

Marketing Resource Management Market with COVID-19 Impact Analysis by Component (Solutions and Services), Deployment Type, Organization Size, Industry Vertical (Consumer Goods and Retail, BFSI, and Manufacturing), Region - Global Forecast to 2026

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Abstracts

The MRM market size is expected to grow from USD 3.2 billion in 2021 to USD 5.5 billion by 2026, at a Compound Annual Growth Rate (CAGR) of 10.9% during the forecast period. The increased demand for cloud based solutions during COVID 19, business expansion by market leaders in, and growing investments for cloud based technologies due to increased pace of digital transformation are a few factors driving the growth of the MRM solutions and services.

Adoption of performance management solutions is noticeably increasing in among large enterprises due to the increased need to enhance marketing performance

The planning and budget management solution helps establish marketing objectives and align investments with the strategies. While enabling the management of budgets, marketing spends, and vendors, the solutions also help marketers assess the impact of marketing plans and maximize RoI. Companies are increasingly investing in solutions to scale their marketing with a real-time view of the entire marketing spend. Moreover, MRM solutions enable users to plan and track financial resources and establish a structured approval process. They can prepare and manage budget requests across different levels of the marketing hierarchy, including organization, plan, brands or product line, industry, and geography. It also supports the full life cycle of marketing expenses, including tracking detailed line-item expenses and generating purchase orders and invoices so that users can track forecasted, committed, and actual costs at any budgetary level. Users can ensure that every marketing program and a budget

request is reviewed by the appropriate people. Using these solutions, users can circulate, review, and approve important marketing items, including proposed marketing plans and tactics, budget requests, and marketing content. Marketing managers can easily submit items for review, forward items for feedback, and approve or decline requests.

Growing trend of expanding business operations while working within the existing infrastructure to drive the consulting and implementation services

Consulting and implementation are professional services practice for enterprise infrastructure that involves advising customers for managing organization's IT infrastructure and improving infrastructure performance, including security and workflow processes. They also help them implement a solution. Before implementing a required solution, business needs must be assessed and understood thoroughly to ensure hassle-free and proper deployment and integration of MRM solutions. MRM vendors offer consulting services to users that have limited awareness related to the market and how to adopt the solutions depending upon their business. The implementation service helps users to manage the implementation and site going forward and helps their team to assist via virtual meetings and handling questions, and helps to manage decisions that are best for their teams.

Increased awareness related to cloud benefits among small enterprises is driving its adoption

Small enterprises have an overall revenue of fewer than 100 million dollars. Being new to the market, they have restricted budgets for marketing, recruitment, and sales activities; but they need to create their presence in the market, for which they are adopting MRM solutions. Small enterprises have a low market share compared to medium-sized and large enterprises but are trying their best to sustain it. These MRM solutions help businesses combine content management systems with digital asset management systems and deliver personalized content to their users. These factors are expected to contribute to the growth of the small enterprises segment over the forecast period. Though small enterprises have started adopting cloud-based MRM solutions, it is expected to be expensive due to the high implementation cost. The changing customer behavior, such as increased consumption of the Internet at a reduced cost, is also a challenging task for small enterprises.

Enterprises are choosing cloud due to ease of operations and enhanced scalability

The rising shift from on-premises to cloud infrastructure is propelling the demand for cloud-based MRM solutions. This is due to various benefits associated with cloud. Some of these benefits include 24x7 data accessibility, rapid implementation, reduced setup, operational cost CAPEX and Operating Expenditure (OPEX), less maintenance cost, scalability, and ease of use for organizations with limited IT staff and budget. Moreover, the growing adoption of cloud services due to minimal capital expenses offers unlimited data storage and customization based on organization requirements. This factor will drive the demand for cloud services in the coming years. The growth of the segment can be attributed to the increasing need to manage information in a secure, efficient, consolidated, and remotely accessible manner. The cloud software suites can be easily integrated with the existing systems, and these cloud-based MRM solutions allow businesses to personalize, manage, orchestrate, and optimize cross-channel campaigns across B2C and B2B use cases.

Retailers shifting business operations online to continue businesses during lockdown imposed due to COVID-19 is boosting the cloud based MRM solutions demand

The consumer goods and retail industry vertical is highly customer-centric and is one of the fastest-growing verticals with respect to the adoption of advanced technologies and services. Owing to the presence of a high number of players in this vertical, the marketing budget is usually huge. They always try to maintain a certain brand image and cater to specific customer needs and demographics. With the help of MRM software, it becomes easy to market their products and target customers based on their digital footprint. In this highly competitive market of retail and consumer goods, brand positioning is the key to higher revenues. Several retailers and consumer goods companies are leveraging the internet by launching their eCommerce sites. Hence, MRM software can be used to increase the footfall in eCommerce sites. The proper planning and execution of digital marketing campaigns can also be done with the help of MRM software. Search Engine Optimization (SEO) improves organically with proper digital marketing.

