

2015-2027 Global Marketing Analytics Industry Market Research Report, Segment by Player, Type, Application, Marketing Channel, and Region

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Abstracts

The worldwide market for Marketing Analytics is estimated to grow at a CAGR of roughly X.X% in the next 8 years, and will reach X.X million US\$ in 2027, from X.X million US\$ in 2020.

The report covers market size status and forecast, value chain analysis, market segmentation of Top countries in Major Regions, such as North America, Europe, Asia-Pacific, Latin America and Middle East & Africa, by type, application and marketing channel. In addition, the report focuses on the driving factors, restraints, opportunities and PEST analysis of major regions.

Major Companies Covered

Docklin Digital

Pegasystems Inc.

McKinsey & Company

Adobe Systems Incorporated

IBM Corporation

Teradata Corporation

Accenture PLC

Precis Digital

Experian PLC

NGData and CMG (Customer Marketing Group)

Microsoft Corporation

SAS Institute Inc.

Oracle Corporation

Wipro Limited

Major Types Covered

SaaS

On-Premise

Major Applications Covered

Online Marketing

E-mail Marketing

Content Marketing

Social-media Marketing

Top Countries Data Covered in This Report

United States

Canada

Germany

UK

France

Italy

Spain

Russia

Netherlands

Turkey

Switzerland

Sweden

Poland

Belgium

China

Japan

South Korea

Australia

India

Taiwan

Indonesia

Thailand

Philippines

Malaysia

Brazil

Mexico

Argentina

Columbia
Chile
Saudi Arabia
UAE
Egypt
Nigeria
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2027

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