

Content Marketing Software Market by Component (Software and Services), Content Type (Social Media, Blogs, Videos, Infographics), Organization Size (SMEs and Large Enterprises), Industry Vertical, and Region - Global Forecast to 2023

<https://marketpublishers.com/r/C57D3768C1DEN.html>

Date: October 2018

Pages: 153

Price: US\$ 5,650.00 (Single User License)

ID: C57D3768C1DEN

Abstracts

The global content marketing software market size to grow at a CAGR of 18.4% during the forecast period

The global content marketing software market size is expected to grow from USD 4.12 billion in 2018 to USD 9.59 billion by 2023, at a Compound Annual Growth Rate (CAGR) of 18.4% during the forecast period.

Major growth drivers for the market include the growing adoption of content marketing software for personalized marketing, customer engagement, and social media, and an increasing use of omnichannel message for enhancing customer experience. However, lack of skills of marketers to analyze data from multiple sources may restrain the market growth.

Integration services segment to hold the largest market size during the forecast period

Integration services involve analyzing the organization's need, understanding the operational functionalities of the existing systems, and integrating value-added features as per the specific requirements of marketing teams of the organization. Integration services enable marketers to work seamlessly and uninterrupted on the marketing platform and ensure that all the legacy systems work properly with the new content marketing platform.

Video content type segment to grow at the highest CAGR during the forecast period

Videos are most effective and engaging to target relevant prospects when it comes to interactive visual content. Videos help content marketers in creating a great impact on their targeted audience while storytelling. Video is now the content of choice as consumers prefer videos over text. Videos help content marketers to effectively address customer pain points. Organizations from various industry verticals are investing heavily to produce highly appealing videos. Apart from the regular videos, live videos also help in improving customer engagement.

Asia Pacific (APAC) to record the highest growth rate during the forecast period

North America is estimated to account for the largest market size in 2018, while APAC is expected to grow at the highest CAGR during the forecast period. APAC is a lucrative market for content marketing software vendors, owing to technological advancements and increasing digitalization. Multinational companies explore the APAC market by partnering with domestic companies, channel partners, and technology partners. Increasing adoption of the cloud and mobile technologies by large diversified populations has resulted in the rapid implementation of content marketing software in the major APAC countries, such as Japan, China, and Australia.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with the key people. The breakup of profiles of the primary participants is given below:

By Company Type: Tier 1 – 40%, Tier 2 – 35%, and Tier 3 – 25%

By Designation: C-level – 45%, D-level – 30%, and Others – 25%

By Region: North America – 35%, Asia Pacific – 30%, Europe – 20%, and RoW – 15%

Major vendors offering content marketing software across the globe include Oracle (US), Adobe (US), Salesforce (US), HubSpot (US), Alma Media (Finland), Curata (US), NewsCred (US), Contently (US), Percolate (US), Sprinklr (US), ScribbleLive (Canada), PathFactory (Canada), Uberflip (Canada), SnapApp (US), OneSpot (US), Skyword

(US), Kenscio (India), DivvyHQ (US), Scoop.it (US), BrandMaker (Germany), Mintent (Canada), Kapost (US), Wedia (France), Vendasta (Canada), and Annex Cloud (US). These vendors have adopted various types of organic and inorganic growth strategies, such as new product launches, business expansions, partnerships and collaborations, and mergers and acquisitions, to expand their offerings and their presence in the global content marketing software market.

Research Coverage

The report segments the global content marketing software market by component, solution, service, organization size, content type, and region. The report will help market leaders/new entrants in this market in the following ways:

The report segments the content marketing software market comprehensively and provides the closest approximations of the revenue numbers for the overall market and its subsegments. The market numbers are further split across industry verticals and regions.

Reasons to Buy the Report

From an insight perspective, this research report focuses on various levels of analysis – the market size of the global market and subsegments; analysis of the top players and company profiles, which together comprise and discuss basic views on the competitive landscape; emerging and high-growth segments of the content marketing software market; and high-growth regions and their respective drivers, restraints, challenges, and opportunities.

