

# Global Direct Marketing Services Market Growth (Status and Outlook) 2024-2030

<https://marketpublishers.com/r/GFA28184D886EN.html>

Date: January 2024

Pages: 131

Price: US\$ 3,660.00 (Single User License)

ID: GFA28184D886EN

## Abstracts

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

According to our LPI (LP Information) latest study, the global Direct Marketing Services market size was valued at US\$ 5640.5 million in 2023. With growing demand in downstream market, the Direct Marketing Services is forecast to a readjusted size of US\$ 6700.1 million by 2030 with a CAGR of 2.5% during review period.

The research report highlights the growth potential of the global Direct Marketing Services market. Direct Marketing Services are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Direct Marketing Services. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Direct Marketing Services market.

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.

The major players in global Direct Marketing Services market include Wunderman, Epsilon, OgilvyOne, etc. The top 3 players occupy about 25% shares of the global market. North America and Europe are main markets, they occupy over 70% of the global market. Direct Mail and Telemarketing are two main types, with a share about 50% altogether. Business to Business is the key application, which holds over 55% shares.

### Key Features:

The report on Direct Marketing Services market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Direct Marketing Services market. It may include historical data, market segmentation by Type (e.g., Direct Mail, Telemarketing), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Direct Marketing Services market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Direct Marketing Services market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Direct Marketing Services industry. This include advancements in Direct Marketing Services technology, Direct Marketing Services new entrants, Direct Marketing Services new investment, and other innovations that are shaping the future of Direct Marketing Services.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Direct Marketing Services market. It includes factors influencing customer ' purchasing decisions, preferences for Direct Marketing Services product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Direct Marketing Services market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Direct Marketing Services market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental

impact and sustainability aspects of the Direct Marketing Services market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Direct Marketing Services industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Direct Marketing Services market.

**Market Segmentation:**

Direct Marketing Services market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

**Segmentation by type**

Direct Mail

Telemarketing

Email Marketing

Text (SMS) Marketing

Handouts

Social Media Marketing

Direct Selling

Others

**Segmentation by application**

Business to Business

Business to Government

Business to Consumers

Others

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

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.

Rapp

Epsilon

Wunderman

FCB

Acxiom

Harte-Hanks Direct

OgilvyOne

Merkle

Harland Clarke Corp

MRM//McCann

DigitasLBi

Aimia

SourceLink

BBDO

SapientNitro

Leo Burnett

## Contents

### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Direct Marketing Services Market Size 2019-2030
  - 2.1.2 Direct Marketing Services Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Direct Marketing Services Segment by Type
  - 2.2.1 Direct Mail
  - 2.2.2 Telemarketing
  - 2.2.3 Email Marketing
  - 2.2.4 Text (SMS) Marketing
  - 2.2.5 Handouts
  - 2.2.6 Social Media Marketing
  - 2.2.7 Direct Selling
  - 2.2.8 Others
- 2.3 Direct Marketing Services Market Size by Type
  - 2.3.1 Direct Marketing Services Market Size CAGR by Type (2019 VS 2023 VS 2030)
  - 2.3.2 Global Direct Marketing Services Market Size Market Share by Type (2019-2024)
- 2.4 Direct Marketing Services Segment by Application
  - 2.4.1 Business to Business
  - 2.4.2 Business to Government
  - 2.4.3 Business to Consumers
  - 2.4.4 Others
- 2.5 Direct Marketing Services Market Size by Application
  - 2.5.1 Direct Marketing Services Market Size CAGR by Application (2019 VS 2023 VS 2030)

2.5.2 Global Direct Marketing Services Market Size Market Share by Application (2019-2024)

### **3 DIRECT MARKETING SERVICES MARKET SIZE BY PLAYER**

3.1 Direct Marketing Services Market Size Market Share by Players

3.1.1 Global Direct Marketing Services Revenue by Players (2019-2024)

3.1.2 Global Direct Marketing Services Revenue Market Share by Players (2019-2024)

3.2 Global Direct Marketing Services Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

### **4 DIRECT MARKETING SERVICES BY REGIONS**

4.1 Direct Marketing Services Market Size by Regions (2019-2024)

4.2 Americas Direct Marketing Services Market Size Growth (2019-2024)

4.3 APAC Direct Marketing Services Market Size Growth (2019-2024)

4.4 Europe Direct Marketing Services Market Size Growth (2019-2024)

4.5 Middle East & Africa Direct Marketing Services Market Size Growth (2019-2024)

### **5 AMERICAS**

5.1 Americas Direct Marketing Services Market Size by Country (2019-2024)

5.2 Americas Direct Marketing Services Market Size by Type (2019-2024)

5.3 Americas Direct Marketing Services Market Size by Application (2019-2024)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

