

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

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## Abstracts

Marketing analysis is the practice of measuring, managing, and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI). Understanding marketing analytics allows marketers to do their jobs more efficiently and minimize wasted internet marketing funding.

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

Pegasystems Inc.  
Docklin Digital  
Adobe Systems Incorporated  
NGData and CMG (Customer Marketing Group)  
SAS Institute Inc.  
Oracle Corporation  
Accenture PLC  
Precis Digital  
Teradata Corporation  
Microsoft Corporation  
Experian PLC  
IBM Corporation  
Wipro Limited  
McKinsey & Company

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

SaaS  
On-Premise

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

Online Marketing  
E-mail Marketing  
Content Marketing  
Social-media Marketing

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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