The report will help both established firms, as well as new entrants/smaller firms to gauge the pulse of the market, which in turn, could help firms in garnering a greater market share.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
- 1.4 YEARS CONSIDERED FOR THE STUDY
- 1.5 CURRENCY
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Breakdown of primaries
 - 2.1.2.2 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
- 2.3 RESEARCH ASSUMPTIONS
- 2.4 LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE CONTENT MARKETING SOFTWARE MARKET
- 4.2 CONTENT MARKETING SOFTWARE MARKET, BY COMPONENT
- 4.3 CONTENT MARKETING SOFTWARE MARKET, BY ORGANIZATION SIZE
- 4.4 CONTENT MARKETING SOFTWARE MARKET, TOP 3 INDUSTRY VERTICALS AND REGIONS

5 MARKET OVERVIEW AND INDUSTRY TRENDS

- 5.1 INTRODUCTION
- 5.2 MARKET DYNAMICS
 - 5.2.1 DRIVERS
 - 5.2.1.1 Growing adoption of content marketing software for personalized marketing

and customer engagement

5.2.1.2 Increasing use of omnichannel message for enhancing customer experience

5.2.2 RESTRAINTS

5.2.2.1 Lack of skills of marketers to analyze data from multiple sources

5.2.3 OPPORTUNITIES

5.2.3.1 Increasing adoption of interactive visual content by marketers

5.2.3.2 Rising use of advanced technologies for accelerating content production

5.2.4 CHALLENGES

5.2.4.1 Selecting right content marketing strategy for meeting rising demands of customers

5.2.4.2 Lack of skills and time constraints hinder marketers to provide quality and meaningful content consistently

5.3 INDUSTRY TRENDS

5.3.1 USE CASE 1: SKYWORD

5.3.2 USE CASE 2: KAPOST

5.3.3 USE CASE 3: CONTENTLY

6 CONTENT MARKETING SOFTWARE MARKET, BY COMPONENT

6.1 INTRODUCTION

6.2 SOFTWARE

6.2.1 LEAD GENERATION

6.2.2 BRAND AWARENESS

6.2.3 CUSTOMER ACQUISITION

6.2.4 OTHERS

6.3 SERVICES

6.3.1 PROFESSIONAL SERVICES

6.3.1.1 Integration

6.3.1.2 Consulting

6.3.1.3 Training and support

6.3.2 MANAGED SERVICES

7 CONTENT MARKETING SOFTWARE MARKET, BY ORGANIZATION SIZE

7.1 INTRODUCTION

7.2 SMALL AND MEDIUM-SIZED ENTERPRISES

7.3 LARGE ENTERPRISES

8 CONTENT MARKETING SOFTWARE MARKET, BY CONTENT TYPE

- 8.1 INTRODUCTION
- 8.2 SOCIAL MEDIA
- 8.3 BLOGS
- 8.4 VIDEOS
- 8.5 INFOGRAPHICS
- 8.6 OTHERS

9 CONTENT MARKETING SOFTWARE MARKET, BY INDUSTRY VERTICAL

- 9.1 INTRODUCTION
- 9.2 BANKING, FINANCIAL SERVICES, AND INSURANCE
- 9.3 TELECOM AND IT
- 9.4 CONSUMER GOODS AND RETAIL
- 9.5 EDUCATION
- 9.6 MEDIA AND ENTERTAINMENT
- 9.7 HEALTHCARE AND LIFE SCIENCES
- 9.8 TRAVEL AND HOSPITALITY
- 9.9 GOVERNMENT
- 9.10 TRANSPORTATION AND LOGISTICS
- 9.11 MANUFACTURING
- 9.12 OTHERS

10 CONTENT MARKETING SOFTWARE MARKET, BY REGION

- 10.1 INTRODUCTION
- 10.2 NORTH AMERICA
 - 10.2.1 UNITED STATES
 - 10.2.2 CANADA
- 10.3 EUROPE
 - 10.3.1 UNITED KINGDOM
 - 10.3.2 GERMANY
 - 10.3.3 REST OF EUROPE
- 10.4 ASIA PACIFIC
 - 10.4.1 CHINA
 - 10.4.2 INDIA
 - 10.4.3 AUSTRALIA AND NEW ZEALAND
 - 10.4.4 REST OF ASIA PACIFIC
- 10.5 MIDDLE EAST AND AFRICA

- 10.5.1 KINGDOM OF SAUDI ARABIA
- 10.5.2 UNITED ARAB EMIRATES
- 10.5.3 SOUTH AFRICA
- 10.5.4 REST OF MIDDLE EAST AND AFRICA
- 10.6 LATIN AMERICA
 - 10.6.1 BRAZIL
 - 10.6.2 MEXICO
 - 10.6.3 REST OF LATIN AMERICA

11 COMPETITIVE LANDSCAPE

- 11.1 OVERVIEW
- 11.2 COMPETITIVE SCENARIO
 - 11.2.1 NEW PRODUCT LAUNCHES AND PRODUCT ENHANCEMENTS
 - 11.2.2 BUSINESS EXPANSIONS
 - 11.2.3 ACQUISITIONS
 - 11.2.4 PARTNERSHIPS

