

Multichannel Campaign Management Market by Software, by Service (Consulting, Training and Support, System Implementation and Integration), by End Users (Advertisers, Publishers, Enterprise), Vertical and Region - Market Forecasts and Analysis (2014 - 2019)

<https://marketpublishers.com/r/M730CF5C087EN.html>

Date: September 2014

Pages: 167

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

ID: M730CF5C087EN

Abstracts

Increase in data through different communication channels such as mobile, call centers, emails and websites has driven the multichannel campaign management (MCM) market. The rise in customer expectations for real-time view about cross-channel advertisement and one-to-one personalized experiences with brands drive the demand for innovative marketing campaigns. Digital marketing solutions providers are focusing on this fundamental move by helping marketers to take benefit of digital channels by offering innovative multichannel campaign management solutions. Multichannel campaign management solutions offer marketers to plan, strategize, execute and supervise the extensive marketing campaigns and achieve precise results with customer segmentation and targeting.

The market research report segments the multichannel campaign management market by deployment, services, end-users and industry verticals. The report analyses prominent industry verticals such as retail, BFSI, pharmaceuticals and healthcare, transportation, travel and tourism, telecommunication and IT, media and entertainment, and other verticals. The market shows tremendous growth potential in retail, telecom and IT, BFSI and other major industries.

The research report includes key market drivers, the current global trends adopted for multichannel campaign management market, market size of the industry, and the

forecasts for the market segments and upcoming technologies. The report further analyzes the future growth potential of multichannel campaign management market in the marketing sector, the competitive analysis of major market players, the opportunities prevailing before the multichannel campaign management solution companies, and the best market practices.

The report gives a comprehensive study about the current global market and their in-depth analysis with respect to regional market space, revenue flows, future prospects, and evolving industry verticals. The report encompasses the business potentials of regions such as North America (NA), Europe, Asia-Pacific (APAC), Latin America (LA), and Middle East and Africa (MEA). The major global multichannel campaign management solutions providers included in the report are IBM Corporation, Oracle, SAP AG, SAS Institute, Adobe Systems, Infor, Marketo, Adobe Systems, Salesforce.com and Teradata.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKETS COVERED
- 1.3 STAKEHOLDERS
- 1.4 MARKET SCOPE

2 RESEARCH METHODOLOGY

- 2.1 MARKET SIZE ESTIMATION
- 2.2 MARKET SHARE ESTIMATION
 - 2.2.1 KEY DATA FROM SECONDARY SOURCES
 - 2.2.2 KEY DATA FROM PRIMARY SOURCES
 - 2.2.2.1 Key industry insights
 - 2.2.3 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN MCM MARKET
- 4.2 MCM MARKET: SOFTWARE DEPLOYMENT TYPE
- 4.3 MCM MARKET ACROSS VARIOUS REGIONS
- 4.4 LIFE CYCLE ANALYSIS, BY GEOGRAPHY

5 MARKET OVERVIEW

- 5.1 INTRODUCTION
- 5.2 EVOLUTION
- 5.3 MARKET SEGMENTATION
 - 5.3.1 MCM MARKET
 - 5.3.2 MCM MARKET BY DEPLOYMENT
 - 5.3.3 MCM MARKET BY END USER
 - 5.3.4 MCM MARKET BY VERTICAL
- 5.4 MARKET DYNAMICS
 - 5.4.1 DRIVERS
 - 5.4.1.1 Network and technological advancements