North America to dominate the MRM market in 2021

North America is one of the most technologically advanced regions in the world. It comprises the US and Canada and accounts for the largest share of the global MRM market due to the early adoption of the by the US markets. The presence of major key players that are making heavy investments in R&D development to develop advanced solutions to manage various marketing related operations and resources, early adoption of technology, organizations focusing on marketing campaigns and activities to promote

the increase in the market reach, and the presence of a large number of MRM vendors are adding to the global MRM market growth in the region.

The leading MRM vendors in the region include Aprimo(US), Brandmaker(US), SAP(US), and Allocadia(Canada). These vendors are investing heavily toward the adoption of MRM software. The region is experiencing an immense amount of technological advancement, which includes the usage of MRM systems to reduce unnecessary work and increase focus on their main task. The region has multiple large-scale firms that require MRM software to keep track of marketing resources and activities. Aprimo, in the US, continues to lead because of the market size and high adoption rate. MRM vendors in this region are expanding and upgrading their services, thereby transitioning and leveraging technologies, such as marketing analytics, AI and machine learning, and cloud.

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 the profiles of the primary participants as follows:

By Company Type: Tier I: 37%, Tier II: 25%, and Tier III: 38%

By Designation: C-Level: 22%, D-Level: 33%, and Others: 45%

By Region: North America: 42%, Europe: 25%, APAC: 18%, Row: 15%

The report profiles the following key vendors:

1. Oracle (US)
2. SAP (Germany)
3. SAS (US)
4. Adobe (US)
5. Aprimo (US)
6. Brandmaker (US)
7. Allocadia (Canada)
8. HCL Technologies (India)
9. Wedia (France)
10. Welcome(US)
11. Infor (US)

12. inMotionNow (US)
13. Seismic (US)
14. Sitecore (US)
15. Contentserv (Switzerland)
16. IBM (US)
17. Smartsheet (US)
18. Capital ID (Netherlands)
19. BrandMaster (Norway)
20. Simple (Australia)
21. Wrike (US)
22. Widen (US)
23. Marcom Central (US)
24. TapClicks(US)
25. Admation (Australia)
26. Marvia (Netherlands)
27. Resolut (Sweden)
28. IntelligenceBank (Australia)
29. MRMCentral (US)
30. Bynder (Netherlands)
31. Hive9 (US)
32. Plannuh (US)
33. Shopperations (US)
34. Central De Marca (Spain)
35. Optimatica (Russia)
36. Dreamdata (Denmark)
37. SharpSpring (US)
38. myBrand (Netherlands)

Research Coverage

The report segments the MRM market by component (solutions and services), by deployment type, by organization size, by vertical, and region. The solutions segment is further segmented into planning and budget management, asset management, channel marketing management, performance management, others (brand management and campaign management). The services segment is further segmented into consulting and implementation and training, support and maintenance. By the deployment type, the MRM market has been segmented into on-premises and on cloud. By organizations size the MRM market is segmented into large enterprises, mid-sized enterprises, and small enterprises. By verticals, the MRM market is segmented into BFSI, energy and

utilities, healthcare and life sciences, manufacturing, retail and consumer goods, telecommunications, media and entertainment, education, IT and ITeS, travel and hospitality, and other verticals. By region, the market has been segmented into North America, Europe, APAC, MEA, and Latin America.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants in the MRM market with information on the closest approximations of the revenue numbers for the overall MRM market and the subsegments. The report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

1.1 INTRODUCTION TO COVID-19

1.2 COVID-19 HEALTH ASSESSMENT

FIGURE 1 COVID-19: GLOBAL PROPAGATION

FIGURE 2 COVID-19 PROPAGATION: SELECT COUNTRIES

1.3 COVID-19 ECONOMIC ASSESSMENT

FIGURE 3 REVISED GROSS DOMESTIC PRODUCT FORECASTS FOR SELECT G20 COUNTRIES IN 2020

1.3.1 COVID-19 ECONOMIC IMPACT—SCENARIO ASSESSMENT

FIGURE 4 CRITERIA IMPACTING GLOBAL ECONOMY

FIGURE 5 SCENARIOS IN TERMS OF RECOVERY OF GLOBAL ECONOMY

1.4 OBJECTIVES OF THE STUDY

1.5 MARKET DEFINITION

1.5.1 INCLUSIONS AND EXCLUSIONS

1.6 MARKET SCOPE

1.6.1 MARKET SEGMENTATION

1.6.2 REGIONS COVERED

1.6.3 YEARS CONSIDERED FOR THE STUDY

1.7 CURRENCY CONSIDERED

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2017–2020

1.8 STAKEHOLDERS

1.9 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 6 MARKETING RESOURCE MANAGEMENT MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.2 PRIMARY DATA

