

# **Digital Marketing Software Market by Component, Software (CRM Software, Email Marketing Software, and Social Media Advertising), Service, Deployment Type, Organization Size, Industry Vertical, and Region - Global Forecast to 2022**

<https://marketpublishers.com/r/DB27CAD216BEN.html>

Date: November 2017

Pages: 144

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

ID: DB27CAD216BEN

## **Abstracts**

“Optimizing digital experiences to meet changing customer preferences is driving the Digital Marketing Software (DMS) market”

The DMS market size is expected to grow from USD 37.48 billion in 2017 to USD 74.96 billion by 2022, at an estimated Compound Annual Growth Rate (CAGR) of 14.9% during the forecast period. This market is driven by personalized marketing material appealing to an individual customer, and the growth of social media and social advertising. On the other hand, security and privacy concerns for confidential data may restraint the DMS market growth.

“CRM software is expected to hold the major market size during the forecast period”

CRM plays an important role in any business process, as it holds and manages databases that are related to customers. The CRM software tracks customer's behavioural pattern and helps in sending personalized and automated messages. The evolving landscape of data across all business channels necessitated the usage of CRM for seamless business functionality. The CRM software also includes sales CRM which handles all the sales process starting from sales tracking to sales forecasting; this software takes care of entire sales process such as lead generation and qualification, real-time forecasting, sales stage and probability analysis, pipeline management, thereby converting prospects into sales opportunities. Marketers are in dire need of this software, and hence will invest significantly to boost their market revenue growth.

“Services segment is expected to grow at a higher CAGR during the forecast period”

Services considered for the DMS market are professional and managed services. These services assist organizations in deploying the solutions on their premises or the cloud. The services market is quite promising in the future due to various integration platforms. Services help organizations in building successful customer relationships by continuously supporting them through the business tenure. Digital marketing services offer organizations with several advantages, including the maximization of resource usage, enhancement of marketing project execution, and streamlining the marketing operations. The demand for services is said to be increasing in the enterprises as the adoption of managed and professional services is growing across major verticals.

“Asia Pacific (APAC) is expected to have high growth potential during the forecast period”

Being the most populated region in the world, APAC is expected to have a huge growth potential pertaining to DMS adoption. Major countries in this region, such as Australia, Singapore, China, Korea, Hong Kong, and India are increasingly investing in DMS. However, this region demands skilled digital marketing professionals to close the skill gaps and adopt new digital technologies for better business operations. The growth in this region is primarily driven by the presence of half of the world’s mobile users, highest social media users, rising trend of online shopping experience, and increasing internet connection and speed. All these factors are contributing to the growth of the DMS market in APAC.

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 break-up of profiles of primary participants is given below as:

By company: Tier I – 50%, Tier II – 30%, and Tier III – 20%

By designation: C-Level – 70%, D-Level – 18%, and Others – 12%

By region: North America – 40%, Europe – 28%, APAC – 25%, MEA – 5%, and Latin America – 2%.

The DMS ecosystem comprises major vendors, such as Adobe Systems Incorporated (US), Oracle Corporation (US), SAP SE (Germany), Salesforce.com, inc. (US), IBM Corporation (US), Marketo, Inc. (US), Microsoft Corporation (US), HubSpot Inc. (US), SAS Institute Inc. (US), Act-On Software (US), and SimplyCast (Canada).

## Research Coverage

The report includes in-depth competitive analysis of these key players in the DMS market, with their company profiles, recent developments, and key market strategies. The research report segments the DMS market by component (software and service), deployment type, organization size, industry vertical, and region.

## Reasons to Buy the Report

The DMS market has been segmented on the basis of components (software and services), deployment types, organization sizes, industry verticals, and regions. The report will help leaders/new entrants in this market in the following ways:

1. The report segments the DMS market comprehensively and provides the closest approximations of the revenue numbers for the overall market and subsegments. The market numbers are further split across various industries and regions.
2. The report helps stakeholders understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders in better understanding the competitors and gaining more insights to better position their businesses. There is a separate section on competitive landscape, including competitor ecosystem, and mergers and acquisitions. Besides, there are company profiles of 11 players offering services in this market. In this section, market internals have been provided that can put them ahead of the competitors.

