

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 sub-sector, 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

Marketing Software

Others

Segmentation by Application:

Used Car Sales

New Car Sales

This report also splits the market by region:

Americas

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

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India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Cox Automotive

CDK Global

Reynolds and Reynolds

RouteOne

Dominion Enterprises

DealerSocket

Internet Brands

Epicor

T-Systems

TitleTec

Pinewood Technologies

ARI Network Services

Autosof

Infomedia

MAM Software

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