

Global Marketing Operations Management Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Marketing Operations Management (MOM) refers to the strategies, processes, and technologies used to optimize the efficiency and effectiveness of marketing activities within an organization. It encompasses the planning, execution, and analysis of marketing operations to ensure that marketing campaigns and initiatives achieve their objectives while aligning with the overall business goals.

The global Marketing Operations Management market size is projected to grow from US\$ million in 2024 to US\$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

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

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

firms' unique position in an accelerating global Marketing Operations Management market.

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

United States market for Marketing Operations Management 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 Operations Management 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 Operations Management 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 Operations Management players cover IBM, Oracle, SAP, Adobe, AspenTech, 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 Operations Management market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-Based

On-Premises

Segmentation by Application:

SMEs

Large Enterprises

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

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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.

IBM

Oracle

SAP

Adobe

AspenTech

SAS

Infor

HCL Technologies

Sitecore

Smartsheet

Brandmaker

Seismic

Contentserv

inMotionNow

Aegis Software

CapitalID

Primo

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Figure 75. Global Marketing Operations Management Market Size Market Share Forecast by Type (2025-2030)

Figure 76. Global Marketing Operations Management Market Size Market Share Forecast by Application (2025-2030)

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