## 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 DIGITAL MARKETING SOFTWARE MARKET
- 4.2 DIGITAL MARKETING SOFTWARE MARKET, BY DEPLOYMENT TYPE
- 4.3 DIGITAL MARKETING SOFTWARE MARKET, BY ORGANIZATION SIZE
- 4.4 DIGITAL MARKETING SOFTWARE MARKET, BY SOFTWARE AND REGION
- 4.5 DIGITAL MARKETING SOFTWARE MARKET, BY INDUSTRY VERTICAL

### 5 MARKET OVERVIEW

- 5.1 INTRODUCTION
- 5.2 MARKET DYNAMICS
  - 5.2.1 DRIVERS
    - 5.2.1.1 Growth of social media and social advertising

5.2.1.2 Popularity of mobile advertising with increasing mobile devices

5.2.1.3 Personalized marketing materials appealing to each individual

5.2.1.4 Optimizing digital experiences to meet the changing customer preferences

## 5.2.2 RESTRAINTS

5.2.2.1 Security and privacy concerns for confidential data

## 5.2.3 OPPORTUNITIES

5.2.3.1 Evolving need of AI and big data analytics in digital marketing

5.2.3.2 Digital engagement through VR and AR

## 5.2.4 CHALLENGES

5.2.4.1 Integrating DMS tools with other business applications

5.2.4.2 Selection of relevant digital techniques and vendors

5.2.4.3 Varying structure of regulatory policies

5.2.4.4 Lack of digital skilled personnel

## 5.3 TECHNOLOGY INNOVATION, SMAC

## 5.4 DIGITAL MARKETING USE CASES

5.4.1 USE CASE #1

5.4.2 USE CASE #2

5.4.3 USE CASE #3

## 6 DIGITAL MARKETING SOFTWARE MARKET, BY COMPONENT

### 6.1 INTRODUCTION

### 6.2 SOFTWARE

### 6.3 SERVICES

## 7 DIGITAL MARKETING SOFTWARE MARKET, BY SOFTWARE

### 7.1 INTRODUCTION

### 7.2 CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE

### 7.3 EMAIL MARKETING SOFTWARE

### 7.4 SOCIAL MEDIA ADVERTISING

### 7.5 SEARCH MARKETING SOFTWARE

### 7.6 WEB CONTENT MANAGEMENT SOFTWARE

### 7.7 MARKETING AUTOMATION SOFTWARE

### 7.8 CAMPAIGN MANAGEMENT

### 7.9 VIDEO ADVERTISING

## 8 DIGITAL MARKETING SOFTWARE MARKET, BY SERVICE

- 8.1 INTRODUCTION
- 8.2 PROFESSIONAL SERVICES
  - 8.2.1 SUPPORT AND MAINTENANCE
  - 8.2.2 SYSTEM INTEGRATION
  - 8.2.3 TESTING AND OPTIMIZATION
  - 8.2.4 TRAINING AND EDUCATION
- 8.3 MANAGED SERVICES

## **9 DIGITAL MARKETING SOFTWARE MARKET, BY DEPLOYMENT TYPE**

- 9.1 INTRODUCTION
- 9.2 ON-PREMISES
- 9.3 CLOUD

## **10 DIGITAL MARKETING SOFTWARE MARKET, BY ORGANIZATION SIZE**

- 10.1 INTRODUCTION
- 10.2 LARGE ENTERPRISES
- 10.3 SMALL AND MEDIUM-SIZED ENTERPRISES

## **11 DIGITAL MARKETING SOFTWARE MARKET, BY INDUSTRY VERTICAL**

- 11.1 INTRODUCTION
- 11.2 BANKING, FINANCIAL SERVICES, AND INSURANCE
- 11.3 TRANSPORTATION AND LOGISTICS
- 11.4 CONSUMER GOODS AND RETAIL
- 11.5 EDUCATION
- 11.6 HEALTHCARE
- 11.7 MANUFACTURING
- 11.8 MEDIA AND ENTERTAINMENT
- 11.9 TELECOM AND IT
- 11.10 TRAVEL AND HOSPITALITY
- 11.11 OTHERS

## **12 DIGITAL MARKETING SOFTWARE MARKET, BY REGION**

- 12.1 INTRODUCTION
- 12.2 NORTH AMERICA
- 12.3 EUROPE

- 12.4 ASIA PACIFIC
- 12.5 MIDDLE EAST AND AFRICA
- 12.6 LATIN AMERICA

## **13 COMPETITIVE LANDSCAPE**

- 13.1 INTRODUCTION
- 13.2 MARKET RANKING
- 13.3 COMPETITIVE SCENARIO
  - 13.3.1 NEW PRODUCT/SERVICE LAUNCHES
  - 13.3.2 BUSINESS EXPANSIONS
  - 13.3.3 ACQUISITIONS
  - 13.3.4 AGREEMENTS, PARTNERSHIPS, AND COLLABORATIONS