### **6 APAC**

6.1 APAC Direct Marketing Services Market Size by Region (2019-2024)

6.2 APAC Direct Marketing Services Market Size by Type (2019-2024)

6.3 APAC Direct Marketing Services Market Size by Application (2019-2024)

6.4 China



- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

## **7 EUROPE**

- 7.1 Europe Direct Marketing Services by Country (2019-2024)
- 7.2 Europe Direct Marketing Services Market Size by Type (2019-2024)
- 7.3 Europe Direct Marketing Services Market Size by Application (2019-2024)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Direct Marketing Services by Region (2019-2024)
- 8.2 Middle East & Africa Direct Marketing Services Market Size by Type (2019-2024)
- 8.3 Middle East & Africa Direct Marketing Services Market Size by Application (2019-2024)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

## **10 GLOBAL DIRECT MARKETING SERVICES MARKET FORECAST**

- 10.1 Global Direct Marketing Services Forecast by Regions (2025-2030)
  - 10.1.1 Global Direct Marketing Services Forecast by Regions (2025-2030)

- 10.1.2 Americas Direct Marketing Services Forecast
- 10.1.3 APAC Direct Marketing Services Forecast
- 10.1.4 Europe Direct Marketing Services Forecast
- 10.1.5 Middle East & Africa Direct Marketing Services Forecast
- 10.2 Americas Direct Marketing Services Forecast by Country (2025-2030)
  - 10.2.1 United States Direct Marketing Services Market Forecast
  - 10.2.2 Canada Direct Marketing Services Market Forecast
  - 10.2.3 Mexico Direct Marketing Services Market Forecast
  - 10.2.4 Brazil Direct Marketing Services Market Forecast
- 10.3 APAC Direct Marketing Services Forecast by Region (2025-2030)
  - 10.3.1 China Direct Marketing Services Market Forecast
  - 10.3.2 Japan Direct Marketing Services Market Forecast
  - 10.3.3 Korea Direct Marketing Services Market Forecast
  - 10.3.4 Southeast Asia Direct Marketing Services Market Forecast
  - 10.3.5 India Direct Marketing Services Market Forecast
  - 10.3.6 Australia Direct Marketing Services Market Forecast
- 10.4 Europe Direct Marketing Services Forecast by Country (2025-2030)
  - 10.4.1 Germany Direct Marketing Services Market Forecast
  - 10.4.2 France Direct Marketing Services Market Forecast
  - 10.4.3 UK Direct Marketing Services Market Forecast
  - 10.4.4 Italy Direct Marketing Services Market Forecast
  - 10.4.5 Russia Direct Marketing Services Market Forecast
- 10.5 Middle East & Africa Direct Marketing Services Forecast by Region (2025-2030)
  - 10.5.1 Egypt Direct Marketing Services Market Forecast
  - 10.5.2 South Africa Direct Marketing Services Market Forecast
  - 10.5.3 Israel Direct Marketing Services Market Forecast
  - 10.5.4 Turkey Direct Marketing Services Market Forecast
  - 10.5.5 GCC Countries Direct Marketing Services Market Forecast
- 10.6 Global Direct Marketing Services Forecast by Type (2025-2030)
- 10.7 Global Direct Marketing Services Forecast by Application (2025-2030)

## **11 KEY PLAYERS ANALYSIS**

- 11.1 Rapp
  - 11.1.1 Rapp Company Information
  - 11.1.2 Rapp Direct Marketing Services Product Offered
  - 11.1.3 Rapp Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)
  - 11.1.4 Rapp Main Business Overview