5.4.1.1 Growing trends in digital marketing

5.4.1.2 Smart mobility

5.4.2 RESTRAINTS

5.4.2.1 Complexities in multichannel campaigns

5.4.2.2 Customer privacy concerns

5.4.3 OPPORTUNITIES

5.4.3.1 Proximity marketing

5.4.3.2 Customer-centric solutions

5.4.4 CHALLENGES

5.4.4.1 Competitive rivalry

6 INDUSTRY TRENDS

6.1 VALUE CHAIN ANALYSIS

6.2 PORTER'S FIVE FORCES ANALYSIS

6.2.1 THREAT FROM NEW ENTRANTS

6.2.2 THREAT OF SUBSTITUTES

6.2.3 BARGAINING POWER OF SUPPLIERS

6.2.4 BARGAINING POWER OF BUYERS

6.2.5 INTENSITY OF COMPETITIVE RIVALRY

7 MCM MARKET, BY SOFTWARE

8 MCM MARKET, BY DEPLOYMENT TYPE

8.1 INTRODUCTION

8.2 CLOUD

8.3 ON-PREMISES

9 MCM MARKET, BY SERVICE

9.1 INTRODUCTION

9.2 CONSULTING SERVICES

9.3 TRAINING AND SUPPORT

9.4 SYSTEM IMPLEMENTATION AND INTEGRATION

10 MCM MARKET, BY END USER

10.1 INTRODUCTION

- 10.2 ADVERTISERS
- 10.3 PUBLISHERS
- 10.4 ENTERPRISES

11 MCM MARKET, BY VERTICAL

- 11.1 INTRODUCTION
- 11.2 BFSI
- 11.3 RETAIL
- 11.4 PHARMACEUTICALS AND HEALTHCARE
- 11.5 TRAVEL AND TOURISM
- 11.6 TRANSPORTATION
- 11.7 MEDIA AND ENTERTAINMENT
- 11.8 TELECOMMUNICATION AND IT
- 11.9 OTHERS

12 GEOGRAPHICAL ANALYSIS

- 12.1 INTRODUCTION
 - 12.1.1 MCM MARKET, BY REGION
- 12.2 NORTH AMERICA (NA)
 - 12.2.1 SERVICES MARKET
 - 12.2.2 DEPLOYMENT TYPE MARKET
 - 12.2.3 END-USERS MARKET
- 12.3 EUROPE
 - 12.3.1 SERVICES MARKET
 - 12.3.2 DEPLOYMENT TYPE MARKET
 - 12.3.3 END-USERS MARKET
- 12.4 ASIA-PACIFIC (APAC)
 - 12.4.1 SERVICES MARKET
 - 12.4.2 DEPLOYMENT TYPE MARKET
 - 12.4.3 END-USERS MARKET
- 12.5 MIDDLE EAST AND AFRICA (MEA)
 - 12.5.1 SERVICES MARKET
 - 12.5.2 DEPLOYMENT TYPE MARKET
 - 12.5.3 END-USERS MARKET
- 12.6 LATIN AMERICA (LA)
 - 12.6.1 SERVICES MARKET
 - 12.6.2 DEPLOYMENT TYPE MARKET

12.6.3 END-USERS MARKET

13 COMPETITIVE LANDSCAPE

13.1 OVERVIEW

13.2 COMPETITIVE SITUATION AND TRENDS

13.2.1 NEW PRODUCT DEVELOPMENT

13.2.2 AGREEMENTS, PARTNERSHIPS, AND COLLABORATIONS

13.2.3 MERGERS AND ACQUISITIONS

14 COMPANY PROFILES (OVERVIEW, PRODUCTS & SERVICES, STRATEGIES & INSIGHTS, DEVELOPMENTS AND MNM VIEW)

14.1 INTRODUCTION

14.2 ADOBE SYSTEMS

14.3 EXPERIAN

14.4 IBM

14.5 INFOR

14.6 MARKETO

14.7 ORACLE

14.8 SALESFORCE.COM, INC.

14.9 SAP AG

14.10 SAS INSTITUTE, INC.

14.11 TERADATA (Details on Overview, Products & Services, Strategies & Insights, Developments and MnM View might not be captured in case of unlisted companies.)

15 APPENDIX

15.1 DISCUSSION GUIDE

15.2 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

15.3 AVAILABLE CUSTOMIZATIONS

15.4 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 MCM MARKET: ASSUMPTIONS

Table 2 GLOBAL MCM MARKET SIZE, 2014-2019 (\$MILLION)

Table 3 DIGITAL MARKETING IS PROPELLING THE GROWTH OF THE MCM MARKET

Table 4 PRIVACY CONCERNS IS RESTRAINING THE GROWTH OF THE MCM MARKET

Table 5 PROXIMITY MARKETING IS FUELLING THE FUTURE OF THE MCM MARKET

Table 6 COMPETITIVE RIVALRY IS CHALLENGING THE GROWTH OF THE MCM MARKET

Table 7 MCM SOFTWARE MARKET SIZE, BY VERTICAL, 2014–2019 (\$MILLION)

Table 8 MCM SOFTWARE MARKET GROWTH, BY VERTICAL, 2014 & 2019, Y-O-Y (%)

