

Global Marketing Automation Solutions Market Growth (Status and Outlook) 2019-2024

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Abstracts

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Marketing automation is software and tactics that allow companies to buy and sell like Amazon -- that is, to nurture prospects with highly personalized, useful content that helps convert prospects to customers and turn customers into delighted customers. This type of marketing automation typically generates significant new revenue for companies, and provides an excellent return on the investment required.

According to this study, over the next five years the Marketing Automation Solutions market will register a xx% CAGR in terms of revenue, the global market size will reach US\$ xx million by 2024, from US\$ xx million in 2017. In particular, this report presents the global revenue market share of key companies in Marketing Automation Solutions business, shared in Chapter 3.

This report presents a comprehensive overview, market shares and growth opportunities of Marketing Automation Solutions market by product type, application, key companies and key regions.

This study considers the Marketing Automation Solutions value generated from the sales of the following segments:

Segmentation by product type: breakdown data from 2013 to 2018, in Section 2.3; and forecast to 2024 in section 10.7.

Campaign Management

Email Marketing

Inbound Marketing

Lead Nurturing and Lead Scoring

Segmentation by application: breakdown data from 2013 to 2018, in Section 2.4; and forecast to 2024 in section 10.8.

Large Enterprises

Small and Mid-sized Enterprises (SMEs)

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report: Breakdown data in in Chapter 3.

HubSpot

Marketo

Act-On Software

Salesforce

Adobe Systems

Oracle

Infusionsoft

IBM

Cognizant

ETrigue

GreenRope

Hatchbuck

IContact

LeadSquared

MarcomCentral

Salesfusion

SALESmanago

SAP

SAS Institute

SharpSpring

Aprimo

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a

whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Marketing Automation Solutions market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2024.

To understand the structure of Marketing Automation Solutions market by identifying its various subsegments.

Focuses on the key global Marketing Automation Solutions players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Marketing Automation Solutions with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Marketing Automation Solutions submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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