

# 2018-2023 Global Direct Marketing Services Market Report (Status and Outlook)

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Direct Marketing Services market for 2018-2023.

This report studies the direct marketing services market, direct marketing is a form of advertising which allows businesses and nonprofit organizations to communicate directly to customers through a variety of media.

Direct marketing services is mainly classified into four types: Direct Mail, Telemarketing, Email marketing, Text (SMS) Marketing, Social media Marketing, Direct Selling, etc. And Direct Mail is the most widely used type which takes up about 30% of the global total in 2016.

Over the next five years, LPI(LP Information) projects that Direct Marketing Services will register a 2.3% CAGR in terms of revenue, reach US\$ 5830 million by 2023, from US\$ 5220 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Direct Marketing Services market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Direct mail

Telemarketing

Text (SMS) marketing

Handouts

Social media marketing

Direct selling

Others

Segmentation by application:

Business to Business

Business to Government

Business to Consumers

Others

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

Spain

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Rapp

Epsilon

Wunderman

FCB

Acxiom

Harte-Hanks Direct

OgilvyOne

Merkle

Harland Clarke Corp

MRM//McCann

DigitasLBi

Aimia

SourceLink

BBDO

SapientNitro

Leo Burnett

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Direct Marketing Services market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Direct Marketing Services market by identifying its various subsegments.

Focuses on the key global Direct Marketing Services players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Direct Marketing Services with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Direct Marketing Services submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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