOMATION MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 139 REST OF EUROPE MARKETING AUTOMATION MARKET BY END USER, 2019 - 2025, USD MILLION



TABLE 140 KEY INFORMATION – ADOBE, INC.

TABLE 141 KEY INFORMATION – ORACLE CORPORATION

TABLE 142 KEY INFORMATION – SALESFORCE.COM, INC.

TABLE 143 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 144 KEY INFORMATION – COGNIZANT TECHNOLOGY SOLUTIONS CORPORATION

TABLE 145 KEY INFORMATION – HUBSPOT, INC.

TABLE 146 KEY INFORMATION – ACT-ON-SOFTWARE, INC.

TABLE 147 KEY INFORMATION – ACTIVECAMPAIGN, INC.

TABLE 148 KEY INFORMATION – KEAP, INC.

TABLE 149 KEY INFORMATION – SAS INSTITUTE, INC.

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2015-2019)

FIG 4 KEY STRATEGIC MOVE: LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: ADOBE, INC.

FIG 6 SWOT ANALYSIS: ADOBE SYSTEMS, INC.

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: ORACLE CORPORATION

FIG 8 SWOT ANALYSIS: ORACLE CORPORATION

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: SALESFORCE.COM, INC.

FIG 10 SWOT ANALYSIS: SALESFORCE.COM INC.

FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: MICROSOFT  
CORPORATION

FIG 12 SWOT ANALYSIS: MICROSOFT CORPORATION

FIG 13 SWOT ANALYSIS: COGNIZANT TECHNOLOGY SOLUTIONS  
CORPORATION

FIG 14 SWOT ANALYSIS: HUBSPOT, INC.

FIG 15 RECENT STRATEGIES AND DEVELOPMENTS: ACT-ON-SOFTWARE, INC.

## I would like to order

Product name: Europe Marketing Automation Market (2019-2025)

Product link: <https://marketpublishers.com/r/E8989AFD89D2EN.html>

Price: US\$ 1,500.00 (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/E8989AFD89D2EN.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