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

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Abstracts

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Marketing emails can be sent to a purchased lead list or a current customer database.

This report elaborates the market size, market characteristics, and market growth of the Email Marketing industry, and breaks down according to the type, application, and consumption area of Email Marketing. 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 Email Marketing 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 Email Marketing market covered in Chapter 13:

MailChimp
Xert Communications
Zoho
Constant Contact

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Salesforce.com
Marketo
IBM
Remarkety
Act-On Software
Microsoft
Robly
SimplyCast
AWeber
Oracle
Adobe
Pardot
Wix

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

Cloud Based
On-premises

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

Small Enterprise
Medium-sized Enterprise
Large Enterprise

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:

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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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