

2020-2025 Global Direct Marketing Solutions Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Direct marketing is a form of advertising where organizations communicate directly to customers through a variety of media including cell phone text messaging, email, websites, online adverts, database marketing, fliers, catalog distribution, promotional letters, targeted television, newspapers, magazine advertisements, and outdoor advertising. Among practitioners, it is also known as direct response marketing. This report elaborates the market size, market characteristics, and market growth of the Direct Marketing Solutions industry, and breaks down according to the type, application, and consumption area of Direct Marketing Solutions. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Direct Marketing Solutions in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Direct Marketing Solutions market covered in Chapter 13:

Epsilon

Acxiom

Leo Burnett

SapientNitro

Aimia

Harte-Hanks Direct

Merkle

FCB

DigitasLBI

Wunderman

MRM//McCann

Rapp

SourceLink

Harland Clarke Corp

BBDO

OgilvyOne

In Chapter 6, on the basis of types, the Direct Marketing Solutions market from 2015 to 2025 is primarily split into:

Direct mail

Telemarketing

Text (SMS) marketing

Handouts

Social media marketing

Direct selling

Others

In Chapter 7, on the basis of applications, the Direct Marketing Solutions market from 2015 to 2025 covers:

Business to Business

Business to Government

Business to Consumers

Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada
Mexico
Europe (Covered in Chapter 9)
Germany
UK
France
Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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