- 11.1.5 Rapp Latest Developments
- 11.2 Epsilon
  - 11.2.1 Epsilon Company Information
  - 11.2.2 Epsilon Direct Marketing Services Product Offered
  - 11.2.3 Epsilon Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)
  - 11.2.4 Epsilon Main Business Overview
  - 11.2.5 Epsilon Latest Developments
- 11.3 Wunderman
  - 11.3.1 Wunderman Company Information
  - 11.3.2 Wunderman Direct Marketing Services Product Offered
  - 11.3.3 Wunderman Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)
  - 11.3.4 Wunderman Main Business Overview
  - 11.3.5 Wunderman Latest Developments
- 11.4 FCB
  - 11.4.1 FCB Company Information
  - 11.4.2 FCB Direct Marketing Services Product Offered
  - 11.4.3 FCB Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)
  - 11.4.4 FCB Main Business Overview
  - 11.4.5 FCB Latest Developments
- 11.5 Acxiom
  - 11.5.1 Acxiom Company Information
  - 11.5.2 Acxiom Direct Marketing Services Product Offered
  - 11.5.3 Acxiom Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)
  - 11.5.4 Acxiom Main Business Overview
  - 11.5.5 Acxiom Latest Developments
- 11.6 Harte-Hanks Direct
  - 11.6.1 Harte-Hanks Direct Company Information
  - 11.6.2 Harte-Hanks Direct Direct Marketing Services Product Offered
  - 11.6.3 Harte-Hanks Direct Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)
  - 11.6.4 Harte-Hanks Direct Main Business Overview
  - 11.6.5 Harte-Hanks Direct Latest Developments
- 11.7 OgilvyOne
  - 11.7.1 OgilvyOne Company Information
  - 11.7.2 OgilvyOne Direct Marketing Services Product Offered