2.1.2.1 Breakup of primary profiles

FIGURE 7 BREAKUP OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

TABLE 2 PRIMARY RESPONDENTS: MRM MARKET

2.1.2.2 Key industry insights

2.2 MARKET BREAKUP AND DATA TRIANGULATION

FIGURE 8 DATA TRIANGULATION

2.3 MARKET SIZE ESTIMATION

FIGURE 9 MRM MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

FIGURE 10 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 1 (SUPPLY SIDE): REVENUE OF MEA CLOUD COMPUTING FROM VENDORS

FIGURE 11 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

(SUPPLY SIDE): COLLECTIVE REVENUE OF MRM VENDORS

FIGURE 12 MARKET SIZE ESTIMATION METHODOLOGY – (SUPPLY SIDE): ILLUSTRATION OF VENDOR REVENUE ESTIMATION

FIGURE 13 MARKET SIZE ESTIMATION METHODOLOGY – (SUPPLY SIDE): CAGR PROJECTIONS FROM THE SUPPLY SIDE

FIGURE 14 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 2 (DEMAND SIDE): REVENUE GENERATED FROM VERTICALS (1/2)

FIGURE 15 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 2 (DEMAND SIDE): REVENUE GENERATED FROM VERTICALS (2/2)

2.4 MARKET FORECAST

TABLE 3 FACTOR ANALYSIS

2.5 RESEARCH ASSUMPTIONS

2.6 LIMITATIONS OF THE STUDY

3 EXECUTIVE SUMMARY

FIGURE 16 TOP-GROWING SEGMENTS IN THE MARKETING RESOURCE MANAGEMENT MARKET

FIGURE 17 SOLUTIONS SEGMENT, BY COMPONENT, IS EXPECTED TO ACCOUNT FOR A LARGER MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 18 BY SOLUTION, THE PLANNING AND BUDGET MANAGEMENT SEGMENT IS EXPECTED TO ACCOUNT FOR THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 19 BY SERVICE, THE CONSULTING AND IMPLEMENTATION SEGMENT IS EXPECTED TO ACCOUNT FOR A LARGER MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 20 BY DEPLOYMENT, THE ON-PREMISES SEGMENT IS EXPECTED TO ACCOUNT FOR A LARGER MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 21 BY ORGANIZATION SIZE, THE LARGE ENTERPRISES SEGMENT IS EXPECTED TO ACCOUNT FOR THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 22 BY INDUSTRY VERTICAL, THE CONSUMER GOODS AND RETAIL SEGMENT IS EXPECTED TO ACCOUNT FOR THE LARGEST MARKET SIZE

DURING THE FORECAST PERIOD

FIGURE 23 NORTH AMERICA IS EXPECTED TO ACCOUNT FOR THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE GROWTH OPPORTUNITIES IN THE MARKETING RESOURCE MANAGEMENT MARKET

FIGURE 24 INCREASING NEED TO AUTOMATE MARKETING OPERATIONS TO DRIVE OPERATIONS EFFICIENCY AND LOWER CAPEX

4.2 MARKETING RESOURCE MANAGEMENT MARKET, BY COMPONENT AND COUNTRY

FIGURE 25 SOLUTIONS SEGMENT ESTIMATED TO ACCOUNT FOR A LARGER MARKET SHARE IN NORTH AMERICA IN 2021

4.3 ASIA PACIFIC MARKETING RESOURCE MANAGEMENT MARKET, BY COMPONENT AND COUNTRY

FIGURE 26 SOLUTIONS SEGMENT ESTIMATED TO ACCOUNT FOR A LARGER MARKET SHARE IN APAC IN 2021

4.4 MARKETING RESOURCE MANAGEMENT MARKET, BY COMPONENT, 2021 VS. 2026

FIGURE 27 SOLUTIONS SEGMENT EXPECTED TO ACCOUNT FOR A LARGER MARKET SHARE BY 2026

4.5 MARKETING RESOURCE MANAGEMENT MARKET, BY SERVICE, 2021 VS. 2026

FIGURE 28 CONSULTING SEGMENT IS EXPECTED TO ACCOUNT FOR A LARGER MARKET SHARE BY 2026

4.6 MARKETING RESOURCE MANAGEMENT MARKET, BY DEPLOYMENT MODEL, 2021

FIGURE 29 ON-PREMISES SEGMENT ESTIMATED TO ACCOUNT FOR A LARGER MARKET SHARE IN 2021

4.7 MARKETING RESOURCE MANAGEMENT MARKET, BY ORGANIZATION SIZE, 2021

FIGURE 30 LARGE ENTERPRISES SEGMENT ESTIMATED TO ACCOUNT FOR THE LARGEST MARKET SHARE IN 2021

4.8 MARKETING RESOURCE MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2021 VS. 2026

FIGURE 31 THE CONSUMER GOODS AND RETAIL SEGMENT IS EXPECTED TO ACCOUNT FOR THE LARGEST MARKET SHARE BY 2026

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 32 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: MARKETING RESOURCE MANAGEMENT MARKET

