

2020-2025 Global Email Marketing Software 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 Software industry, and breaks down according to the type, application, and consumption area of Email Marketing Software. 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 Software 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 Software market covered in Chapter 13:

Zoho Campaigns

Infusionsoft

VerticalResponse

HubSpot

Benchmark Email

AWeber

VerticalResponse (Deluxe)

Pinpointe
GetResponse
Campaigner
Campaign Monitor
Constant Contact
MailChimp
Mad Mimi
SendinBlue
Pardot
iContact

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

Cloud-based
On-premises

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

Banking, Finance and Insurance (BFSI)
IT and Telecommunications
Government and Health Care
Manufacturing and Logistics
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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