## **14 COMPANY PROFILES**

(Business Overview, Services Offered, Recent Developments, MnM View, Key Strategies, SWOT Analysis)\*

- 14.1 ADOBE SYSTEMS
- 14.2 ORACLE
- 14.3 SAP
- 14.4 SALESFORCE
- 14.5 IBM
- 14.6 MARKETO
- 14.7 MICROSOFT
- 14.8 HUBSPOT
- 14.9 SAS INSTITUTE
- 14.10 ACT-ON SOFTWARE

\*Details on Business Overview, Services Offered, Recent Developments, MnM View, Key Strategies, SWOT Analysis might not be captured in case of unlisted companies.

- 14.11 KEY INNOVATORS
  - 14.11.1 SIMPLYCAST
    - 14.11.1.1 BUSINESS OVERVIEW
    - 14.11.1.2 key strategies

## **15 APPENDIX**

15.1 INDUSTRY EXPERTS

15.2 DISCUSSION GUIDE

15.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

15.4 INTRODUCTION RT: REAL-TIME MARKET INTELLIGENCE

15.5 AVAILABLE CUSTOMIZATIONS

15.6 RELATED REPORTS

15.7 AUTHOR DETAILS



## List Of Tables

### LIST OF TABLES

Table 1 DIGITAL MARKETING SOFTWARE MARKET SIZE AND GROWTH RATE, 2015–2022 (USD MILLION, Y-O-Y %)

Table 2 DIGITAL MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 3 SOFTWARE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 4 SERVICES: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 5 DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 6 CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 7 EMAIL MARKETING SOFTWARE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 8 SOCIAL MEDIA ADVERTISING: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 9 SEARCH MARKETING SOFTWARE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 10 WEB CONTENT MANAGEMENT SOFTWARE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 11 MARKETING AUTOMATION SOFTWARE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 12 CAMPAIGN MANAGEMENT: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 13 VIDEO ADVERTISING: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 14 DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 15 PROFESSIONAL SERVICES: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)

Table 16 PROFESSIONAL SERVICES: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 17 SUPPORT AND MAINTENANCE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 18 SYSTEM INTEGRATION MARKET SIZE, BY REGION, 2015–2022 (USD

MILLION)

Table 19 TESTING AND OPTIMIZATION MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 20 TRAINING AND EDUCATION MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 21 MANAGED SERVICES: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 22 DIGITAL MARKETING SOFTWARE MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2022 (USD MILLION)

Table 23 ON-PREMISES: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 24 CLOUD: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 25 DIGITAL MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 26 LARGE ENTERPRISES: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 27 SMALL AND MEDIUM-SIZED ENTERPRISES: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 28 DIGITAL MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 29 BANKING, FINANCIAL SERVICES, AND INSURANCE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 30 TRANSPORTATION AND LOGISTICS: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 31 CONSUMER GOODS AND RETAIL: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 32 EDUCATION: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 33 HEALTHCARE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 34 MANUFACTURING: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 35 MEDIA AND ENTERTAINMENT: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 36 TELECOM AND IT: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 37 TRAVEL AND HOSPITALITY: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 38 OTHERS: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 39 DIGITAL MARKETING SOFTWARE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 40 NORTH AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 41 NORTH AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 42 NORTH AMERICA: DIGITAL MARKETING SOFTWARE MARKET, BY SERVICE, 2015–2022 (USD MILLION)

Table 43 NORTH AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 44 NORTH AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2022 (USD MILLION)

Table 45 NORTH AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 46 NORTH AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 47 EUROPE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 48 EUROPE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 49 EUROPE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 50 EUROPE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 51 EUROPE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2022 (USD MILLION)

Table 52 EUROPE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 53 EUROPE: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 54 ASIA PACIFIC: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 55 ASIA PACIFIC: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 56 ASIA PACIFIC: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 57 ASIA PACIFIC: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY

PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 58 ASIA PACIFIC: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2022 (USD MILLION)

