

Global Digital Marketing Software Market Analysis (2017-2023)

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Abstracts

The Global Digital Marketing Software Market size is expected to reach \$77.4 billion by 2023, rising at a market growth of 13% CAGR during the forecast period. Growing trends such as personalized marketing and widespread adoption of mobile devices have led to a shift in marketing strategies and focusing on enhancing user experience. DMS is majorly adopted into the business functions to manage customer relationship by gaining an understanding of consumer behavior across various business channels and eventually make decisions by integrating information from various databases. BFSI, transportation and logistics, consumer goods and retail, education, healthcare, manufacturing, media and entertainment, and telecom and IT verticals have driven the growth of the digital marketing software market on a global level.

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 Regions, the Digital Marketing Software market segments the market into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

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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