

# Global Marketing Automation Tools Market Growth (Status and Outlook) 2023-2029

<https://marketpublishers.com/r/G48E478A2CFEN.html>

Date: March 2023

Pages: 123

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

ID: G48E478A2CFEN

## Abstracts

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

Marketing automation tools is an advanced platform designed to help marketers capture leads, nurture them further down the funnel, and analyze lead behavior and campaign performance. No longer experimental technology, marketing automation tools are now an essential resource for B2C and B2B marketing and sales departments looking to grow their business.

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

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

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

The global Marketing Automation Tools market size is projected to grow from US\$ 3221.4 million in 2022 to US\$ 9193.8 million in 2029; it is expected to grow at a CAGR of 16.2% from 2023 to 2029.

United States market for Marketing Automation Tools 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 Automation Tools 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 Automation Tools 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 Automation Tools players cover Act-On Software, Adobe Systems, Aprimo, Cognizant, ETrigue, GreenRope, Hatchbuck, HubSpot and IBM, 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 Automation Tools market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Lead Nurturing and Lead Scoring

Reporting and Analytics

Social Media Marketing

Others

Segmentation by application

Large Enterprise

SMB

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.

Act-On Software

Adobe Systems

Aprimo

Cognizant

ETrigue

GreenRope

Hatchback

HubSpot

IBM

IContact

Infusionsoft

LeadSquared

MarcomCentral

Marketo

Oracle

Salesforce

Salesfusion

SALESmanago

SAP

SAS Institute

SharpSpring

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