11.7.3 OgilvyOne Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)

11.7.4 OgilvyOne Main Business Overview

11.7.5 OgilvyOne Latest Developments

11.8 Merkle

11.8.1 Merkle Company Information

11.8.2 Merkle Direct Marketing Services Product Offered

11.8.3 Merkle Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)

11.8.4 Merkle Main Business Overview

11.8.5 Merkle Latest Developments

11.9 Harland Clarke Corp

11.9.1 Harland Clarke Corp Company Information

11.9.2 Harland Clarke Corp Direct Marketing Services Product Offered

11.9.3 Harland Clarke Corp Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)

11.9.4 Harland Clarke Corp Main Business Overview

11.9.5 Harland Clarke Corp Latest Developments

11.10 MRM//McCann

11.10.1 MRM//McCann Company Information

11.10.2 MRM//McCann Direct Marketing Services Product Offered

11.10.3 MRM//McCann Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)

11.10.4 MRM//McCann Main Business Overview

11.10.5 MRM//McCann Latest Developments

11.11 DigitasLBI

11.11.1 DigitasLBI Company Information

11.11.2 DigitasLBI Direct Marketing Services Product Offered

11.11.3 DigitasLBI Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)

11.11.4 DigitasLBI Main Business Overview

11.11.5 DigitasLBI Latest Developments

11.12 Aimia

11.12.1 Aimia Company Information

11.12.2 Aimia Direct Marketing Services Product Offered

11.12.3 Aimia Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)

11.12.4 Aimia Main Business Overview

11.12.5 Aimia Latest Developments

### 11.13 SourceLink

11.13.1 SourceLink Company Information

11.13.2 SourceLink Direct Marketing Services Product Offered

11.13.3 SourceLink Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)

11.13.4 SourceLink Main Business Overview

11.13.5 SourceLink Latest Developments

### 11.14 BBDO

11.14.1 BBDO Company Information

11.14.2 BBDO Direct Marketing Services Product Offered

11.14.3 BBDO Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)

11.14.4 BBDO Main Business Overview

11.14.5 BBDO Latest Developments

### 11.15 SapientNitro

11.15.1 SapientNitro Company Information

11.15.2 SapientNitro Direct Marketing Services Product Offered

11.15.3 SapientNitro Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)

11.15.4 SapientNitro Main Business Overview

11.15.5 SapientNitro Latest Developments

### 11.16 Leo Burnett

11.16.1 Leo Burnett Company Information

11.16.2 Leo Burnett Direct Marketing Services Product Offered

11.16.3 Leo Burnett Direct Marketing Services Revenue, Gross Margin and Market Share (2019-2024)

11.16.4 Leo Burnett Main Business Overview

11.16.5 Leo Burnett Latest Developments

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

- Table 1. Direct Marketing Services Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 2. Major Players of Direct Mail
- Table 3. Major Players of Telemarketing
- Table 4. Major Players of Email Marketing
- Table 5. Major Players of Text (SMS) Marketing
- Table 6. Major Players of Handouts
- Table 7. Major Players of Social Media Marketing
- Table 8. Major Players of Direct Selling
- Table 9. Major Players of Others
- Table 10. Direct Marketing Services Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 11. Global Direct Marketing Services Market Size by Type (2019-2024) & (\$ Millions)
- Table 12. Global Direct Marketing Services Market Size Market Share by Type (2019-2024)
- Table 13. Direct Marketing Services Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 14. Global Direct Marketing Services Market Size by Application (2019-2024) & (\$ Millions)
- Table 15. Global Direct Marketing Services Market Size Market Share by Application (2019-2024)
- Table 16. Global Direct Marketing Services Revenue by Players (2019-2024) & (\$ Millions)
- Table 17. Global Direct Marketing Services Revenue Market Share by Player (2019-2024)
- Table 18. Direct Marketing Services Key Players Head office and Products Offered
- Table 19. Direct Marketing Services Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- Table 20. New Products and Potential Entrants
- Table 21. Mergers & Acquisitions, Expansion
- Table 22. Global Direct Marketing Services Market Size by Regions 2019-2024 & (\$ Millions)
- Table 23. Global Direct Marketing Services Market Size Market Share by Regions (2019-2024)

Table 24. Global Direct Marketing Services Revenue by Country/Region (2019-2024) & (\$ millions)

Table 25. Global Direct Marketing Services Revenue Market Share by Country/Region (2019-2024)

Table 26. Americas Direct Marketing Services Market Size by Country (2019-2024) & (\$ Millions)

Table 27. Americas Direct Marketing Services Market Size Market Share by Country (2019-2024)

Table 28. Americas Direct Marketing Services Market Size by Type (2019-2024) & (\$ Millions)

Table 29. Americas Direct Marketing Services Market Size Market Share by Type (2019-2024)

Table 30. Americas Direct Marketing Services Market Size by Application (2019-2024) & (\$ Millions)

Table 31. Americas Direct Marketing Services Market Size Market Share by Application (2019-2024)

Table 32. APAC Direct Marketing Services Market Size by Region (2019-2024) & (\$ Millions)

Table 33. APAC Direct Marketing Services Market Size Market Share by Region (2019-2024)

Table 34. APAC Direct Marketing Services Market Size by Type (2019-2024) & (\$ Millions)

Table 35. APAC Direct Marketing Services Market Size Market Share by Type (2019-2024)

Table 36. APAC Direct Marketing Services Market Size by Application (2019-2024) & (\$ Millions)

Table 37. APAC Direct Marketing Services Market Size Market Share by Application (2019-2024)

Table 38. Europe Direct Marketing Services Market Size by Country (2019-2024) & (\$ Millions)

Table 39. Europe Direct Marketing Services Market Size Market Share by Country (2019-2024)

Table 40. Europe Direct Marketing Services Market Size by Type (2019-2024) & (\$ Millions)

Table 41. Europe Direct Marketing Services Market Size Market Share by Type (2019-2024)

Table 42. Europe Direct Marketing Services Market Size by Application (2019-2024) & (\$ Millions)

Table 43. Europe Direct Marketing Services Market Size Market Share by Application

(2019-2024)

Table 44. Middle East & Africa Direct Marketing Services Market Size by Region (2019-2024) & (\$ Millions)

Table 45. Middle East & Africa Direct Marketing Services Market Size Market Share by Region (2019-2024)

Table 46. Middle East & Africa Direct Marketing Services Market Size by Type (2019-2024) & (\$ Millions)

Table 47. Middle East & Africa Direct Marketing Services Market Size Market Share by Type (2019-2024)

Table 48. Middle East & Africa Direct Marketing Services Market Size by Application (2019-2024) & (\$ Millions)