5.2.1 DRIVERS

5.2.1.1 COVID-19 pandemic boosting the adoption of marketing and branding software among several verticals

FIGURE 33 COVID-19 EFFECTS ON MARKETING SPENDING ACROSS INDUSTRIES

5.2.1.2 Benefits of modular suites with interconnected solutions and third-party integrations

5.2.1.3 Growing need for ensuring brand and regulatory compliance

5.2.1.4 Indispensable requirements for reducing the cycle time projections through content deduplication and distribution

5.2.2 RESTRAINTS

5.2.2.1 Upfront cost associated with new systems

5.2.2.2 Persistent growth in cyber-attacks and security issues

5.2.3 OPPORTUNITIES

5.2.3.1 Scope of expansion for emerging market players due to divestiture of major marketing resource management businesses

5.2.3.2 Integration of artificial intelligence and machine learning technologies

5.2.4 CHALLENGES

5.2.4.1 Growing cultural barriers to adopt advanced solutions over traditional systems

5.2.4.2 Dilemma of choosing the right, comprehensive platform

5.3 COVID-19-DRIVEN MARKET DYNAMICS

5.3.1 DRIVERS AND OPPORTUNITIES

5.3.2 RESTRAINTS AND CHALLENGES

5.4 CASE STUDY ANALYSIS

5.4.1 CASE STUDY 1: PRODUCTIVITY DEPLOYMENT

5.4.2 CASE STUDY 2: MARKETING INVESTMENT MANAGEMENT DEPLOYMENT

5.4.3 CASE STUDY 3: DIGITAL ASSET MANAGEMENT

5.4.4 CASE STUDY 4: ACHIEVING ASSET CENTRALIZATION AND CONSISTENT BRAND COMPLIANCE ACROSS GEOGRAPHIES TO IMPROVE MARKETING PERFORMANCE

5.5 VALUE CHAIN ANALYSIS

FIGURE 34 VALUE CHAIN ANALYSIS: MARKETING RESOURCE MANAGEMENT MARKET

5.6 ECOSYSTEM

FIGURE 35 ECOSYSTEM ANALYSIS: MARKETING RESOURCE MANAGEMENT MARKET

5.7 TECHNOLOGY ANALYSIS

5.7.1 ARTIFICIAL INTELLIGENCE

5.7.2 MACHINE LEARNING

5.7.3 CLOUD

5.7.4 MARKETING ANALYTICS

5.8 PRICING ANALYSIS

5.8.1 INTRODUCTION

5.9 REVENUE SHIFT – YC/YCC SHIFT

FIGURE 36 YC/YCC SHIFT

5.10 PATENT ANALYSIS

FIGURE 37 TOP FIVE PATENT OWNERS IN THE UNITED STATES

FIGURE 38 PATENT DOCUMENT COUNT, 2011-2020

5.11 PORTER'S FIVE FORCES ANALYSIS

FIGURE 39 MARKETING RESOURCE MANAGEMENT: PORTER'S FIVE FORCES ANALYSIS

TABLE 4 CLOUD COMPUTING SOFTWARE: PORTER'S FIVE FORCES ANALYSIS

5.11.1 THREAT OF NEW ENTRANTS

5.11.2 THREAT OF SUBSTITUTES

5.11.3 BARGAINING POWER OF SUPPLIERS

5.11.4 BARGAINING POWER OF BUYERS

5.11.5 INTENSITY OF COMPETITIVE RIVALRY

5.12 REGULATIONS

5.12.1 NORTH AMERICA

5.12.2 EUROPE

5.12.3 ASIA PACIFIC

5.12.4 MIDDLE EAST & AFRICA

5.12.5 LATIN AMERICA

6 MARKETING RESOURCE MANAGEMENT MARKET, BY COMPONENT

6.1 INTRODUCTION

6.1.1 COMPONENT: MARKETING RESOURCE MANAGEMENT MARKET DRIVERS

6.1.2 SOLUTIONS AND SERVICES: COVID-19 IMPACT

FIGURE 40 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 5 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY

COMPONENT, 2016–2020 (USD MILLION)

TABLE 6 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 7 COMPONENTS: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 8 COMPONENTS: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.2 SOLUTIONS

FIGURE 41 PERFORMANCE MANAGEMENT SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 9 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2016–2020 (USD MILLION)

TABLE 10 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)

6.2.1 PLANNING AND BUDGETING MANAGEMENT

TABLE 11 PLANNING AND BUDGET MANAGEMENT: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 12 PLANNING AND BUDGET MANAGEMENT: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.2.2 ASSET MANAGEMENT

TABLE 13 ASSET MANAGEMENT: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 14 ASSET MANAGEMENT: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.2.3 CHANNEL MARKETING MANAGEMENT

