

Global Automotive Digital Marketing Management Platform Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Automotive digital marketing refers to the use of digital channels and strategies to promote and sell vehicles, parts, and services within the automotive industry. In today's digital age, consumers increasingly turn to online platforms to research, compare, and ultimately make purchasing decisions, making digital marketing crucial for automotive businesses to reach their target audience effectively. This form of marketing encompasses a wide range of tactics, including search engine optimization (SEO), social media marketing, email marketing, content marketing, pay-per-click (PPC) advertising, and more.

The global Automotive Digital Marketing Management Platform market size is projected to grow from US\$ 7974 million in 2024 to US\$ 12360 million in 2030; it is expected to grow at a CAGR of 7.6% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Automotive Digital Marketing Management Platform Industry Forecast" looks at past sales and reviews total world Automotive Digital Marketing Management Platform sales in 2022, providing a comprehensive analysis by region and market sector of projected Automotive Digital Marketing Management Platform sales for 2023 through 2029. With Automotive Digital Marketing Management Platform sales broken down by region, market sector and subsector, this report provides a detailed analysis in US\$ millions of the world Automotive Digital Marketing Management Platform industry.

This Insight Report provides a comprehensive analysis of the global Automotive Digital



Marketing Management Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Automotive Digital Marketing Management Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Automotive Digital Marketing Management Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Automotive Digital Marketing Management Platform and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Automotive Digital Marketing Management Platform.

Automotive is a key driver of this industry. According to data from the World Automobile Organization (OICA), global automobile production and sales in 2017 reached their peak in the past 10 years, at 97.3 million and 95.89 million respectively. In 2018, the global economic expansion ended, and the global auto market declined as a whole. In 2022, there will wear units 81.6 million vehicles in the world. At present, more than 90% of the world's automobiles are concentrated in the three continents of Asia, Europe and North America, of which Asia automobile production accounts for 56% of the world, Europe accounts for 20%, and North America accounts for 16%. The world major automobile producing countries include China, the United States, Japan, South Korea, Germany, India, Mexico, and other countries; among them, China is the largest automobile producing country in the world, accounting for about 32%. Japan is the world's largest car exporter, exporting more than 3.5 million vehicles in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Automotive Digital Marketing Management Platform market by product type, application, key players and key regions and countries.

Segmentation by Type:

DSM Software

CRM Software



Market	ting Soπware		
Others			
Segmentation	by Application:		
Used (Used Car Sales		
New C	New Car Sales		
This report als	o splits the market by region:		
Americ	cas		
	United States		
	Canada		
	Mexico		
	Brazil		
APAC			
	China		
	Japan		
	Korea		
	Southeast Asia		
	India		
	Australia		
Europe			



Germany

	France	
	UK	
	Italy	
	Russia	
Middle	East & Africa	
	Egypt	
	South Africa	
	Israel	
	Turkey	
	GCC Countries	
Segmentation	by Type:	
DSM S	Software	
CRM S	Software	
Market	ing Software	
Others		
Segmentation by Application:		

Used Car Sales

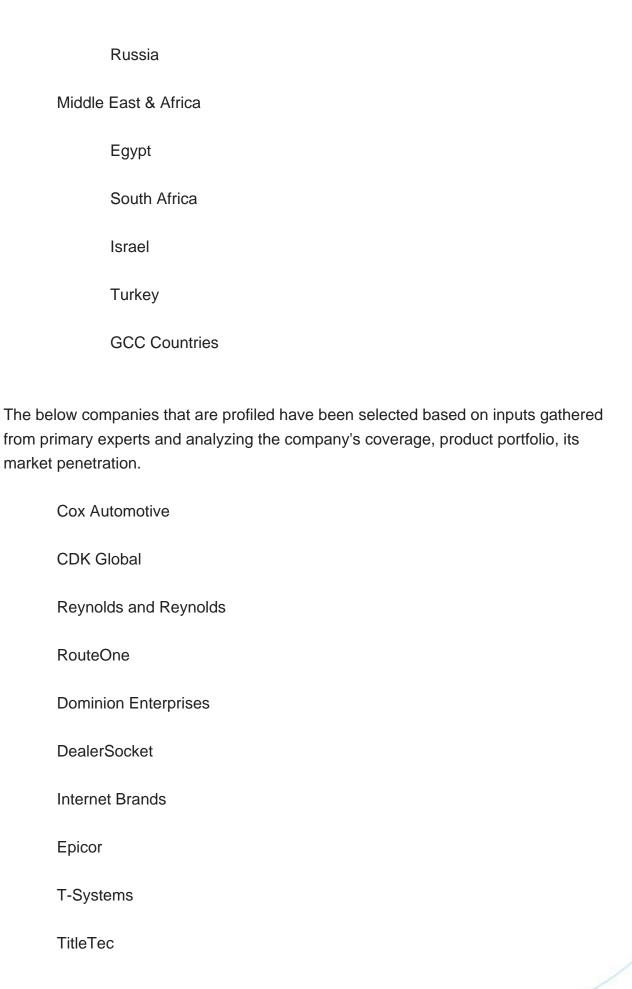


New Car Sales

This report also split	s the market b	v region:
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report also splits the market by region:		
Americ	cas	
	United States	
	Canada	
	Mexico	
	Brazil	
APAC		
	China	
	Japan	
	Korea	
	Southeast Asia	
	India	
	Australia	
Europe	9	
	Germany	
	France	
	UK	
	Italy	







Pinewood Technologies	
ARI Network Services	
Autosof	
Infomedia	

MAM Software



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