

Marketing Analytics Software Market by Application (Social Media Marketing, Email Marketing, SEO Marketing, Pay Per Click Marketing, Display Marketing, Video Marketing, Content Marketing), by Deployment (On-Premises, Hosted) - Global Forecast to 2019

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Abstracts

The marketing analytics market is setting a positive market trend. It provides various benefits such as increased customer traffic, less time to create awareness of new products and services, and better manageability of online marketing program. The marketing analytics software offers an increased capability of solution to handle more number of customer transactions.

One of the major forces that are driving the marketing analytics software market is the increasing trend of traffic analysis on the online marketing activities. The marketing analytics software is becoming an integrated component in most business organizations. It is currently an essential feature for customer's experience on online marketing activities and also changes the way in which enterprises deals with partners and suppliers as well as empowers their workforce with access to information and services.

The major restraints in this market are installation cost of marketing analytics software and easy availability of open-source solutions. These are the major factors which are restricting the growth of marketing analytics software market. Besides, there are a few challenges that are lack of awareness about marketing analytics software, lack of system integration in order to deploy the software, and lack of skilled labours to operate marketing analytics software.

There are various assumptions that have been taken into consideration for market sizing and forecasting exercise. Few of the global assumptions include political, economic, social, technological, and economic factors. For instance, exchange rates, one of the economic factors, are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are not expected to seriously affect the forecasts in the emerging LA regions.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the market into application in marketing methods, deployment modes, and end users comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the subsegments. The market numbers are further split across the different verticals and regions.
2. This report will help in better understanding of the competitor and gain more insights to better position one's business. There is a separate section on competitive landscape, which includes competitor ecosystem and competitor portfolio comparison. Besides, there are company profiles of top ten players in this market. In this section, market internals are provided that can put one ahead of the competitors.
3. The report helps in understanding the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

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About

Marketing analytics comprises the process and technologies that enable marketers to evaluate the success of their marketing efforts. It is a practice of measuring, managing, and analyzing the marketing performance to maximize the effectiveness and optimize the Return on Investment (ROI). Beyond the obvious sales and lead generation applications, marketing analytics can offer profound insights into customer preferences and trends. Marketing analytics allows a marketer to monitor the online marketing campaigns and respective outcomes, enabling them to spend each penny as effectively as possible. It can help marketing managers in the areas of product design, customer surveys, industry trends, and customer support.

In this report, marketing analytics software has been defined as sales and marketing analytical software that helps companies to evaluate the performance of their marketing activities by measuring them using important business metrics, such as Return on Investment (ROI), marketing attribution, and overall marketing effectiveness.

The market study covers various marketing analytics software applications (including social media marketing, e-mail marketing, Search Engine Optimization (SEO) marketing, pay per click marketing, display marketing, video marketing, and content marketing)

The market study covers marketing analytics software by vertical (retail; Consumer Packaged Goods (CPG); high-tech manufacturing; energy and utilities; Banking, Financial Services, and Insurance (BFSI); healthcare; e-commerce; media and entertainment; and other verticals)

The market study covers marketing analytics software by deployment model (on-premises and cloud) and end user (small and medium businesses and enterprises)

The market has also been covered by region (NA, Europe, APAC, LA, and MEA)

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