TABLE 15 CHANNEL MARKETING MANAGEMENT: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 16 CHANNEL MARKETING MANAGEMENT: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.2.4 PERFORMANCE MANAGEMENT

TABLE 17 PERFORMANCE MANAGEMENT: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 18 PERFORMANCE MANAGEMENT: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.2.5 OTHERS

TABLE 19 OTHER MRM SOLUTIONS: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 20 OTHER MRM SOLUTIONS: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.3 SERVICES

FIGURE 42 TRAINING, SUPPORT, AND MAINTENANCE SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 21 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2020 (USD MILLION)

TABLE 22 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)

6.3.1 CONSULTING AND IMPLEMENTATION

TABLE 23 CONSULTING AND IMPLEMENTATION: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 24 CONSULTING AND IMPLEMENTATION: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.3.2 TRAINING, SUPPORT, AND MAINTENANCE

TABLE 25 TRAINING, SUPPORT, AND MAINTENANCE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 26 TRAINING, SUPPORT, AND MAINTENANCE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

7 MARKETING RESOURCE MANAGEMENT MARKET, BY ORGANIZATION SIZE

7.1 INTRODUCTION

7.1.1 ORGANIZATION SIZE: MARKETING RESOURCE MANAGEMENT MARKET DRIVERS

7.1.2 ORGANIZATION SIZE: COVID-19 IMPACT

FIGURE 43 SMALL AND MID-SIZED ENTERPRISES SEGMENTS TO GROW AT HIGHER CAGRS DURING THE FORECAST PERIOD

TABLE 27 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 28 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

7.2 LARGE ENTERPRISES

TABLE 29 LARGE ENTERPRISES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 30 LARGE ENTERPRISES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

7.3 MID-SIZED ENTERPRISES

TABLE 31 MID-SIZED ENTERPRISES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 32 MID-SIZED ENTERPRISES: MARKETING RESOURCE MANAGEMENT

MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

7.4 SMALL ENTERPRISES

TABLE 33 SMALL ENTERPRISES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 34 SMALL ENTERPRISES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

8 MARKETING RESOURCE MANAGEMENT MARKET, BY DEPLOYMENT TYPE

8.1 INTRODUCTION

8.1.1 DEPLOYMENT MODELS: MARKETING MARKET DRIVERS

8.1.2 DEPLOYMENT MODELS: COVID-19 IMPACT

FIGURE 44 CLOUD SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 35 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 36 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

8.2 ON-PREMISES

TABLE 37 ON-PREMISES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 38 ON-PREMISES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

8.3 CLOUD

TABLE 39 CLOUD: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 40 CLOUD: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9 MARKETING RESOURCE MANAGEMENT MARKET, BY INDUSTRY VERTICAL

9.1 INTRODUCTION

9.1.1 INDUSTRY VERTICAL: MARKETING RESOURCE MANAGEMENT MARKET DRIVERS

9.1.2 INDUSTRY VERTICALS: COVID-19 IMPACT

FIGURE 45 CONSUMER GOODS AND RETAIL VERTICAL TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 41 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2020 (USD MILLION)

TABLE 42 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2021–2026 (USD MILLION)

9.2 BANKING, FINANCIAL SERVICES, AND INSURANCE

TABLE 43 BANKING, FINANCIAL SERVICES, AND INSURANCE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 44 BANKING, FINANCIAL SERVICES, AND INSURANCE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.3 CONSUMER GOODS AND RETAIL

TABLE 45 CONSUMER GOODS AND RETAIL: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 46 CONSUMER GOODS AND RETAIL: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.4 MANUFACTURING

TABLE 47 MANUFACTURING: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 48 MANUFACTURING: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.5 INFORMATION TECHNOLOGY AND INFORMATION TECHNOLOGY-ENABLED SERVICES

TABLE 49 INFORMATION TECHNOLOGY AND INFORMATION TECHNOLOGY-ENABLED SERVICES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 50 INFORMATION TECHNOLOGY AND INFORMATION TECHNOLOGY-ENABLED SERVICES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.6 TELECOMMUNICATIONS

TABLE 51 TELECOMMUNICATIONS: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 52 TELECOMMUNICATIONS: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.7 HEALTHCARE AND LIFE SCIENCES

TABLE 53 HEALTHCARE AND LIFE SCIENCES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 54 HEALTHCARE AND LIFE SCIENCES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.8 MEDIA AND ENTERTAINMENT

TABLE 55 MEDIA AND ENTERTAINMENT: MARKETING RESOURCE

MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 56 MEDIA AND ENTERTAINMENT: MARKETING RESOURCE

MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.9 TRAVEL AND HOSPITALITY

TABLE 57 TRAVEL AND HOSPITALITY: MARKETING RESOURCE MANAGEMENT
MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 58 TRAVEL AND HOSPITALITY: MARKETING RESOURCE MANAGEMENT
MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.10 EDUCATION