Table 9 MCM SOFTWARE MARKET SIZE, BY REGION, 2014–2019 (\$MILLION)

Table 10 MCM SOFTWARE MARKET GROWTH, BY REGION, 2014 & 2019, Y-O-Y (%)

Table 11 MCM SOFTWARE MARKET SIZE, BY END-USERS, 2014 & 2019 (\$MILLION)

Table 12 MCM MARKET SIZE, BY DEPLOYMENT TYPE, 2013–2019 (\$MILLION)

Table 13 MCM CLOUD MARKET SIZE, BY END USER, 2014–2019 (\$MILLION)

Table 14 MCM CLOUD MARKET GROWTH, BY END USER, 2014 & 2019, Y-O-Y (%)

Table 15 MCM CLOUD MARKET SIZE, BY VERTICAL, 2013–2019 (\$MILLION)

Table 16 MCM CLOUD MARKET GROWTH, BY VERTICAL, 2014 & 2019, Y-O-Y (%)

Table 17 MCM CLOUD MARKET SIZE, BY REGION, 2014–2019 (\$MILLION)

Table 18 MCM ON-PREMISES MARKET SIZE, BY END USER, 2014–2019 (\$MILLION)

Table 19 MCM ON-PREMISES MARKET GROWTH, BY END USER, 2014 & 2019, Y-O-Y (%)

Table 20 MCM ON-PREMISES MARKET SIZE, BY VERTICAL, 2014–2019 (\$MILLION)

Table 21 MCM ON-PREMISES MARKET GROWTH, BY VERTICAL, 2014 & 2019, Y-O-Y (%)

Table 22 MCM ON-PREMISE MARKET SIZE, BY REGION, 2014–2019 (\$MILLION)

Table 23 MCM MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 24 MCM SERVICES MARKET SIZE, BY REGION, 2014–2019 (\$MILLION)

Table 25 MCM SERVICES MARKET GROWTH, BY VERTICAL, 2014 & 2019

(\$MILLION)

Table 26 MCM CONSULTING MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2019

(\$MILLION)

Table 27 MCM CONSULTING MARKET GROWTH, BY DEPLOYMENT TYPE, 2014 & 2019, Y-O-Y (%)

Table 28 MCM CONSULTING MARKET SIZE, BY END USER, 2014–2019 (\$MILLION)

Table 29 MCM CONSULTING MARKET GROWTH, BY END USER, 2014 & 2019, Y-O-Y (%)

Table 30 MCM TRAINING AND SUPPORT MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2019 (\$MILLION)

Table 31 MCM TRAINING AND SUPPORT MARKET GROWTH, BY DEPLOYMENT TYPE, 2014 & 2019, Y-O-Y (%)

Table 32 MCM TRAINING AND SUPPORT MARKET SIZE, BY END USER, 2014–2019 (\$MILLION)

Table 33 MCM TRAINING AND SUPPORT MARKET GROWTH, BY END USER, 2014 & 2019, Y-O-Y (%)

Table 34 MCM SYSTEM IMPLEMENTATION AND INTEGRATION MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2019 (\$MILLION)

Table 35 MCM SYSTEM IMPLEMENTATION AND INTEGRATION MARKET GROWTH, BY DEPLOYMENT TYPE, 2014 & 2019, Y-O-Y (%)

Table 36 MCM SYSTEM IMPLEMENTATION AND INTEGRATION MARKET SIZE, BY END USER, 2014–2019 (\$MILLION)

Table 37 MCM SYSTEM IMPLEMENTATION AND INTEGRATION MARKET GROWTH, BY END USER, 2014 & 2019, Y-O-Y (%)

Table 38 MCM MARKET SIZE, BY END USER, 2014–2019 (\$MILLION)

Table 39 MCM ADVERTISERS MARKET SIZE, BY REGION, 2014–2019 (\$MILLION)

Table 40 MCM ADVERTISERS MARKET GROWTH, BY REGION, 2014 & 2019, Y-O-Y (%)

Table 41 MCM ADVERTISERS MARKET GROWTH, BY VERTICAL, 2014 & 2019 (\$MILLION)

Table 42 MCM PUBLISHERS MARKET SIZE, BY REGION, 2014–2019 (\$MILLION)

Table 43 MCM PUBLISHERS MARKET GROWTH, BY REGION, 2014 & 2019, Y-O-Y (%)

