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North America Marketing Automation Market (2019-2025)

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Abstracts

The North America Marketing Automation Market would witness market growth of 11.8% CAGR during the forecast period (2019-2025). The automation of internal marketing procedures includes advanced workflow Automation. These include budgeting and scheduling and approvals, the marketing schedule, internal collaboration, the development and governance of digital assets and, in essence, everything that promotes the role of internal marketing operational efficiency.

Marketing automation concentrates on driving the marketing funnel from the top to the bottom of the funnel. Prospects are calculated and obtained based on their activities, specific content and messages, which nurture them from primary interest to sale. Commonly used in the sales cycle B2B, B2G, and the long sales cycle B2C, marketing automation includes several marketing fields and is truly the combination of e-mail marketing technologies and organized sales. Such marketing is often a part of the business-to-business (B2B) cycle.

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 U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key

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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

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- 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

- US
- Canada
- Mexico
- Rest of North America

Companies Profiled

- Adobe, Inc.
- Oracle Corporation

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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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