TABLE 59 EDUCATION: MARKETING RESOURCE MANAGEMENT MARKET SIZE,
BY REGION, 2016–2020 (USD MILLION)

TABLE 60 EDUCATION: MARKETING RESOURCE MANAGEMENT MARKET SIZE,
BY REGION, 2021–2026 (USD MILLION)

9.11 ENERGY AND UTILITIES

TABLE 61 ENERGY AND UTILITIES: MARKETING RESOURCE MANAGEMENT
MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 62 ENERGY AND UTILITIES: MARKETING RESOURCE MANAGEMENT
MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.12 OTHERS

TABLE 63 OTHERS: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY
REGION, 2016–2020 (USD MILLION)

TABLE 64 OTHERS: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY
REGION, 2021–2026 (USD MILLION)

10 MARKETING RESOURCE MANAGEMENT MARKET, BY REGION

10.1 INTRODUCTION

FIGURE 46 ASIA PACIFIC TO WITNESS SIGNIFICANT GROWTH DURING THE
FORECAST PERIOD

TABLE 65 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION,
2016–2020 (USD MILLION)

TABLE 66 MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY REGION,
2021–2026 (USD MILLION)

10.2 NORTH AMERICA

10.2.1 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET
DRIVERS

10.2.2 NORTH AMERICA: COVID-19 IMPACT

FIGURE 47 NORTH AMERICA: MARKET SNAPSHOT

TABLE 67 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET

SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 68 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 69 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2016–2020 (USD MILLION)

TABLE 70 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)

TABLE 71 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2020 (USD MILLION)

TABLE 72 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)

TABLE 73 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 74 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

TABLE 75 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 76 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 77 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2020(USD MILLION)

TABLE 78 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2021–2026 (USD MILLION)

TABLE 79 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 80 NORTH AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

10.2.3 UNITED STATES

TABLE 81 UNITED STATES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 82 UNITED STATES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 83 UNITED STATES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 84 UNITED STATES: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.2.4 CANADA

TABLE 85 CANADA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 86 CANADA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 87 CANADA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 88 CANADA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.3 EUROPE

10.3.1 EUROPE: MRM MARKET DRIVERS

10.3.2 EUROPE: COVID-19 IMPACT

TABLE 89 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 90 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 91 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2016–2020 (USD MILLION)

TABLE 92 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)

TABLE 93 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2020 (USD MILLION)

TABLE 94 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)

TABLE 95 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 96 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 97 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 98 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

TABLE 99 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2020 (USD MILLION)

TABLE 100 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2021–2026 (USD MILLION)

TABLE 101 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 102 EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

10.3.3 UNITED KINGDOM

TABLE 103 UNITED KINGDOM: MARKETING RESOURCE MANAGEMENT MARKET

SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 104 UNITED KINGDOM: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 105 UNITED KINGDOM: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 106 UNITED KINGDOM: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.3.4 GERMANY

TABLE 107 GERMANY: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 108 GERMANY: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 109 GERMANY: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 110 GERMANY: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.3.5 FRANCE

TABLE 111 FRANCE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 112 FRANCE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 113 FRANCE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 114 FRANCE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.3.6 REST OF EUROPE

TABLE 115 REST OF EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 116 REST OF EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 117 REST OF EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 118 REST OF EUROPE: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.4 ASIA PACIFIC

10.4.1 ASIA PACIFIC: MRM MARKET DRIVERS

10.4.2 ASIA PACIFIC: COVID-19 IMPACT

FIGURE 48 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 119 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET

SIZE, BY COMPONENT, 2016–2020 (USD MILLION)
TABLE 120 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)
TABLE 121 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2016–2020 (USD MILLION)
TABLE 122 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)
TABLE 123 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2020 (USD MILLION)
TABLE 124 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)
TABLE 125 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)
TABLE 126 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)
TABLE 127 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)
TABLE 128 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)
TABLE 129 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2020 (USD MILLION)
TABLE 130 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2021–2026 (USD MILLION)
TABLE 131 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)
TABLE 132 ASIA PACIFIC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

10.4.3 CHINA

TABLE 133 CHINA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)
TABLE 134 CHINA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)
TABLE 135 CHINA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)
TABLE 136 CHINA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.4.4 AUSTRALIA AND NEW ZEALAND

TABLE 137 AUSTRALIA AND NEW ZEALAND: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 138 AUSTRALIA AND NEW ZEALAND: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 139 AUSTRALIA AND NEW ZEALAND: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 140 AUSTRALIA AND NEW ZEALAND: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.4.5 INDIA

TABLE 141 INDIA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 142 INDIA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 143 INDIA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 144 INDIA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.4.6 REST OF ASIA PACIFIC

TABLE 145 REST OF APAC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 146 REST OF APAC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 147 REST OF APAC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 148 REST OF APAC: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.5 MIDDLE EAST & AFRICA