Table 44 MCM PUBLISHERS MARKET GROWTH, BY VERTICAL, 2014 & 2019 (\$MILLION)

Table 45 MCM ENTERPRISES MARKET SIZE, BY REGION, 2014–2019 (\$MILLION)

Table 46 MCM ENTERPRISES MARKET GROWTH, BY REGION, 2014 & 2019, Y-O-Y (%)

Table 47 MCM ENTERPRISES MARKET GROWTH, BY VERTICAL, 2014 & 2019

(\$MILLION)

Table 48 MCM MARKET SIZE, BY VERTICAL, 2014–2019 (\$MILLION)

Table 49 MCM BFSI MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 50 MCM BFSI MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 51 MCM BFSI MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 52 MCM RETAIL MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 53 MCM RETAIL MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 54 MCM RETAIL MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 55 MCM PHARMACEUTICALS AND HEALTHCARE MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 56 MCM PHARMACEUTICALS AND HEALTHCARE MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 57 MCM PHARMACEUTICALS AND HEALTHCARE MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 58 MCM TRAVEL AND TOURISM MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 59 MCM TRAVEL AND TOURISM MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 60 MCM TRAVEL AND TOURISM MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 61 MCM TRANSPORTATION MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 62 MCM TRANSPORTATION MARKET GROWTH, BY SERVICE, 2014–2019, Y-O-Y (%)

Table 63 MCM TRANSPORTATION MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 64 MCM MEDIA AND ENTERTAINMENT MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 65 MCM MEDIA AND ENTERTAINMENT MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 66 MCM MEDIA AND ENTERTAINMENT MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 67 MCM TELECOMMUNICATION AND IT MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 68 MCM TELECOMMUNICATION AND IT MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 69 MCM TELECOMMUNICATION AND IT MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 70 MCM OTHERS MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 71 MCM OTHERS MARKET GROWTH, BY SERVICE, 2014–2019, Y-O-Y (%)

Table 72 MCM OTHERS MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 73 MCM MARKET SIZE, BY REGION, 2014–2019 (\$MILLION)

Table 74 NA: MCM MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 75 NA: MCM MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 76 NA: MCM MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2019 (\$MILLION)

Table 77 NA: MCM MARKET GROWTH, BY DEPLOYMENT TYPE, 2014 & 2019, Y-O-Y (%)

Table 78 NA MCM MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 79 EUROPE: MCM MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 80 EUROPE: MCM MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 81 EUROPE: MCM MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2019 (\$MILLION)

Table 82 EUROPE: MCM MARKET GROWTH, BY DEPLOYMENT TYPE, 2014 & 2019, Y-O-Y (%)

Table 83 EUROPE MCM MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 84 APAC: MCM MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 85 APAC: MCM MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 86 APAC: MCM MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2019 (\$MILLION)

Table 87 APAC: MCM MARKET GROWTH, BY DEPLOYMENT TYPE, 2014 & 2019, Y-O-Y (%)

Table 88 APAC MCM MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 89 MEA: MCM MARKET SIZE, BY SERVICE, 2014–2019 (\$MILLION)

Table 90 MEA: MCM MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 91 MEA: MCM MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2019 (\$MILLION)

Table 92 MEA: MCM MARKET, BY DEPLOYMENT TYPE, 2014 & 2019, Y-O-Y (%)

Table 93 MEA MCM MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 94 LA: MCM MARKET, BY SERVICE, 2014–2019 (\$MILLION)

Table 95 LA: MCM MARKET GROWTH, BY SERVICE, 2014 & 2019, Y-O-Y (%)

Table 96 LA: MCM MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2019 (\$MILLION)

Table 97 LA: MCM MARKET GROWTH, BY DEPLOYMENT TYPE, 2014 & 2019, Y-O-Y (%)

Table 98 LA MCM MARKET SIZE, BY END-USERS, 2014–2019 (\$MILLION)

Table 99 NEW PRODUCT DEVELOPMENTS, 2012–2014

Table 100 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, AND JOINT VENTURES, 2012–2014

Table 101 MERGERS AND ACQUISITIONS, 2012–2014

List Of Figures

LIST OF FIGURES

Figure 1 MCM MARKET: STAKEHOLDERS

Figure 2 MCM: RESEARCH METHODOLOGY

Figure 3 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 5 MCM MARKET: BY SOFTWARE AND SERVICE, 2014