12 COMPANY PROFILES

- 12.1 INTRODUCTION
(Business Overview, Products/Software/Solutions/Services/Platforms Offered, Recent Developments, SWOT Analysis, and MnM View)*
- 12.2 ORACLE
- 12.3 ADOBE
- 12.4 SALESFORCE
- 12.5 HUBSPOT
- 12.6 ALMA MEDIA
- 12.7 CURATA
- 12.8 NEWSURED
- 12.9 CONTENTLY
- 12.10 PERCOLATE
- 12.11 SPRINKLR
- 12.12 SCRIBBLELIVE
- 12.13 PATHFACTORY
- 12.14 UBERFLIP
- 12.15 SNAPAPP
- 12.16 ONESPOT

- 12.17 SKYWORD
- 12.18 KENSCIO
- 12.19 DIVVYHQ
- 12.20 SCOOP.IT
- 12.21 BRANDMAKER
- 12.22 MINTENT
- 12.23 KAPOST
- 12.24 WEDIA
- 12.25 VENDASTA
- 12.26 ANNEX CLOUD

*Details on Business Overview, Products/Software/Solutions/Services/Platforms Offered, Recent Developments, SWOT Analysis, and MnM View might not be captured in case of unlisted companies.

13 APPENDIX

- 13.1 DISCUSSION GUIDE
- 13.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 13.3 AVAILABLE CUSTOMIZATIONS
- 13.4 RELATED REPORTS
- 13.5 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 UNITED STATES DOLLAR EXCHANGE RATE, 2015–2017

Table 2 CONTENT MARKETING SOFTWARE MARKET SIZE AND GROWTH RATE, 2016–2023 (USD MILLION, Y-O-Y %)

Table 3 CONTENT MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 4 SOFTWARE: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 5 SERVICES: CONTENT MARKETING SOFTWARE MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

Table 6 SERVICES: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 7 PROFESSIONAL SERVICES MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 8 PROFESSIONAL SERVICES MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

Table 9 INTEGRATION MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 10 CONSULTING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 11 TRAINING AND SUPPORT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 12 MANAGED SERVICES MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 13 CONTENT MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 14 SMALL AND MEDIUM-SIZED ENTERPRISES: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 15 LARGE ENTERPRISES: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 16 CONTENT MARKETING SOFTWARE MARKET SIZE, BY CONTENT TYPE, 2016–2023 (USD MILLION)

Table 17 SOCIAL MEDIA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 18 BLOGS: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 19 VIDEOS: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 20 INFOGRAPHICS: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 21 OTHERS: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 22 CONTENT MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2023 (USD MILLION)

Table 23 BANKING, FINANCIAL SERVICES, AND INSURANCE: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 24 TELECOM AND IT: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD BILLION)

Table 25 CONSUMER GOODS AND RETAIL: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 26 EDUCATION: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 27 MEDIA AND ENTERTAINMENT: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 28 HEALTHCARE AND LIFE SCIENCES: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 29 TRAVEL AND HOSPITALITY: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 30 GOVERNMENT: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 31 TRANSPORTATION AND LOGISTICS: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 32 MANUFACTURING: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 33 OTHERS: CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 34 CONTENT MARKETING SOFTWARE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 35 NORTH AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 36 NORTH AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 37 NORTH AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 38 NORTH AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 39 NORTH AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY

ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 40 NORTH AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY CONTENT TYPE, 2016–2023 (USD MILLION)

Table 41 NORTH AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2023 (USD MILLION)

Table 42 EUROPE: CONTENT MARKETING SOFTWARE MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 43 EUROPE: CONTENT MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 44 EUROPE: CONTENT MARKETING SOFTWARE MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 45 EUROPE: CONTENT MARKETING SOFTWARE MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 46 EUROPE: CONTENT MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 47 EUROPE: CONTENT MARKETING SOFTWARE MARKET SIZE, BY CONTENT TYPE, 2016–2023 (USD MILLION)

Table 48 EUROPE: CONTENT MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2023 (USD MILLION)

Table 49 ASIA PACIFIC: CONTENT MARKETING SOFTWARE MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 50 ASIA PACIFIC: CONTENT MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 51 ASIA PACIFIC: CONTENT MARKETING SOFTWARE MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 52 ASIA PACIFIC: CONTENT MARKETING SOFTWARE MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 53 ASIA PACIFIC: CONTENT MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 54 ASIA PACIFIC: CONTENT MARKETING SOFTWARE MARKET SIZE, BY CONTENT TYPE, 2016–2023 (USD MILLION)