Table 49. Middle East & Africa Direct Marketing Services Market Size Market Share by Application (2019-2024)

Table 50. Key Market Drivers & Growth Opportunities of Direct Marketing Services

Table 51. Key Market Challenges & Risks of Direct Marketing Services

Table 52. Key Industry Trends of Direct Marketing Services

Table 53. Global Direct Marketing Services Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 54. Global Direct Marketing Services Market Size Market Share Forecast by Regions (2025-2030)

Table 55. Global Direct Marketing Services Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 56. Global Direct Marketing Services Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 57. Rapp Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 58. Rapp Direct Marketing Services Product Offered

Table 59. Rapp Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 60. Rapp Main Business

Table 61. Rapp Latest Developments

Table 62. Epsilon Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 63. Epsilon Direct Marketing Services Product Offered

Table 64. Epsilon Main Business

Table 65. Epsilon Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 66. Epsilon Latest Developments

Table 67. Wunderman Details, Company Type, Direct Marketing Services Area Served



and Its Competitors

Table 68. Wunderman Direct Marketing Services Product Offered

Table 69. Wunderman Main Business

Table 70. Wunderman Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 71. Wunderman Latest Developments

Table 72. FCB Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 73. FCB Direct Marketing Services Product Offered

Table 74. FCB Main Business

Table 75. FCB Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 76. FCB Latest Developments

Table 77. Acxiom Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 78. Acxiom Direct Marketing Services Product Offered

Table 79. Acxiom Main Business

Table 80. Acxiom Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 81. Acxiom Latest Developments

Table 82. Harte-Hanks Direct Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 83. Harte-Hanks Direct Direct Marketing Services Product Offered

Table 84. Harte-Hanks Direct Main Business

Table 85. Harte-Hanks Direct Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 86. Harte-Hanks Direct Latest Developments

Table 87. OgilvyOne Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 88. OgilvyOne Direct Marketing Services Product Offered

Table 89. OgilvyOne Main Business

Table 90. OgilvyOne Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 91. OgilvyOne Latest Developments

Table 92. Merkle Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 93. Merkle Direct Marketing Services Product Offered

Table 94. Merkle Main Business

Table 95. Merkle Direct Marketing Services Revenue (\$ million), Gross Margin and

Market Share (2019-2024)

Table 96. Merkle Latest Developments

Table 97. Harland Clarke Corp Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 98. Harland Clarke Corp Direct Marketing Services Product Offered

Table 99. Harland Clarke Corp Main Business

Table 100. Harland Clarke Corp Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 101. Harland Clarke Corp Latest Developments

Table 102. MRM//McCann Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 103. MRM//McCann Direct Marketing Services Product Offered

Table 104. MRM//McCann Main Business

Table 105. MRM//McCann Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 106. MRM//McCann Latest Developments

Table 107. DigitasLBi Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 108. DigitasLBi Direct Marketing Services Product Offered

Table 109. DigitasLBi Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 110. DigitasLBi Main Business

Table 111. DigitasLBi Latest Developments

Table 112. Aimia Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 113. Aimia Direct Marketing Services Product Offered

Table 114. Aimia Main Business

Table 115. Aimia Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 116. Aimia Latest Developments

Table 117. SourceLink Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 118. SourceLink Direct Marketing Services Product Offered

Table 119. SourceLink Main Business

Table 120. SourceLink Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 121. SourceLink Latest Developments

Table 122. BBDO Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 123. BBDO Direct Marketing Services Product Offered

Table 124. BBDO Main Business

Table 125. BBDO Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 126. BBDO Latest Developments

Table 127. SapientNitro Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 128. SapientNitro Direct Marketing Services Product Offered

Table 129. SapientNitro Main Business

Table 130. SapientNitro Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 131. SapientNitro Latest Developments

Table 132. Leo Burnett Details, Company Type, Direct Marketing Services Area Served and Its Competitors

Table 133. Leo Burnett Direct Marketing Services Product Offered

Table 134. Leo Burnett Main Business

Table 135. Leo Burnett Direct Marketing Services Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 136. Leo Burnett Latest Developments

## List Of Figures

### LIST OF FIGURES

Figure 1. Direct Marketing Services Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Direct Marketing Services Market Size Growth Rate 2019-2030 (\$ Millions)