Figure 6 MCM MARKET SNAPSHOT (2014 VS 2019): SOFTWARE MARKET IS EXPECTED TO INCREASE TWO TIMES IN THE NEXT 5 YEARS

Figure 7 GROWTH IN SOCIAL MEDIA TO STEER MAJOR OPPORTUNITIES IN THE MCM MARKET

Figure 8 CLOUD DEPLOYMENT IS EXPECTED TO GROW AT A FASTER RATE THAN ON-PREMISES DEPLOYMENT

Figure 9 MCM MARKET SHARE, 2014

Figure 10 LATIN AMERICAN MARKET SOON TO ENTER EXPONENTIAL GROWTH PHASE IN COMING YEARS

Figure 11 EVOLUTION OF MCM

Figure 12 MCM MARKET SEGMENTATION

Figure 13 MCM MARKET SEGMENTATION: BY DEPLOYMENT

Figure 14 MCM MARKET SEGMENTATION: BY END USER

Figure 15 MCM MARKET SEGMENTATION: BY VERTICAL

Figure 16 THE NEED FOR DIGITAL MARKETING WILL SPUR THE DEMAND OF MCM SOLUTIONS

Figure 17 VALUE CHAIN ANALYSIS (2014): MAJOR VALUE IS ADDED DURING THE PRODUCT DEVELOPMENT PHASE

Figure 18 PORTER'S FIVE FORCES ANALYSIS (MCM MARKET): COMPETITIVE RIVALRY, PRODUCT SUBSTITUTES, AND NEW ENTRANTS WOULD BE MAJOR INFLUENTIAL FORCES

Figure 19 MCM SOFTWARE MARKET, BY VERTICAL: INCREASING DEMAND IN MCM MARKET THROUGH ALL MAJOR VERTICALS

Figure 20 MCM SOFTWARE MARKET, BY REGION: NA PORTRAITS AS A MATURE MCM MARKET

Figure 21 MCM MARKET, BY DEPLOYMENT TYPE: ON-PREMISE DEPLOYMENT GROWTH SLOWS DOWN

Figure 22 MCM CLOUD MARKET, BY END USER: ENTERPRISES ADOPTING MCM SOLUTIONS ON A LARGER SCALE

Figure 23 MCM CLOUD MARKET, BY VERTICAL: TRANSPORTATION INDUSTRY

SHOWS HIGHER GROWTH IN CLOUD DEPLOYMENT

Figure 24 MCM ON-PREMISES MARKET, BY END USER

Figure 25 MCM ON-PREMISES MARKET, BY VERTICAL

Figure 26 MCM MARKET, BY SERVICE: TRAINING AND SUPPORT SERVICES

SHOWING HIGHEST GROWTH IN THE FORECAST PERIOD

Figure 27 MCM CONSULTING MARKET, BY DEPLOYMENT TYPE

Figure 28 MCM CONSULTING MARKET, BY END USER

Figure 29 MCM TRAINING AND SUPPORT MARKET, BY DEPLOYMENT TYPE

Figure 30 MCM TRAINING AND SUPPORT MARKET, BY END USER

Figure 31 MCM SYSTEM IMPLEMENTATION AND INTEGRATION MARKET, BY DEPLOYMENT TYPE

Figure 32 MCM SYSTEM IMPLEMENTATION AND INTEGRATION MARKET, BY END USER

Figure 33 MCM MARKET, BY END USER: ENTERPRISES SHOW HIGHER END-USER REVENUES DURING THE FORECAST PERIOD

Figure 34 MCM END USER MARKET, BY SOFTWARE

Figure 35 MCM ADVERTISERS MARKET, BY REGION

Figure 36 MCM PUBLISHERS MARKET, BY REGION

Figure 37 MCM ENTERPRISES MARKET, BY REGION: ENTERPRISES IN NA AND EUROPE HAVE SHOWN LARGE SCALE ADOPTION IN THE MCM MARKET

Figure 38 MCM MARKET, BY VERTICAL: RETAIL SECTOR WOULD BE THE MOST PROMINENT VERTICAL DURING THE FORECAST PERIOD

Figure 39 MCM BFSI MARKET, BY SERVICE

Figure 40 MCM RETAIL MARKET, BY SERVICE: SYSTEM IMPLEMENTATION AND INTEGRATION SERVICES SHOW HIGH TRENDS IN THE RETAIL VERTICAL

