

Global Marketing Analytics Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Marketing analytics is the practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI). Understanding marketing analytics allows marketers to be more efficient at their jobs and minimize wasted web marketing dollars. Marketing analytic is based on understanding and keeping in touch with customers. Analyzing solutions enables them to track the impact of actions taken.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Marketing Analytics 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 Marketing Analytics.

The global Marketing Analytics market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Marketing Analytics is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Marketing Analytics is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Marketing Analytics is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Marketing Analytics players cover Google, Adobe, Salesforce, Oracle, Accenture, IBM, Wipro Corporation, SAS and Teradata, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

By Modality

Software Platform

Professional Services

Hosting Service

By Marketing Mode

Social Media Marketing

Email Marketing

SEO Marketing

Pay Per Click Marketing

Display Marketing

Video Marketing

Content Marketing

Campaign Management Marketing

By Metrics

Based On Open Rates

Based On Click-Through Rates

Segmentation by application

Retail and Consumer Goods

Healthcare

Travel and Hospitality

Automotive

Telecommunication

Education

Manufacturing

Other

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.

Google

Adobe

Salesforce

Oracle

Accenture

IBM

Wipro Corporation

SAS

Teradata

Microsoft Corporation

McKinsey & Company

Harte Hank

Pegasystems

NGData

Experian

Tableau Software

GoodData

Neustar

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