Table 55 ASIA PACIFIC: CONTENT MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2023 (USD MILLION)

Table 56 MIDDLE EAST AND AFRICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 57 MIDDLE EAST AND AFRICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 58 MIDDLE EAST AND AFRICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 59 MIDDLE EAST AND AFRICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 60 MIDDLE EAST AND AFRICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 61 MIDDLE EAST AND AFRICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY CONTENT TYPE, 2016–2023 (USD MILLION)

Table 62 MIDDLE EAST AND AFRICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2023 (USD MILLION)

Table 63 LATIN AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 64 LATIN AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 65 LATIN AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 66 LATIN AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 67 LATIN AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2023 (USD MILLION)

Table 68 LATIN AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY CONTENT TYPE, 2016–2023 (USD MILLION)

Table 69 LATIN AMERICA: CONTENT MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2023 (USD MILLION)

Table 70 NEW PRODUCT LAUNCHES AND PRODUCT ENHANCEMENTS, 2016–2018

Table 71 BUSINESS EXPANSIONS, 2016–2018

Table 72 ACQUISITIONS, 2016–2018

Table 73 PARTNERSHIPS, 2016–2018

List Of Figures

LIST OF FIGURES

- Figure 1 CONTENT MARKETING SOFTWARE MARKET: MARKET SEGMENTATION
- Figure 2 REGIONAL SCOPE
- Figure 3 CONTENT MARKETING SOFTWARE MARKET: RESEARCH DESIGN
- Figure 4 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY, DESIGNATION, AND REGION
- Figure 5 DATA TRIANGULATION
- Figure 6 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH
- Figure 7 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH
- Figure 8 CONTENT MARKETING SOFTWARE MARKET: ASSUMPTIONS
- Figure 9 TOP 3 SEGMENTS WITH THE LARGEST MARKET SHARES IN 2018
- Figure 10 CONTENT MARKETING SOFTWARE MARKET: REGIONAL SNAPSHOT
- Figure 11 INCREASING USE OF OMNICHANNEL MESSAGE FOR ENHANCING CUSTOMER EXPERIENCE IS EXPECTED TO DRIVE THE GLOBAL CONTENT MARKETING SOFTWARE MARKET
- Figure 12 SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR IN THE CONTENT MARKETING SOFTWARE MARKET DURING THE FORECAST PERIOD
- Figure 13 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD
- Figure 14 MEDIA AND ENTERTAINMENT INDUSTRY VERTICAL AND NORTH AMERICA ARE ESTIMATED TO DOMINATE THE CONTENT MARKETING SOFTWARE MARKET IN 2018
- Figure 15 CONTENT MARKETING SOFTWARE MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES
- Figure 16 SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD
- Figure 17 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD
- Figure 18 VIDEOS SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD
- Figure 19 CONSUMER GOODS AND RETAIL INDUSTRY VERTICAL IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD
- Figure 20 NORTH AMERICA IS EXPECTED TO ACCOUNT FOR THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD
- Figure 21 NORTH AMERICA: MARKET SNAPSHOT

Figure 22 ASIA PACIFIC: MARKET SNAPSHOT

Figure 23 KEY DEVELOPMENTS BY THE LEADING PLAYERS IN THE CONTENT MARKETING SOFTWARE MARKET DURING 2016–2018

Figure 24 MARKET EVALUATION FRAMEWORK

Figure 25 GEOGRAPHIC REVENUE MIX OF THE TOP MARKET PLAYERS

Figure 26 ORACLE: COMPANY SNAPSHOT

Figure 27 ORACLE: SWOT ANALYSIS

Figure 28 ADOBE: COMPANY SNAPSHOT

Figure 29 ADOBE: SWOT ANALYSIS

Figure 30 SALESFORCE: COMPANY SNAPSHOT

Figure 31 SALESFORCE: SWOT ANALYSIS

Figure 32 HUBSPOT: COMPANY SNAPSHOT

Figure 33 HUBSPOT: SWOT ANALYSIS

Figure 34 ALMA MEDIA: COMPANY SNAPSHOT

Figure 35 ALMA MEDIA: SWOT ANALYSIS

I would like to order

Product name: Content Marketing Software Market by Component (Software and Services), Content Type (Social Media, Blogs, Videos, Infographics), Organization Size (SMEs and Large Enterprises), Industry Vertical, and Region - Global Forecast to 2023

Product link: <https://marketpublishers.com/r/C57D3768C1DEN.html>

Price: US\$ 5,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C57D3768C1DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970