

2018-2023 Global E-mail Marketing Market Report (Status and Outlook)

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Abstracts

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In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global E-mail Marketing market for 2018-2023. Email Marketing is the act of sending a commercial message, typically to a group of people, using email.

E-mail Marketing helps connect with audience to promote brand and increase sales. You can sell products, share some news, or tell a story.

Over the next five years, LPI(LP Information) projects that E-mail Marketing will register a 5.1% CAGR in terms of revenue, reach US\$ 1300 million by 2023, from US\$ 970 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of E-mail Marketing 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:

Small and Mid-sized Enterprises

Large Enterprises

Segmentation by application:

Banking

Financial Services

Insurance (BFSI)

Retail

Healthcare

Telecom & IT

Discrete Manufacturing

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

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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:

Act-On Software

Adobe Systems

Cognizant Technology Solutions

HubSpot

IBM

Infusionsoft

Marketo

Oracle

Teradata

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 E-mail Marketing 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 E-mail Marketing market by identifying its various subsegments.

Focuses on the key global E-mail Marketing 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 E-mail Marketing 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 E-mail Marketing 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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