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# LAMEA Marketing Automation Market (2019-2025)

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## Abstracts

The Latin America, Middle East and Africa Marketing Automation Market would witness market growth of 16.9% CAGR during the forecast period (2019-2025). Using a marketing automation platform, sales and marketing companies are streamlined through the replacement of highly touching repetitive manual procedures with automated solutions. Marketing automation is a platform for the planning, coordination, management and measurement of all marketing initiatives by marketers online and offline. It is often used in conjunction with the lifecycle marketing strategy to handle and nurture leads in a close manner that aims to turn leads into clients.

Customer relationship management (CRM) or Customer Experience management (CXM) is a marketing automation subgroup that focuses on identification, segmentation, scheduling, and track marketing activities. The application of marketing technology allows processes much more effective and possible new procedures that would otherwise have been conducted manually. Marketing Automation can be described as a method in which technology is employed to automate a number of repeated functions regularly performed in marketing campaigns. A marketing automation platform can be called a tool that enables a person to devise, implement and automate a time-based marketing workflow.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria,

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and Rest of LAMEA.

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

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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

- Brazil
- Argentina
- UAE
- Saudi Arabia
- South Africa
- Nigeria

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Rest of LAMEA

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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