

# Global Marketing Automation System Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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Marketing automation is software that handles routine marketing tasks without the need for human action. Common marketing automation workflows include email marketing, behavioral targeting, lead prioritization, and personalized advertising.

The global Marketing Automation System market size is projected to grow from US\$ 842.3 million in 2023 to US\$ 1647.9 million in 2030; it is expected to grow at a CAGR of 10.1% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Marketing Automation System Industry Forecast" looks at past sales and reviews total world Marketing Automation System sales in 2023, providing a comprehensive analysis by region and market sector of projected Marketing Automation System sales for 2024 through 2030. With Marketing Automation System sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Marketing Automation System industry.

This Insight Report provides a comprehensive analysis of the global Marketing Automation System 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 Automation System portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Marketing Automation System market.

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

United States market for Marketing Automation System is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Marketing Automation System is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Marketing Automation System is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Marketing Automation System players cover HubSpot, Marketo, Oracle, Acoustic and Act-On, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

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

#### Segmentation by type

Cloud Based

On-premise

#### Segmentation by application

Business-to-Business (B2B)

Business-to-Consumer (B2C)

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

Marketo

Oracle

Acoustic

Act-On

Omnisend

Autopilot

Higher Logic

iContact

Keap

MailChimp

ActiveCampaign

Mautic

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