Table 59 ASIA PACIFIC: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 60 ASIA PACIFIC: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 61 MIDDLE EAST AND AFRICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 62 MIDDLE EAST AND AFRICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 63 MIDDLE EAST AND AFRICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 64 MIDDLE EAST AND AFRICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 65 MIDDLE EAST AND AFRICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2022 (USD MILLION)

Table 66 MIDDLE EAST AND AFRICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 67 MIDDLE EAST AND AFRICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 68 LATIN AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 69 LATIN AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SOFTWARE, 2015–2022 (USD MILLION)

Table 70 LATIN AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 71 LATIN AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 72 LATIN AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2022 (USD MILLION)

Table 73 LATIN AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY ORGANIZATION SIZE, 2015–2022 (USD MILLION)

Table 74 LATIN AMERICA: DIGITAL MARKETING SOFTWARE MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 75 MARKET RANKING FOR THE DIGITAL MARKETING SOFTWARE MARKET, 2017

Table 76 NEW PRODUCT/SERVICE LAUNCHES, 2017

Table 77 BUSINESS EXPANSIONS, 2017

Table 78 ACQUISITIONS, 2017

Table 79 AGREEMENTS, PARTNERSHIPS, AND COLLABORATIONS, 2017

## List Of Figures

### LIST OF FIGURES

Figure 1 DIGITAL MARKETING SOFTWARE MARKET: MARKET SEGMENTATION

Figure 2 DIGITAL MARKETING SOFTWARE MARKET: RESEARCH DESIGN

Figure 3 DATA TRIANGULATION

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 6 DIGITAL MARKETING SOFTWARE MARKET: ASSUMPTIONS

Figure 7 DIGITAL MARKETING SOFTWARE MARKET, TOP 3 SEGMENTS DURING THE FORECAST PERIOD

Figure 8 DIGITAL MARKETING SOFTWARE MARKET SHARE, BY REGION

Figure 9 GLOBAL DIGITAL MARKETING SOFTWARE MARKET SIZE, BY COMPONENT

Figure 10 THE DIGITAL MARKETING SOFTWARE MARKET IS EXPECTED TO DOUBLE ITSELF DURING THE FORECAST PERIOD

Figure 11 CLOUD DEPLOYMENT TYPE IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 12 LARGE ENTERPRISES SEGMENT IS EXPECTED TO HAVE A LARGER MARKET SIZE DURING THE FORECAST PERIOD

Figure 13 CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE, AND NORTH AMERICA ARE ESTIMATED TO HAVE THE LARGEST MARKET SHARES IN 2017

Figure 14 MEDIA AND ENTERTAINMENT VERTICAL IS EXPECTED TO HAVE THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

Figure 15 DIGITAL 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 SOCIAL MEDIA ADVERTISING SOFTWARE IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 18 MANAGED SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 19 CLOUD DEPLOYMENT TYPE IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 20 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 21 CONSUMER GOODS AND RETAIL INDUSTRY VERTICAL IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 22 ASIA PACIFIC IS EXPECTED TO HAVE THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

Figure 23 ASIA PACIFIC IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 24 NORTH AMERICA: MARKET SNAPSHOT

Figure 25 ASIA PACIFIC: MARKET SNAPSHOT

Figure 26 KEY DEVELOPMENTS BY LEADING PLAYERS IN THE DIGITAL MARKETING SOFTWARE MARKET FOR 2014–2017

Figure 27 ADOBE SYSTEMS: COMPANY SNAPSHOT

Figure 28 ADOBE SYSTEMS: SWOT ANALYSIS

Figure 29 ORACLE: COMPANY SNAPSHOT

Figure 30 ORACLE: SWOT ANALYSIS

Figure 31 SAP: COMPANY SNAPSHOT

Figure 32 SAP: SWOT ANALYSIS

Figure 33 SALESFORCE: COMPANY SNAPSHOT

Figure 34 SALESFORCE: SWOT ANALYSIS

Figure 35 IBM: COMPANY SNAPSHOT

Figure 36 IBM: SWOT ANALYSIS

Figure 38 HUBSPOT: COMPANY SNAPSHOT

Figure 39 SAS INSTITUTE: COMPANY SNAPSHOT



## I would like to order

Product name: Digital Marketing Software Market by Component, Software (CRM Software, Email Marketing Software, and Social Media Advertising), Service, Deployment Type, Organization Size, Industry Vertical, and Region - Global Forecast to 2022

Product link: <https://marketpublishers.com/r/DB27CAD216BEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DB27CAD216BEN.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