Figure 41 MCM PHARMACEUTICALS AND HEALTHCARE MARKET, BY SERVICE

Figure 42 MCM TRAVEL AND TOURISM MARKET, BY SERVICE: CONSULTING SERVICES IN THE TRAVEL AND TOURISM VERTICAL SHOW SLOWER GROWTH

Figure 43 MCM TRANSPORTATION MARKET, BY SERVICE

Figure 44 MCM MEDIA AND ENTERTAINMENT MARKET, BY SERVICE: MEDIA AND ENTERTAINMENT VERTICAL SHOWS GREATER INCLINATION TOWARDS SYSTEM IMPLEMENTATION SERVICES

Figure 45 MCM TELECOMMUNICATION AND IT MARKET, BY SERVICE

Figure 46 MCM OTHERS MARKET, BY SERVICE

Figure 47 THE MEA IS EXPECTED TO GROW WITH THE MAXIMUM CAGR, OWING TO THE INCREASED ADOPTION OF MCM SOFTWARE PLATFORM IN DEVELOPING ECONOMIES

Figure 48 NA: MCM MARKET, BY DEPLOYMENT TYPE

Figure 49 NA: MCM MARKET, BY SERVICE: TRAINING AND SUPPORT SERVICES

EXPERIENCE HIGHER MARKET GROWTH IN THE NA REGION

Figure 50 EUROPE: MCM MARKET, BY DEPLOYMENT TYPE

Figure 51 EUROPE: MCM MARKET, BY SERVICE: EUROPE REGION SHOWS SLOWER GROWTH IN SYSTEM IMPLEMENTATION SERVICES

Figure 52 APAC: MCM MARKET, BY DEPLOYMENT TYPE

Figure 53 APAC: MCM MARKET, BY SERVICE: APAC REGION SHOWS PROMINENT GROWTH IN ALL THE SERVICE SEGMENTS DURING THE FORECAST PERIOD

Figure 54 MEA: MCM MARKET, BY DEPLOYMENT TYPE

Figure 55 MEA: MCM MARKET, BY SERVICE

Figure 56 LA: MCM MARKET, BY DEPLOYMENT TYPE

Figure 57 LA: MCM MARKET, BY SERVICE

Figure 58 COMPANIES ADOPTED AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, AND JOINT VENTURES AS THE KEY GROWTH STRATEGY OVER THE LAST 2 YEARS

Figure 59 SAP AG AND ORACLE GREW AT THE FASTEST RATE BETWEEN 2009–2013

Figure 60 MARKET EVALUATION FRAMEWORK

Figure 61 BATTLE FOR MARKET SHARE: MERGERS AND ACQUISITIONS WAS THE KEY STRATEGY

Figure 62 GEOGRAPHIC REVENUE MIX OF TOP 5 MARKET PLAYERS: COMPANIES TO SHIFT FOCUS OVER THE APAC REGION IN THE MCM MARKET

Figure 63 ADOBE SYSTEMS: BUSINESS OVERVIEW

Figure 64 ADOBE SYSTEMS SWOT ANALYSIS

Figure 65 EXPERIAN: BUSINESS OVERVIEW

Figure 66 IBM: BUSINESS OVERVIEW

Figure 67 IBM SWOT ANALYSIS

Figure 68 INFOR: BUSINESS OVERVIEW

Figure 69 MARKETO: BUSINESS OVERVIEW

Figure 70 ORACLE: BUSINESS OVERVIEW

Figure 71 ORACLE SWOT ANALYSIS

Figure 72 SALESFORCE.COM, INC.: BUSINESS OVERVIEW

Figure 73 SAP AG: BUSINESS OVERVIEW

Figure 74 SAP SWOT ANALYSIS

Figure 75 SAS INSTITUTE: BUSINESS OVERVIEW

Figure 76 TERADATA: BUSINESS OVERVIEW

Figure 77 TERADATA SWOT ANALYSIS

I would like to order

Product name: Multichannel Campaign Management Market by Software, by Service (Consulting, Training and Support, System Implementation and Integration), by End Users (Advertisers, Publishers, Enterprise), Vertical and Region - Market Forecasts and Analysis (2014 - 2019)

Product link: <https://marketpublishers.com/r/M730CF5C087EN.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/M730CF5C087EN.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