10.5.1 MIDDLE EAST & AFRICA: MRM MARKET DRIVERS

10.5.2 MIDDLE EAST & AFRICA: COVID-19 IMPACT

TABLE 149 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 150 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 151 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2016–2020 (USD MILLION)

TABLE 152 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)

TABLE 153 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2020 (USD MILLION)

TABLE 154 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)

TABLE 155 MIDDLE EAST AND AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 156 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 157 MIDDLE EAST AND AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 158 MIDDLE EAST AND AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

TABLE 159 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2020 (USD MILLION)

TABLE 160 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2021–2026 (USD MILLION)

TABLE 161 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 162 MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

10.5.3 SAUDI ARABIA

TABLE 163 SAUDI ARABIA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 164 SAUDI ARABIA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 165 SAUDI ARABIA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 166 SAUDI ARABIA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.5.4 SOUTH AFRICA

TABLE 167 SOUTH AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 168 SOUTH AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 169 SOUTH AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 170 SOUTH AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.5.5 REST OF THE MIDDLE EAST & AFRICA

TABLE 171 REST OF MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 172 REST OF MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 173 REST OF MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 174 REST OF MIDDLE EAST & AFRICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.6 LATIN AMERICA

10.6.1 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET DRIVERS

10.6.2 LATIN AMERICA: COVID-19 IMPACT

TABLE 175 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 176 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 177 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2016–2020 (USD MILLION)

TABLE 178 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)

TABLE 179 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2020 (USD MILLION)

TABLE 180 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)

TABLE 181 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 182 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 183 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 184 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

TABLE 185 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2020 (USD MILLION)

TABLE 186 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2021–2026 (USD MILLION)

TABLE 187 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 188 LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

10.6.3 BRAZIL

TABLE 189 BRAZIL: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 190 BRAZIL: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 191 BRAZIL: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 192 BRAZIL: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

10.6.4 REST OF LATIN AMERICA

TABLE 193 REST OF LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 194 REST OF LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 195 REST OF LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2020 (USD MILLION)

TABLE 196 REST OF LATIN AMERICA: MARKETING RESOURCE MANAGEMENT MARKET SIZE, BY DEPLOYMENT TYPE, 2021–2026 (USD MILLION)

11 COMPETITIVE LANDSCAPE

11.1 INTRODUCTION

FIGURE 49 MARKET EVALUATION FRAMEWORK

11.2 MARKET RANKING

FIGURE 50 MARKET RANKING IN 2020

11.3 MARKET SHARE OF TOP VENDORS

TABLE 197 MARKETING RESOURCE MANAGEMENT: DEGREE OF COMPETITION

FIGURE 51 MRM MARKET: VENDOR SHARE ANALYSIS

11.4 HISTORICAL REVENUE ANALYSIS OF TOP VENDORS

FIGURE 52 HISTORICAL REVENUE ANALYSIS

11.5 COMPANY EVALUATION QUADRANT

11.5.1 DEFINITIONS AND METHODOLOGY

TABLE 198 COMPANY EVALUATION QUADRANT: CRITERIA

11.5.2 STARS

11.5.3 EMERGING LEADERS

11.5.4 PERVASIVE PLAYERS

11.5.5 PARTICIPANTS

FIGURE 53 MARKETING RESOURCE MANAGEMENT MARKET (GLOBAL): COMPANY EVALUATION QUADRANT, 2020

11.6 SME EVALUATION QUADRANT

11.6.1 DEFINITIONS AND METHODOLOGY

TABLE 199 SME EVALUATION QUADRANT: CRITERIA

11.6.2 PROGRESSIVE COMPANIES

11.6.3 RESPONSIVE COMPANIES

11.6.4 DYNAMIC COMPANIES

11.6.5 STARTING BLOCKS

FIGURE 54 MARKETING RESOURCE MANAGEMENT MARKET (GLOBAL): SME EVALUATION QUADRANT, 2020

TABLE 200 COMPANY SOLUTION FOOTPRINT

TABLE 201 COMPANY VERTICAL FOOTPRINT

TABLE 202 COMPANY REGION FOOTPRINT

TABLE 203 COMPANY FOOTPRINT

11.7 COMPETITIVE SCENARIO

TABLE 204 MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES, 2019-2021

TABLE 205 MARKETING RESOURCE MANAGEMENT MARKET: DEALS, 2018-2021

12 COMPANY PROFILES

12.1 MAJOR PLAYERS

12.1.1 ORACLE

(Business Overview, Solutions & Services, Key Insights, Recent Developments, MnM View)*