Figure 6. Direct Marketing Services Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Figure 7. Direct Marketing Services Sales Market Share by Country/Region (2023)

Figure 8. Direct Marketing Services Sales Market Share by Country/Region (2019, 2023 & 2030)

Figure 9. Global Direct Marketing Services Market Size Market Share by Type in 2023

Figure 10. Direct Marketing Services in Business to Business

Figure 11. Global Direct Marketing Services Market: Business to Business (2019-2024) & (\$ Millions)

Figure 12. Direct Marketing Services in Business to Government

Figure 13. Global Direct Marketing Services Market: Business to Government (2019-2024) & (\$ Millions)

Figure 14. Direct Marketing Services in Business to Consumers

Figure 15. Global Direct Marketing Services Market: Business to Consumers (2019-2024) & (\$ Millions)

Figure 16. Direct Marketing Services in Others

Figure 17. Global Direct Marketing Services Market: Others (2019-2024) & (\$ Millions)

Figure 18. Global Direct Marketing Services Market Size Market Share by Application in 2023

Figure 19. Global Direct Marketing Services Revenue Market Share by Player in 2023

Figure 20. Global Direct Marketing Services Market Size Market Share by Regions (2019-2024)

Figure 21. Americas Direct Marketing Services Market Size 2019-2024 (\$ Millions)

Figure 22. APAC Direct Marketing Services Market Size 2019-2024 (\$ Millions)

Figure 23. Europe Direct Marketing Services Market Size 2019-2024 (\$ Millions)

Figure 24. Middle East & Africa Direct Marketing Services Market Size 2019-2024 (\$ Millions)

Figure 25. Americas Direct Marketing Services Value Market Share by Country in 2023

Figure 26. United States Direct Marketing Services Market Size Growth 2019-2024 (\$

Millions)

Figure 27. Canada Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 28. Mexico Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 29. Brazil Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 30. APAC Direct Marketing Services Market Size Market Share by Region in 2023

Figure 31. APAC Direct Marketing Services Market Size Market Share by Type in 2023

Figure 32. APAC Direct Marketing Services Market Size Market Share by Application in 2023

Figure 33. China Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 34. Japan Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 35. Korea Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 36. Southeast Asia Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 37. India Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 38. Australia Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 39. Europe Direct Marketing Services Market Size Market Share by Country in 2023

Figure 40. Europe Direct Marketing Services Market Size Market Share by Type (2019-2024)

Figure 41. Europe Direct Marketing Services Market Size Market Share by Application (2019-2024)

Figure 42. Germany Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 43. France Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 44. UK Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 45. Italy Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 46. Russia Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 47. Middle East & Africa Direct Marketing Services Market Size Market Share by Region (2019-2024)

Figure 48. Middle East & Africa Direct Marketing Services Market Size Market Share by Type (2019-2024)

Figure 49. Middle East & Africa Direct Marketing Services Market Size Market Share by Application (2019-2024)

Figure 50. Egypt Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

Figure 51. South Africa Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)

- Figure 52. Israel Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)
- Figure 53. Turkey Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)
- Figure 54. GCC Country Direct Marketing Services Market Size Growth 2019-2024 (\$ Millions)
- Figure 55. Americas Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 56. APAC Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 57. Europe Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 58. Middle East & Africa Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 59. United States Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 60. Canada Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 61. Mexico Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 62. Brazil Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 63. China Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 64. Japan Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 65. Korea Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 66. Southeast Asia Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 67. India Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 68. Australia Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 69. Germany Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 70. France Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 71. UK Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 72. Italy Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 73. Russia Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 74. Spain Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 75. Egypt Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 76. South Africa Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 77. Israel Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 78. Turkey Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 79. GCC Countries Direct Marketing Services Market Size 2025-2030 (\$ Millions)
- Figure 80. Global Direct Marketing Services Market Size Market Share Forecast by Type (2025-2030)
- Figure 81. Global Direct Marketing Services Market Size Market Share Forecast by Application (2025-2030)

## I would like to order

Product name: Global Direct Marketing Services Market Growth (Status and Outlook) 2024-2030

Product link: <https://marketpublishers.com/r/GFA28184D886EN.html>

Price: US\$ 3,660.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GFA28184D886EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970