

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)

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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.

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