

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

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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.

Based on the Email Marketing 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 Email Marketing market covered in Chapter 5:

SimplyCast

Benchmark Internet Group

SendGrid
IBM Watson Campaign Automation
BlueTie Inc.
HubSpot, Inc.
ActiveCampaign
Drip Inc.
SendinBlue
Alchemy Worx Ltd.
Zoho Corporation Pvt. Ltd.
ConvertKit
Oracle (Oracle Bronto, Oracle Responsys)
AWeber Communications
dotdigital Group plc
Microsoft Connections
SendX
Kevy
Robly
Adestra Ltd.
iContact
VerticalResponse Inc.
Remarkety Inc.
Mapp Digital US, LLC (Bluehornet)
CommuniGator Ltd
Salesforce.com, Inc.
Adobe (Marketo, Adobe Campaign)
Mad Mimi
Pardot
Constant Contact Inc.
Klaviyo
Ontraport
Mailjet Inc
Wix.com. Inc
Pinpointe On-Demand, Inc.
Act-On
Xert Communications
Natexo Group
Keap (Infusionsoft)
MailerLite
Epsilon

Campaign Monitor
GetResponse
Rocket Science Group (MailChimp)

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

Traditional
Automated

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 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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