

Global Direct Marketing Services Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Direct marketing is a promotional method that involves presenting information about your company, product, or service to your target customer without the use of an advertising middleman. It is a targeted form of marketing that presents information of potential interest to a consumer that has been determined to be a likely buyer. Based on the Direct Marketing Services market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Direct Marketing Services market covered in Chapter 5:

OgilvyOne

SourceLink

MRM

Harte-Hanks Direct

Wunderman

Protocol Intergrated Direct Marketing

Targetbase

Carlson Marketing

Epsilon

Merkle

Alloy Media & Marketing

DraftFCB

Digitas

Aspen Marketing Services

ChoicePoint Precision Marketing

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

Direct mail

Telemarketing

Email marketing

Text (SMS) marketing

Handouts

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

Business to Business

Business to Government

Business to Consumers

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain
Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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