

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

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Abstracts

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Marketing analytics platform encompasses tools and processes which enable an organization to manage, evaluate, and control its marketing efforts by measuring marketing performance.

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

This Insight Report provides a comprehensive analysis of the global Marketing Analytics 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 analyzes the strategies of leading global companies with a focus on Marketing Analytics Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Marketing Analytics Platform market.

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

The global Marketing Analytics Platform 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 Platform 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 Platform 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 Platform 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 Platform players cover HubSpot, Semrush, Looker Data Sciences (Google), Insider., LeadsRx, SharpSpring, Owox BI, Whatagraph BV and Pathmatics (Sensor Tower), 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 Platform market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Large Enterprises

SMES

Segmentation by application

Retail & eCommerce

Banking & Insurance

Media & Entertainment

Travel & Hospitality

Education

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.

HubSpot

Semrush

Looker Data Sciences (Google)

Insider.

LeadsRx

SharpSpring

Owox BI

Whatagraph BV

Pathmatics (Sensor Tower)

MoEngage

Emarsys (SAP)

SALESmanago

CleverTap

Act-On Software

TapClicks

Ometria

Adverity

Optimove

Funnel

Oracle

Improvado

Domo

Datorama

Funnel.io

Supermetrics

Ninjacat

Fivetran

Alooma

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Chartio

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