TABLE 206 ORACLE: BUSINESS OVERVIEW

FIGURE 55 ORACLE: COMPANY SNAPSHOT

TABLE 207 ORACLE: MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES

TABLE 208 ORACLE: MARKETING RESOURCE MANAGEMENT MARKET: DEALS

12.1.2 SAP

TABLE 209 SAP: BUSINESS OVERVIEW

FIGURE 56 SAP: COMPANY SNAPSHOT

TABLE 210 SAP: MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES

TABLE 211 SAP: MARKETING RESOURCE MANAGEMENT MARKET: DEALS

12.1.3 SAS

TABLE 212 SAS: BUSINESS OVERVIEW

FIGURE 57 SAS: COMPANY SNAPSHOT

TABLE 213 SAS: MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES

TABLE 214 SAS: MARKETING RESOURCE MANAGEMENT MARKET: DEALS

12.1.4 ADOBE

TABLE 215 ADOBE: BUSINESS OVERVIEW

FIGURE 58 ADOBE: COMPANY SNAPSHOT

TABLE 216 ADOBE: MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES

TABLE 217 ADOBE: MARKETING RESOURCE MANAGEMENT MARKET: DEALS
12.1.5 APRIMO

TABLE 218 APRIMO: BUSINESS OVERVIEW

TABLE 219 APRIMO: MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES

TABLE 220 APRIMO: MARKETING RESOURCE MANAGEMENT MARKET: DEALS
12.1.6 BRANDMAKER

TABLE 221 BRANDMAKER BUSINESS OVERVIEW

TABLE 222 BRANDMAKER: MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES

TABLE 223 BRANDMAKER: MARKETING RESOURCE MANAGEMENT MARKET: DEALS

12.1.7 ALLOCADIA

TABLE 224 ALLOCADIA: BUSINESS OVERVIEW

TABLE 225 ALLOCADIA: MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES

TABLE 226 ALLOCADIA: MARKETING RESOURCE MANAGEMENT MARKET: DEALS

12.1.8 HCL TECHNOLOGIES

TABLE 227 HCL TECHNOLOGIES: BUSINESS OVERVIEW

FIGURE 59 HCL TECHNOLOGIES: COMPANY SNAPSHOT

TABLE 228 HCL: MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES

TABLE 229 HCL: MARKETING RESOURCE MANAGEMENT MARKET: DEALS
12.1.9 WEDIA

TABLE 230 WEDIA: BUSINESS OVERVIEW

TABLE 231 WEDIA: MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES

TABLE 232 WEDIA: MARKETING RESOURCE MANAGEMENT MARKET: DEALS
12.1.10 WELCOME

TABLE 233 WELCOME: BUSINESS OVERVIEW

TABLE 234 WELCOME: MARKETING RESOURCE MANAGEMENT MARKET: NEW LAUNCHES

12.1.11 INFOR

12.1.12 INMOTIONNOW

- 12.1.13 SEISMIC
- 12.1.14 SITECORE
- 12.1.15 CONTENTSERV
- 12.1.16 IBM
- 12.1.17 SMARTSHEET
- 12.1.18 CAPITAL ID
- 12.1.19 BRANDMASTER
- 12.1.20 SIMPLE
- 12.1.21 WRIKE
- 12.1.22 WIDEN
- 12.1.23 MARCOM CENTRAL
- 12.1.24 TAPCLICKS
- 12.1.25 ADMATION
- 12.1.26 MARVIA
- 12.1.27 RESOLUT
- 12.1.28 INTELLIGENCEBANK

*Details on Business Overview, Solutions & Services, Key Insights, Recent Developments, MnM View might not be captured in case of unlisted companies.

12.2 STARTUP / SME PLAYERS

- 12.2.1 MRM CENTRAL
- 12.2.2 BYNDER
- 12.2.3 HIVE9
- 12.2.4 PLANNUH
- 12.2.5 SHOPPERATIONS
- 12.2.6 CENTRAL DE MARCA
- 12.2.7 OPTIMATICA
- 12.2.8 DREAMDATA
- 12.2.9 SHARPSRING
- 12.2.10 MYBRAND.CENTER

13 ADJACENT MARKETS

13.1 INTRODUCTION

13.2 MARKETING AUTOMATION MARKET

TABLE 235 MARKETING AUTOMATION MARKET SIZE, BY COMPONENT, 2017–2024 (USD MILLION)

TABLE 236 MARKETING AUTOMATION MARKET SIZE, BY ORGANIZATION SIZE, 2017–2024 (USD MILLION)

TABLE 237 MARKETING AUTOMATION MARKET SIZE, BY DEPLOYMENT TYPE,

2017–2024 (USD MILLION)

TABLE 238 MARKETING AUTOMATION MARKET SIZE, BY APPLICATION,

2017–2024 (USD MILLION)

TABLE 239 MARKETING AUTOMATION MARKET SIZE, BY INDUSTRY VERTICAL,

2017–2024 (USD MILLION)

TABLE 240 MARKETING AUTOMATION MARKET SIZE, BY REGION, 2017–2024
(USD MILLION)

14 APPENDIX

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGE STORE: MARKETSSANDMARKETS' SUBSCRIPTION PORTAL

14.3 AVAILABLE CUSTOMIZATIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

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