

# **LAMEA Digital Marketing Software Market Analysis (2017-2023)**

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## **Abstracts**

The Latin America, Middle East and Africa Digital Marketing Software Market would witness market growth of 15.1% CAGR during the forecast period (2017 – 2023). Rapid expansion of internet and digitalization have led to an expansive market opportunity for marketers. The digital marketing software is used to improve customer interactions via different technology sources such as instant messaging systems, social networking sites, and mobile apps. The growth of the adoption of digital marketing software market has led to an increased budget allocation for digital marketing in organizations. The cloud solutions are growing in importance as they offer various benefits such as minimum IT expenditure, and ease of expansion.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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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